



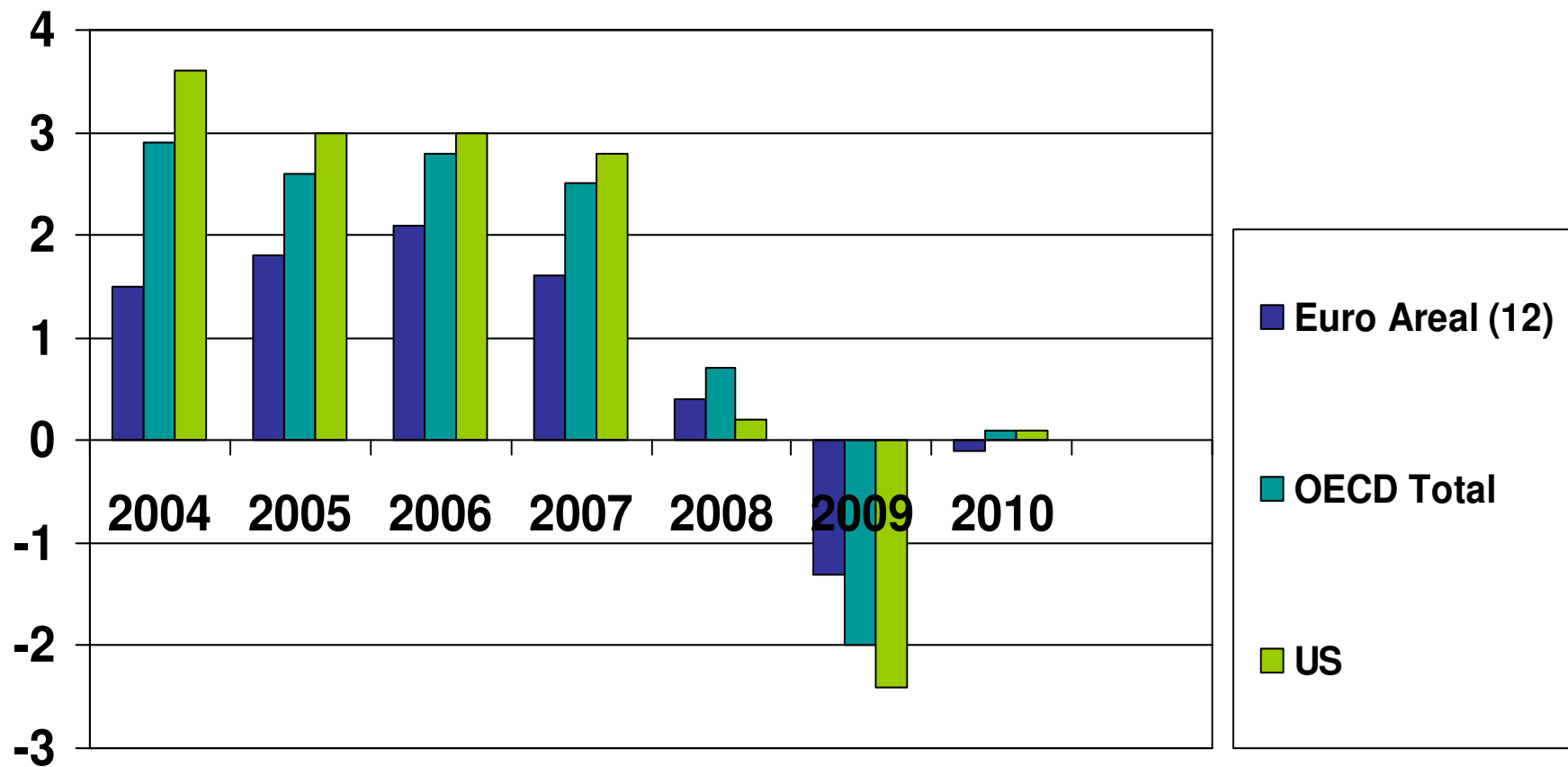
**CONSUMERS AND  
RETAIL TRADE**

# **Consumers and retail after the current crisis**

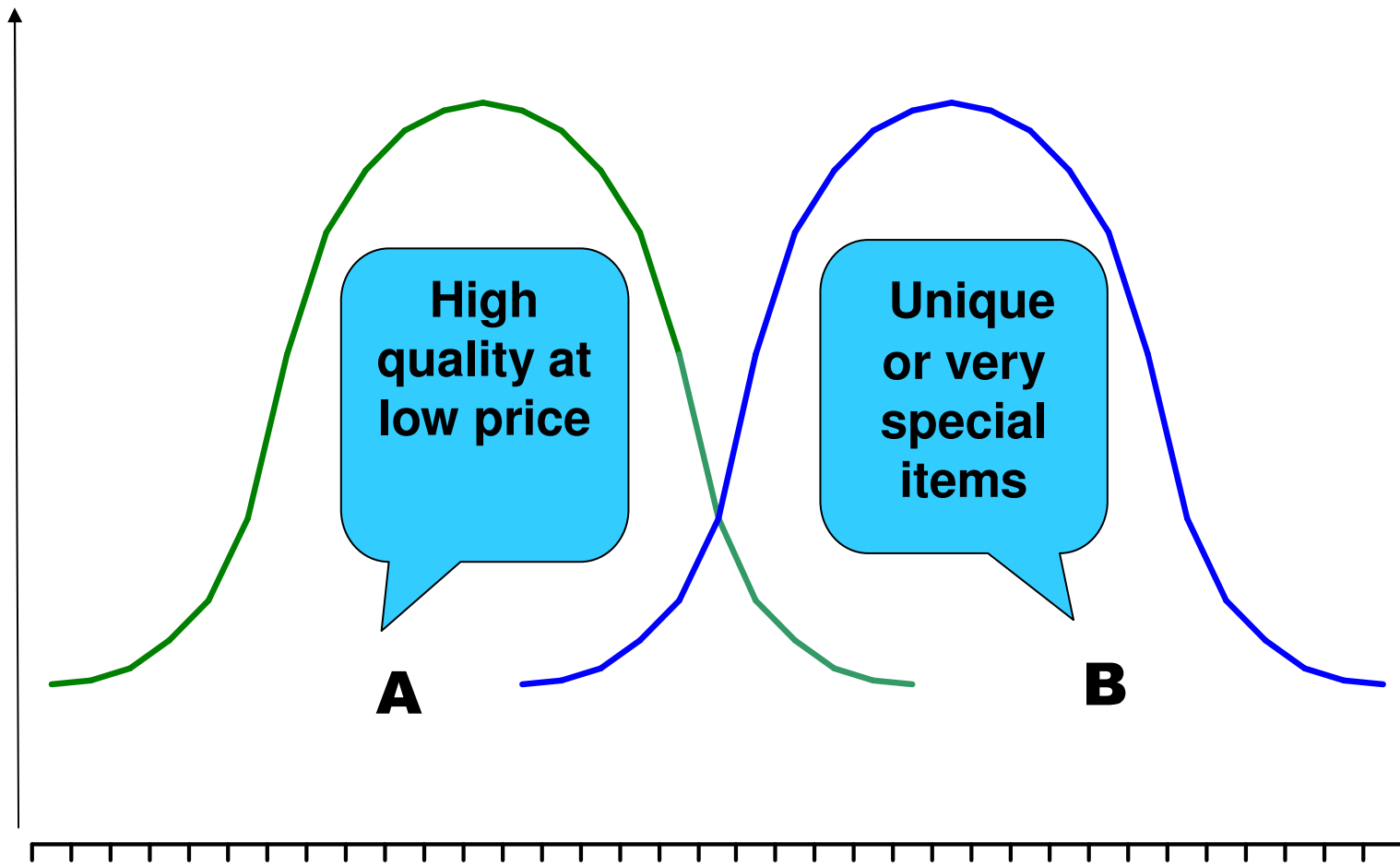
**Jesper Bo Jensen, ph.d.  
futurist**

# Final Private consumption – volume

Change year to year in procent



# The new consumers dual worlds



# The post crises paradigm



What do you see?  
By shifting perspective you might see an  
old woman or a young woman.

**Discount goes mainstream**

**Ikea, H&M and Lidl will expand further**

**New high quality discount**

**Up-market set back – luxury will have to create a new platform in the future**

**(greed is not so good anymore)**

**Middle-market platforms eroding**

**Brands in trouble – new branding strategies needed**

**The old world will never come back again – changes as profound as going from the 1970th to the 1980th**

# **New consumer platforms during the next upturn**

**Climate change – political market**

**Health at wellbeing – eternal life products**

**No-nonsense products**

**On-the-go products and gadgets**

**Small indulgencies**

**Gardens and nature – interior design at the  
exterior**

**Safety – avoiding the risk society**

# Situational consumption

CONSUMPTION SITUATIONS



# The shopping center of the future?

## Phone meets function.

Flick through a train route. Scroll through sports scores. Web apps and multi-touch make it possible.



# If you want loyalty - go buy a dog

(Bill Webb, London College of Fashion)



**Consumer loyalty is  
history**

**Situational consumption  
makes loyalty  
impossible**

**The younger the worse  
Gen Y and Z do not love  
brands**

**They just use them to  
build a style**

# Other consumer tendencies



**The green and sustainable taken for granted**

**Greed is not so good anymore**

**Old ethical standards reemerging:**

**Do the right thing, work hard, be a good citizen**

**Common sense: Prize, quality, durability**

**The little luxury – small indulgencies**

**Introvert consumption – no show off**

**Escape – let me get out of here**

**A new beginning – from brands to packing and wraps**

# CONSUMERS AND RETAIL TRADE

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