

Waarom retail niet dood maar veranderd is

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Door alle recente faillissementen zou je bijna vergeten dat de detailhandel juist weer in de lift zat. De ondergang van onder meer Bakker.com, Lake Side, Kijkshop en SuperTrash is voer voor doemdenkers, die het einde van de fysieke retail voorspellen. In de Verenigde Staten wordt zelfs gesproken van een *retail apocalypse*. Tegelijkertijd openen gekende etailers als Amazon en Coolblue in ons land juist in rap tempo fysieke vestigingen. Het bevestigt volgens analist Matthew Fassler van Goldman Sachs de potentie die e-commercespelers in fysieke winkels zien. De sleutel tot succes is volgens hem je aanpassen aan de behoeften van de moderne consument. "De retail is niet dood, maar aan het veranderen. De mate waarin fysieke winkels nieuwe technologieën en modellen omarmen, bepaalt of ze de meedogenloze verschuiving naar online overleven", stelt Fassler. Fundera, een Amerikaanse marktplaats voor leningen voor kleine bedrijven, ondersteunt die woorden met een infographic.

Retail's NOT DEAD

WHO SHOPS IN-STORE?



89% of women vs **79%** of men intend to shop in-store for holiday shopping.



51% of consumers prefer to buy clothing and shoes in-store.



70% of global shoppers prefer to buy groceries in-store.



56% prefer to purchase household appliances in-store.

WHAT CUSTOMERS LOVE



1 Organized Shelves

47% of women said the best way to improve the shopping experience was with organized and well-stocked shelves.

4 A Wide Variety of Products

7% of millennials said a lack of variety was a dealbreaker for holiday shopping.

2 Make it Pretty

35% of shoppers enjoy looking at the decor and seasonal decorations. As consumers lean into experiences over products, be sure to provide a memorable one.

3 Physical Contact

14% of shoppers want to experience a product by touching it. However, a sterile display case makes Gen-Z shoppers want to shop elsewhere.

5 Evaluating Product In-Person

65% of consumers said this was why they were visiting retail stores.

WHAT CUSTOMERS HATE



1 Vanishing Products

52% said not being able to find a product was a leading cause of shopping stress.

4 Long Queues

73% of consumers said long lines was the worst thing about shopping.

2 Parking

Many specifically listed a lack of parking as their biggest pet peeve about shopping in stores.

3 Bad Customer Service

US companies lost an estimated \$11 billion due to bad customer service.

5 Too Many People

58% of shoppers said a crowded store was a cause of holiday shopping stress.

THE FUTURE OF RETAIL STORES



1 Create Eye-Level Displays

Thanks to the smartphone, Gen-Z doesn't even look up when they enter retail stores. Keep displays at eye-level.

3 Merge Technology

Allowing customers to buy online and pick-up in store eliminates queues and vanishing products: two major pain points for consumers.

2 Contrast and Color

A study found that younger generations pay more attention to contrast and color than traditional displays.

5 Experience First

23.25% of customers say socializing is the reason they visit stores.

4 Bring in Food and Beverages

Both Nordstrom and Urban Outfitters are experimenting with adding food and beverage options to stores.



Sources available at
<https://www.fundera.com/blog/retails-not-dead>

