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A FLUX TRENDS REPORT

# THE POST-PANDEMIC RETAIL LANDSCAPE

COVID-19 and beyond



The trends driving retail and what businesses could and should be doing to ensure sustainability.

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# INTRODUCTION

**Retail** over the past two years has faced numerous challenges and is now showing signs of recovery. The COVID-19 pandemic has resulted in many consumers redefining their wants and needs. While in lockdown they were forced to slow down and take stock of their lives. This in combination with technological advances has affected many aspects of retail, from food choices to shopping preferences and payment methods. The pandemic will continue to face new waves and, while its future is uncertain, increasing vaccination rates around the world and immunity from past infection, have resulted in the easing of restrictions. People are once again becoming more mobile and seeking out more human connection. In this report, we identify and examine major new trends in retail and marketing and ways to connect with potential customers. These trends can be used to inform your current and future business strategy.

# POST PANDEMIC RETAIL



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# Contactless Economy



The pandemic has precipitated a need for contactless commerce. This is built on limited or no human-to-human or human-to-surface contact. Across the supply chain, companies are adapting to contactless touchpoints, those interactions between a customer and a business before, during or after a purchase. This adaptation includes reengineering office space and roles around remote work. This economy relies on technology to enable interactions without real human touch.



## Cashierless Stores

Utilising a combination of high tech sensors and cameras, individual shoppers are tracked and invoiced automatically without the need for interaction. Back in 2019, Sainsbury's became the first UK retailer to trial checkout-free grocery shopping. Fast forward to today and we see many more companies trialling this form of store, the most notable being Amazon's Go stores.

South African grocery chain Checkers is trialling SA's first cashierless grocery store "Checkers Rush". The trial store in company offices in Cape Town has only 40 products such as snacks and sandwiches and will initially only be available to employees. According to analysts at Juniper research, till-free shopping could account for **\$400bn (£290bn) of transactions within five years**. Therefore brands should consider experimenting with cashierless technology where they see fit.

“*Aside from Amazon's stores, similar checkout-free concepts are popping up in countries including Brazil, Canada, China, Poland and Singapore. These tend to be individual stores, rather than a retailer rolling out the concept to its whole network, because the technology is still being piloted.*” ~ Alan Burt, Retail Banking Research

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