

THE FUTURE OF RETAIL 2030

The retail industry is rewriting the laws of physics. Change is coming at an ever faster rate each year and 2030 will be upon us before we know it

The volume of data that is going to be available for interpretation in 2030 is simply staggering. By 2030 around a trillion devices will be able to connect to one another, each connection creates a data point and each point is a potential insight.

Over the past year the CBRE team has been examining and debating over which insights are the most salient to the retail industry. At MAPIC 2017 CBRE will launch the first eight of the 40 insights it believes will have a major influence on how shopping

takes place, where, when and what will be purchased. These insights are not ranked and nor are they all equally important. The impact and timing of each will depend on the maturity and geo-demographic nature of the market for which they are considered.



THE POWER OF PREDICTION HAS ENABLED DECISION MAKING TO BE OUTSOURCED TO MACHINES

The advanced integration of trillions of connected sensors provides deeper insights into the buying patterns of consumers, enabling retailers to anticipate their requirements before they can themselves. Helping the consumer to make the right decision each and every time.



STORES WILL INCREASINGLY BECOME SHOWROOMS AND BRAND AMBASSADORS

Shopping has become an immersive, sensory brand engagement, because, despite the speed and easy of access to online merchandise, the shopper of 2030 still has the desire to visit a physical store.



CONSUMER EXPERIENCES WILL BE SPECIFIC NOT GENERIC

Knowing a customer's buying habits, their leisure interests, their style and colour preferences means that retailers present a uniquely personalised experience.

‘The future of retail is going to change more than we could ever imagine. At CBRE we’ve taken the time to think about what will change and what it will mean for consumers and the retail industry as a whole’

Andrew Phipps, Head of Retail Research, EMEA



We are pleased to be able to share with you a preview of the first eight insights supported by key observations and the outcomes CBRE believe to be the most relevant.

Additional insights can be found at www.cbre.com/futureofretail2030



BUY WHAT YOU WANT, WHEN YOU WANT, WHERE YOU WANT

Advances in smart device technology allow consumers to literally buy what they see: anywhere, any time. Simple, real-time image capture analysis makes everything stoppable from any source.



PURE-PLAY (ONLINE-ONLY) WILL NO LONGER BE AN IMPORTANT PART OF RETAIL

Retailers recognise the integral and critical role the physical store has to play. Major pure-play retailers become major owners of physical store real estate.



ROBOTICS AND AUTOMATION WILL REPLACE MANY JOBS IN THE RETAIL SECTOR

Automated processes replace human interface in the retail environment. Shoppers who don't need to have physical contact with sales staff can browse, try and buy without queuing to pay at the point of purchase.



PERSONAL OWNERSHIP OF CARS WILL DECLINE DRAMATICALLY

The majority of vehicles are now driverless, completely autonomous and powered by alternative technologies. Personal ownership is the exception rather than the norm. These new vehicles are produced by co-creative partnerships between technology companies and car manufacturers.



THE COMPETITION FOR CONSUMERS' DISPOSABLE INCOME WILL BE FAR GREATER THAN IT EVER WAS IN MATURE MARKETS

People have a desire for new experiences. Retailers embrace this change and offer training and tuition as an integral part of the experience. Learning new skills and developing their appreciation of products and experiences increasingly engages consumers.