

Shop X - Shopper Insights & Business Intelligence

How brands and retailers can adapt to
and embrace new consumer behaviours



Times are a changing

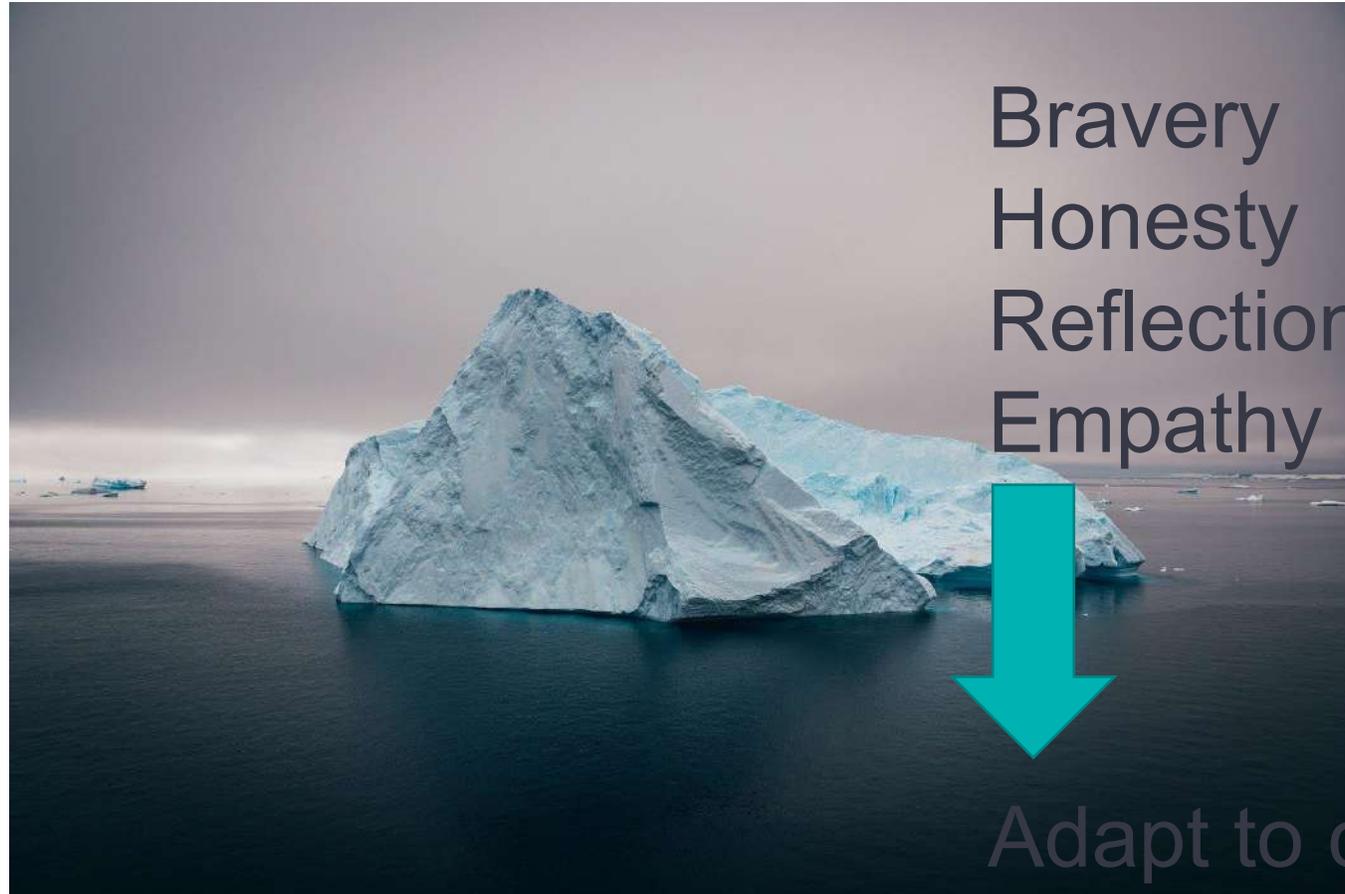
Covid

Dash to digital

Social responsibility

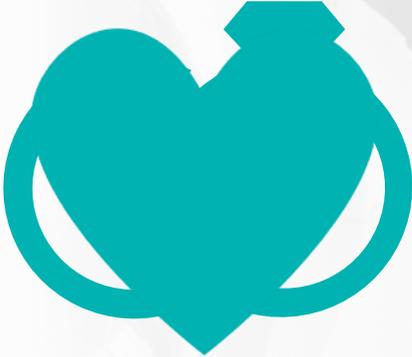
Omnichannel and hybrid experiences

We need to look forward...

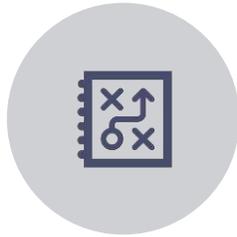


Adapt to changes in
consumer behaviours

and outward



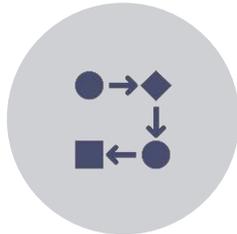
Growth strategies



Recovery plan – Bring business back to pre-Covid profit level



Maintenance plan – Keep existing business profit level

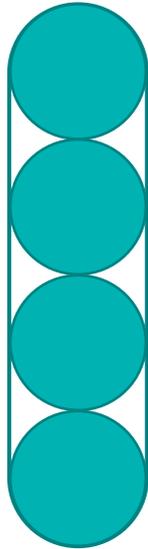


Step change plan – Making a step change to increase business profits



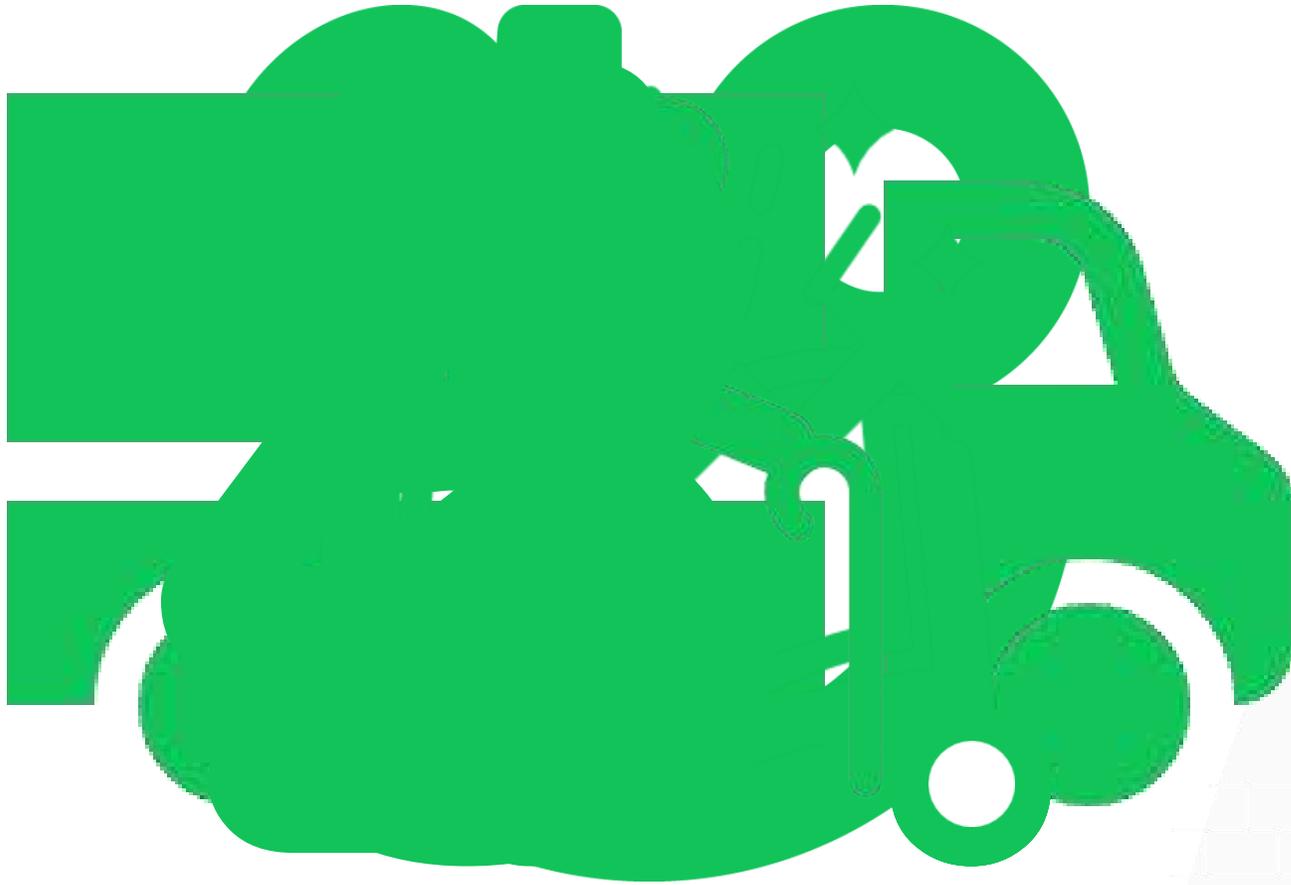
Transformation plan – Moving the business to new model to maximise profit

Today we will consider...



4. Examples
3. Your actions
2. The case study
1. The challenge

What does brave look like?



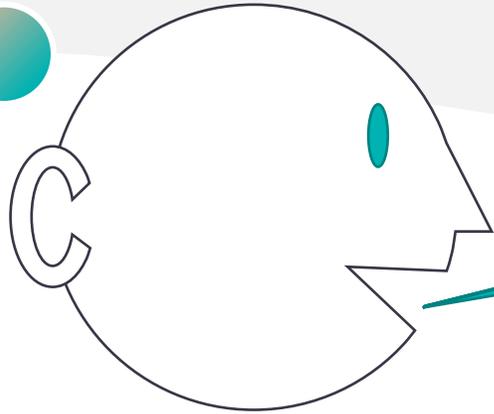
What does brave look like?



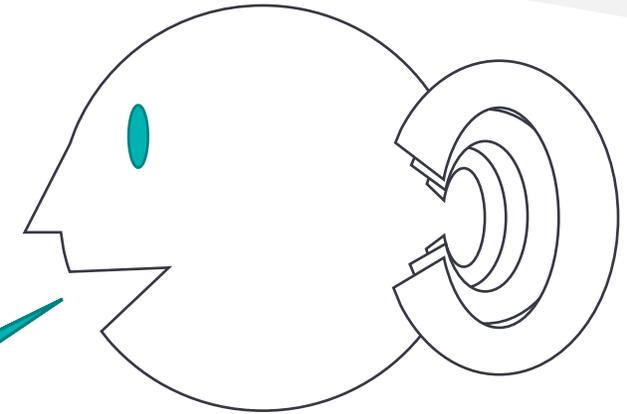
Three practical activities



Reap the benefits of empathy



Pain – picking up parcels
is so ... seedy



Our spaces offer you
everything you need to
enjoy online shopping



Grow your business



