

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Converting what is already in place to convert people to new practices

Seeking to impose something new is not the best way of ensuring it becomes widespread. Thinking about how it could fit into the existing system can be much more effective...

www.facebook.com/Brouzils-Auto-189534254399713

<https://association-aire.org>

Seen in Les Brouzils, Vendée

Having received type approval in France a few months ago, retrofitting is a technique that has long been championed by several associations and involves converting petrol or diesel-engined vehicles (trucks, buses, cars and motorcycles) to electric power, on condition that they are more than five years old. According to the Aire (Actors of the Electrical Retrofit Industry) association, this technique could generate turnover of more than €1 billion and allow 65,000 vehicles to be converted. In Les Brouzils, a town in Vendée with a population of 2,800, a multi-brand garage, Brouzils-Auto, has been performing retrofits since 2018.



What to think of it?

At a time when all car manufacturers are trying to encourage their customers to buy an electric car, the idea behind retrofitting (whose type approval has gone almost unnoticed) is to convert an existing vehicle to electric power. **This is a responsible way of nudging consumers towards a new technology while allowing them to keep one foot in familiar territory.** The concept of converting what already exists, the ultimate purpose of which is to transform practices in general, could prove to be a force for good in extraordinary times such as these, when it is important **to embrace new behaviours and alter our habits.** In a similar vein, due to a lack of tourists some hotel groups have converted their rooms into individual workspaces for employees who don't want to work remotely from home. Many restaurants have been partially converted into delicatessens and now sell their customers products from their suppliers. Might it be possible to facilitate the emergence of the "new world" by **converting the "old world"?**

Brands seeking to come up with new customer experiences may find inspiration in the world of culture

All products can draw from culture to enhance the way they are perceived. Unlikely sources of inspiration are not necessarily incompatible with promotional campaigns.

Seen in Paris

On the afternoon of Saturday 10 October, luxury perfume label Serge Lutens's store at the Palais Royal offered an hour-long tour themed around the relationship between its boutique and the surrounding gardens. The guided tour, which had to be booked in advance, was priced at €15, deductible from purchases subsequently made in the store. This ingenious offer, which was original and inspiring in equal measure, went unnoticed, except by those who receive the brand's latest news.



What to think of it?

Although brands remain focused on gaining market share, today they are also seeking to devise original campaigns that will **boost their presence on social media.** This allows them to keep doing business while also differentiating themselves. Reaching out to loyal customers is just as likely to make this possible as calling upon celebrities or influencers. What's more, given that **major event-based campaigns are not Covid compatible,** why not **promote the historical and cultural aspects** of one's brand through conferences or tours? This allows the brand to establish stronger ties with consumers and **take on a cultural depth that can forever be a source of new offers.** It is also a way of encouraging customers to **see the company in a new light,** thanks to the knowledge they acquire about its background, values and know-how. Designed to bring people together in a more intimate atmosphere, these low-key events are also an opportunity for participants to **feel a sense of belonging to a community,** which can only strengthen their relationship with the brand. All brands have a cultural dimension. Why do so few of them choose to point it out? Especially when we consider, as Serge Lutens has shown, that it can be used as a vehicle for an astute and subtle promotional campaign.

Could civic-mindedness lend retail a helping hand?

When environmental responsibility becomes second nature, everyone stands to gain, including local communities.

<https://www.simplemaps.fr>

Seen in the Centre-Val de Loire region

Developed by a resident of Tours and supported by the Centre-Val de Loire region, Simple Maps is a civic-minded app that displays a map allowing users to find the most responsible associations, businesses and restaurants in their area. These are listed according to a score based on a number of criteria relating to sustainable development, such as zero waste, short supply chains and the circular economy. The more an organisation respects the environment and supports the ecological transition, the more visible its logo will be on the map. The app also rewards its users if they make civic gestures (e.g., by reporting bulky waste left on a public highway) with points that can be redeemed in the form of discounts in the stores listed. Around a hundred municipalities in the Centre-Val de Loire region have partnered with Simple Maps.

What to think of it?

It would be reductive to view Simple Maps as just another application that lists and rates virtuous initiatives so as to appeal to those who want to support the ecological transition. However, its aim is also to ensure that **eco-gestures support the local** community. Town centre traders may see this as a way of growing their business as well as an opportunity to promote their values. **The more they engage in positive behaviours, the more visibility they will gain and the more attractive they will be to new customers** who are drawn to sustainable approaches. Indeed, contrary to conventional practices, the businesses that are the most visible or which appear at the top of searches are not those that pay the most, but those that behave the most responsibly. Simple Maps also encourages a region's inhabitants to interact with their local area by **introducing them to virtuous local initiatives in a way that is fun**, much like a treasure hunt or Pokemon GO, while also encouraging them to engage in responsible behaviour by offering them discounts. When retail and consumers share the same values, there is no reason why this should not be used to **boost footfall and loyalty**.



The ability to offer unique experiences will allow real-world retailers to stand up to e-commerce

For retail to reinvent itself it must do more than just offer new formats. It must also develop new forms of relationship with customers.

<https://decathlonDX.com>

Seen in Villeneuve-d'Ascq

On its campus in Villeneuve-d'Ascq, Decathlon recently opened its new 800-square-metre concept store Decathlon DX, which is accessible only to members of its loyalty programme. What marks it out is the fact that it offers only one category of product, which customers can not only purchase, but also try out. This allows them to get to know the products and help improve them thanks to co-design workshops held by the brand's teams. The product category changes every ten weeks. The first category featured when the store opened was children's shoes. Customers were given access to a foot scanner and a 3D printer that allowed them to produce prototypes and custom parts. Since mid-November, the outlet has been showcasing winter hats, gloves and protective jackets. Videos displayed in the store show images of the company's production lines and inform visitors about the sustainability initiatives in which the company and its employees are engaged.

What to think of it?

At a time when all mass retailers are launching smaller outlets (local, convenience and pedestrian click-and-collect stores) or reducing the number of hypermarkets in their portfolio, Decathlon's new store reminds us that the future of retail will not only require a trade-off between existing formats, but also (and most importantly) **the invention of new relationship models**. Thus, Decathlon DX turns the usual rules of retail on their head. **It is not trying to reach everyone**, but just its most committed and loyal card-holding customers, the intention being to express its gratitude to them other than by rewarding them for the quantity and value of their purchases. **Neither is it seeking to offer the widest range possible**, instead focusing on a single product category and asking customers how it can better meet their expectations. This serves as a reminder that they are not only there to generate turnover for the company, but can also be a source of added value. **A cross between a showroom and a laboratory: the shop of the future is taking shape.**



To keep attracting people to their stores, some brands are not afraid to stray from their original remit

In the retail world, the era of shared stores is upon us. This means sharing with complementary brands, other brands in the same group or a range of vintage items.

Seen in Paris

After Kiabi, Gemo and Jacadi, it is Eram's turn to trial a section devoted to second-hand fashion within its stores. But what makes this initiative so original is the fact that the brand is stepping out of its original market, i.e., footwear, by offering clothing by other brands. Eram's first "vintage corner" has been set up in its store on Boulevard de Sébastopol in Paris, taking up 30 out of a total of 200 square metres. Should it prove successful, the section will be trialled in other regions, before being rolled out nationally in around 30 outlets. In parallel, the retailer has set up a system whereby shoes from any brand can be reconditioned in its stores on a cobbler's bench positioned to allow customers to watch, the aim being to add a little life to the shop and demonstrate its know-how.



What to think of it?

The fact that many brands (mass-market and premium alike) are being tempted to offer vintage items as part of their usual offering is indicative of a change in attitudes among both retailers and consumers. The former see vintage as a way to diversify, to underscore their engagement (in terms of social responsibility, ethics and circularity) and to attract **a younger and more fashionable clientele** to which this kind of proposition appeals. For consumers, vintage is primarily **an opportunity to keep spending in a tough economic climate**, but also a way to differentiate themselves and a response to their desire to add meaning to their consumption. The vintage market ticks all the boxes of the modern world. At a time when all brands are keen to offer memorable customer experiences, could the simplest and the least technologically complex solution be to **offer something offbeat and which at first glance may be surprising, but which nonetheless complements their usual offerings?** This reminds us that a store is more than just the sum of its product offerings and can actually inspire a different lifestyle.



A glance in the rear-view mirror

At a time when the press industry was looking for new sources of revenue, in November 2015 Amazon and Parents magazine forged an alliance that remains relevant today...

What if the worlds of media and e-Business got together?

Seen on the Web

The Amazon website features a store devoted to childcare and baby toys, which is run in partnership with Parents magazine. For twenty years, the "Parents a choisi" label has been awarded on an annual basis to a selection of the best baby products. It can now be found online at amazon.com, together with a store offering six categories of product (Maternity, Food, Sleep, Grooming and Care, Learning and Games, and Outings), as well as buyer's guides.

What to think of it?

On the one hand, many e-commerce sites **no longer want to be seen merely as transactional platforms** and would also like to offer their customers **added value**. On the other, traditional media outlets have seen a drop in their readerships due to the growth of digital media and are **seeking new economic models** in an effort to **conquer new population segments that are younger and more connected**. Here, the publication has taken on the role of **guarantor** for the e-commerce site, allowing the latter to **qualify its offering and enhance its image** in the eyes of a target market that is always looking for reassurance. Thus, innovation today may well involve seeking ways to work hand in hand with other sectors.



Word of the month

Metaverse: a contraction of meta and universe, the metaverse is the virtual world described by Neal Stephenson in his 1992 novel *Snow Crash*. This imaginary realm has gradually become possible thanks to improvements in virtual reality technology. Today, video game and social media giants offer alternative realities that are attracting more and more web users, who see them as new social spaces that allow them to meet others and attend shared events such as concerts. The lockdown has only served to speed up this exodus towards virtual worlds.



Catching the eye

According to a biannual survey of 9,800 American teenagers with an average age of 15.8 years, conducted on behalf of US investment bank Piper Sandler, **34% of teens are hooked on Snapchat, 29% say TikTok is their favourite app and 25% prefer Instagram**. On average, US teens are reported to spend 12 hours per week on social media.

According to a survey published by Mastercard, **3 out of 4 Europeans (74%) now prefer to shop at local stores**. In France, the figure is 85%. At a time when lockdowns have become the norm, 50% of Europeans state that they find these stores convenient (42% of French respondents). They allow shoppers to avoid the queues in large supermarkets (40% and 29%, respectively) and to spend less time travelling (31% and 56%, respectively). 44% of French consumers want to help small local traders get through these tough economic times. This is also true for 50% of Europeans.

(Survey conducted in September 2020 on a sample of 13,000 people in 16 countries.)

According to the initial findings of the Observatoire Cetelem zOOM survey on the relationship the French have with luxury, **fewer than 1 in 3 (31%) state that they regularly treat themselves to luxury products or experiences**. Among the underlying reasons for purchasing a luxury product or experience, indulging oneself is a key motivation (88%). Such purchases are made not only to **add sparkle to day-to-day life (82%)**, but also to invest in quality (88%) or in a product that will last for a while (73%).

Summing Up

On 22 September, the UFC-Que Choisir association filed a complaint against Nintendo, accusing it of selling game controllers that are intended to stop working after less than a year of use.

In Clichy, Monoprix recently opened its first Black Box concept store: an 18-square-metre container offering a reduced range of 300 items, which you can access by producing a method of payment. When a customer leaves, a touchscreen lists the items they have purchased, which they just need to confirm.

The H&M store in Stockholm features a machine, christened Loop, that recycles clothes before its customers' eyes. Garments are washed and then shredded into fibres, which are filtered and carded to obtain a new thread that is ready to be woven. The process is as spectacular as it is educational.

In Singapore, until its planes are able to take off again, Singapore Airlines is serving meals on board its two grounded A380s. Guests can watch a movie and some are even given the chance to visit the cockpit and meet the pilots.



The 24-square-metre connected greenhouse developed by French startup Myfood can feed a family of four throughout the year. No pesticides are used and water consumption is low thanks to aquaponics and permaculture.

<https://myfood.eu/fr/notre-technologie/serre-connectee>

Revolut is a bank that offers a card for minors, Revolut Junior, which allows them to manage their own account. Their parents (who must also be customers of the bank) can supervise all the transactions made via a dedicated app.

www.revolut.com/fr-FR/obtenir-une-carte-junior

Catalan perfume group Puig (Carolina Herrera, Nina Ricci, L'Artisan Parfumeur, etc.) recently unveiled AI.LICE, a technology that allows the user to determine the olfactory composition of a fragrance without having to smell it or handle the bottle. The customer just needs to scan a QR code with their smartphone.

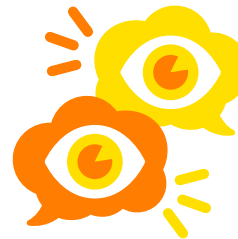


Since early October, Zalando has allowed customers to sell and exchange second-hand clothes. Initially launched in Germany, the service is now available in France, Belgium, the Netherlands and Poland.

From 24 November to 3 December, in 27 countries, Ikea is running the "Buy-Back Friday" campaign, which allows customers to exchange their old Ikea furniture for vouchers worth up to 50% of the item's original price.

Next year, Alibaba will roll out its first fleet of fully automated and autonomous electric delivery vehicles. Christened Xiamaniv (meaning "little competent donkey"), they will be able to deliver up to 500 parcels per day and cover around 100 kilometres with each load.


In Belgium, the Decathlon website now sells brands other than its own, from the best known labels to young local companies for which this can provide new opportunities.



In conjunction with Google, Orange recently launched a new low-cost smartphone for the African and Middle Eastern markets. Christened Sanza Touch, this is the first 4G Android smartphone to be priced at \$30. A few apps are preinstalled, including Orange Money.

Retailer King Jouet has announced that it intends, from early 2021, to sell a range of spare parts, manuals and user instructions to encourage buyers to repair toys rather than throwing them away.



Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.
 means that the fact or the news in brief was spotted by one of them.

L'Œil de L'Observatoire Cetelem analyses micro-facts on consumption, revealing the emergence of new manners of spending.

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