

# l'œil

n° 277  
January 2021

in depth study of new  
consumption trends

by L'Observatoire Cetelem

[www.observatoirecetelem.com](http://www.observatoirecetelem.com)

## Tomorrow's brands will need to know how to make themselves heard...

Having long had strong visual identities, the brands that succeed tomorrow may well be those that manage to gain what could be called "ear share"...

[www.signaturebrew.co.uk](http://www.signaturebrew.co.uk) / <https://music.apple.com/us/playlist/harpers-bazaar-the-playlist/pl.b6135f95b44059acf8b85d4da55605>

### Seen in the UK and the United States

In the UK in December, microbrewery "Signature Brew" was offering a Christmas Box containing a selection of prestigious beers and tasty snacks. Most interestingly, however, it featured a Spotify Christmas playlist compiled exclusively by music journalists. Each track was chosen to accompany a particular beer. In the United States, Harper's Bazaar magazine has recruited a "music director" to create a playlist that reflects the magazine's philosophy and which is intended as a soundtrack to enhance the reading experience. The playlist is available on Apple Music. Finally, cosmetics brand Fenty, which was founded by Rihanna, is inviting artists to share the music they are listening to through dedicated playlists, which are also available on Apple Music.



### What to think of it?

All brands are keen to construct their very own universe. For many years, they have done so through visuals, the tone of their advertising or graphic codes. For some time now, they have also been seeking to equip their stores with **musical atmospheres** to enrich their customers' shopping experience, **to show how cool and modern they are** or, more prosaically, **to try to attract members of Gen Z**, for whom music is as natural as the air they breathe. This shift towards **an increasingly immaterial approach** is unlikely to slow down in the future, given the rising use of social media and voice assistants. One step on this journey could be for brands to follow Signature Brew's example by choosing music suited to the different moments at which their products are consumed, the aim being **to keep their customers interested by constantly showing themselves in a new light**. When will there be a Carrefour playlist for the kitchen or a Sephora playlist for the bathroom?

## Tell me your preferences and I'll tell you what to buy



Having previously competed on the basis of price, choice and quality, many major food retailers are now turning to healthy eating. Is this the new Holy Grail?

[www.youtube.com/watch?v=EJvX1jQ1JRk&feature=youtu.be](https://www.youtube.com/watch?v=EJvX1jQ1JRk&feature=youtu.be)

### Seen in France

Thanks to its partnership with US-based startup INNIT, Carrefour is now able to offer its customers a personalised nutritional score calculated according to their food preferences (vegan, vegetarian, organic, etc.), goals and health profile (allergies, etc.), all in strict compliance with GDPR regulations. The recommendations made draw from the 40,000 items available on its website and only cover processed products. The personalised INNIT score is indicated on a scale of 0 to 100 or by displaying the word "avoid". The higher the score, the more suited the product is to the customer's profile. Carrefour plans to expand this service to other countries.

### What to think of it?

Faced with declining consumer confidence in the promises made by brands, retailers today are endeavouring to take on a **virtuous new role as intermediaries** between brands and their customers, so as to guide the latter towards what will best meet their needs. This is a similar approach to that adopted by Nutri-score and, even more so, Yuka, whose success reinforces the idea that consumers are hungry for advice at a time when **there are almost too many options and a huge variety of claims from brands**. With its personalised nutritional scores, Carrefour is offering its customers a new experience, akin to **nutritional coaching**, enabling it to strengthen its relationship with them much more effectively and in a less overtly commercial way than analysing the data collected via a loyalty programme. Today's consumers are eager to know where the products aimed at them come from. Tomorrow, many of them will also want to **know what is best for them**. This gives retailers a whole new mission.

## The rise in mutual aid prompted by the lockdown has become a new way for retailers to enhance their image

Shopping for one's neighbours is something that developed spontaneously during the first lockdown. Could retailers turn this into a lasting trend?

<https://colruyt.collectandgo.be/cogo/fr/assortiment/static/clp/>

[livraisonadomicilepardesvoisins.htm](https://livraisonadomicilepardesvoisins.htm)

[www.shopopop.com/livraison-de-vos-courses-e-leclerc](https://www.shopopop.com/livraison-de-vos-courses-e-leclerc)

### Seen in France and Belgium

In the cities of Hal, Bruges and Ghent, food retailer Colruyt offers an original collaborative delivery system that allows customers to pick up both their own groceries and those of their neighbours at the store's Collect&Go point. The store acts as a middle man between customers and volunteer delivery drivers, who receive a fee of €7 per delivery once they are registered. In France, E. Leclerc recently joined forces with start up Shopopop and Super U to launch a similar service.



### What to think of it?

Developed by Colruyt, the Collect&Go or Collect concept, which involves picking up both your own shopping and that of others in your community, looks set to become widespread. **What is taking shape here is a novel example of the collaborative economy** that is of benefit to both parties. For retailers, it is an opportunity to **reach new categories of customer** who had not previously visited their stores. For those who do other people's shopping, it is a way of supplementing their income a little and feeling as though they are useful to their community. Today, the key challenge when it comes to deliveries lies in the last few metres of the journey to the customer's home. Drive-through click-and-collect points were the solution initially created, followed by pedestrian versions in city centres. Now we have what could be called **collaborative click-and-collect** (or Crowdshipping), which helps **reduce the number of individual journeys made as well as strengthening the bond between residents of the same neighbourhood**. When networks of stores team up with networks of neighbours, the environmental and social commitments of brands enter a new dimension.

## When customers become shareholders



To build customer loyalty, one brand has decided to give its customers (limited) access to its share capital. The idea of the customer as a shareholder is now coming into view.

### Seen in the Netherlands

Dutch non-food retailer Blokker recently launched an innovative loyalty programme that gives its customers the opportunity to acquire fractions of its shares. In short, not only can customers convert their loyalty points into gifts and discounts, they can also redeem them against share certificates. Every certificate represents 1/16th of a Blokker share, but does not grant the holder the voting rights that would allow them to influence the company's management. What's the next step?

### What to think of it?

Building customer loyalty is the main objective of all brands and various models allow them to achieve this. Traditionally, they have rewarded individuals for specific economic behaviour (those who spend the most or visit most regularly). More recently, there has been a focus on ethical behaviour (those who buy healthy or responsible products). By offering customers the chance to buy shares, **Blokker combines the notion of loyalty with the opportunity to own a stake in its business**. Even if this option does not (yet) translate into decision-making power, this sends out a strong message similar to that of cooperative brands and stores such as La Louve and "C'est qui le patron?". Having become "consumactors" eager to have an input into the products aimed at them, it is hardly surprising that **consumers are now keen to have a say in the decisions companies make**. With firms now expected to make significant commitments, could one of these involve **offering customers the chance to commit alongside them?**



## Word of the month

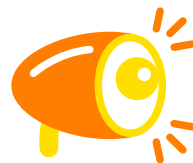
**NEET:** Not in Education, Employment or Training, a social category into which certain economically inactive individuals fall. The term usually refers to introverted teenagers who are not in education, but it can also describe adults who have no social life and are closed in on themselves. NEET is also now the name of an alternative political movement whose members are proud to live on the fringes, away from institutional models, and who campaign against consumption and economic growth.



## Catching the eye

According to a survey carried out for Ikea, in which 38,000 adults were interviewed in 37 countries (including France), **78% of respondents see the home as a real sanctuary amidst the restrictions imposed due to the pandemic.** The crisis has led to a redefinition of what a “good home” should be: 38% of respondents would like to have a space in which to enjoy their hobbies and 35% would like to have a private garden or an outdoor space.

(Source: The Big Home Reboot – Life at Home Report 2020, Ikea, September 2020.)



## A glance in the rear-view mirror

***In late 2010, an Intermarché supermarket in Nice came up with a service that could be very successful today... (marketing) Private members' club***

### The facts

Nice's Intermarché store recently launched Libo Club, a card that costs users €60 euros a year, or €1.15 a week, and which enables them to buy fruit and vegetables at cost price at any time. This allows the brand to support French agriculture by improving its competitiveness on the shelves and to actively contribute to the mangerbouger.fr healthy eating programme.

### The analysis

While setting up a club for customers is not unheard of in the retail world, restricting its advantages to a single product category (fruit and vegetables) and offering a strong price advantage is something new. A new commercial rationale is emerging here, where customers commit to regularly buying fruit and vegetables in exchange for exclusive access to these items at cost price when they visit the store. The initiative also enables the latter to demonstrate its transparency to a portion of its clientele. This “two-speed” system, which could easily be replicated in other sectors, also reminds us that rewarding customers for their commitment to making purchases is an effective way for retailers to build customer loyalty.

## Summing Up

In Belgium, Decathlon is currently trialling the rental of sports equipment in six of its shops. Christened "We Play Circular", the service offers 40,000 different items, the rental price of which varies according to the duration. Consumers can then buy the items if they so wish. A subscription fee of €5 per month is required to access the service.

The new Mercedes S-Class is fitted with a fingerprint recognition system that means the driver no longer needs to use a key. This allows the car to recognise each driver and apply all their settings and preferences automatically. A world first.

TikTok has announced that it will be possible to make purchases via its app from the beginning of next year thanks to its new partnership with Shopify, a platform that allows independent shops to sell online. Retailers will be able to target a particular audience based on their gender, age, behaviour and the categories of video they watch.



In early January, La Redoute launched a website allowing consumers to buy and sell used items, with the proceeds being converted into money pots or vouchers that can be redeemed in exchange for products from the catalogue. The new service has been christened La Reboucle.

<https://lareboucle.fr>

Amazon now offers a service that delivers items straight to the user's garage. Key by Amazon In-Garage Delivery Service is now offered in more than 4,000 US cities. The service is available exclusively to Prime members and requires a system that enables a garage door to be opened using Amazon's Key app.

[www.amazon.com/Key-by-Amazon-In-Garage-Delivery/b?ie=UTF8&node=21222091011](http://www.amazon.com/Key-by-Amazon-In-Garage-Delivery/b?ie=UTF8&node=21222091011)

The city of Karlsruhe in Germany is set to trial a dynamic induction road capable of recharging all the electric vehicles that use it.



North of Grenoble, an 8km section of motorway features a ride sharing lane. The lane is activated during rush hour and a new type of camera has been developed to count the number of occupants in each car.

As part of the brand's environmental programme, three Kiabi stores have been trialling recyclable hangers made from used textiles. Once used, they can be collected to be recycled again.

Four responsible French fashion brands (1083, Hopaal, Panafrica and Atelier Unes) have decided to offer their customers a deposit service. The deposit is refunded when the item purchased is returned for recycling.

Rift is a mobile app that analyses the societal and environmental impact of current accounts, Livret A savings accounts and life insurance policies.

<https://riftapp.fr>




L'Oréal has launched Signatures Faces, a virtual make-up line featuring ten products that take the form of filters that allow users to apply make-up with just one click. Available on Zoom, Teams, Hangouts, as well as Instagram, Snapchat and Google Duo.

The Assistant SNCF app informs users in the cities of Paris, Lyon, Marseille, Grenoble and Bordeaux about the rental scooters or bicycles available in locations other than docking stations.



*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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