

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

<https://observatoirecetelem.com>

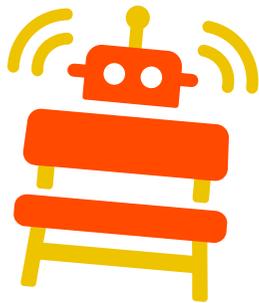
When robots hold out an articulated hand to the restaurant world

In the restaurant sector, reinventing oneself often means working out how to do as much with less. Robots could soon become a part of this approach...

www.pazzi.co

📍 Seen in Paris

Just a stone's throw from the Pompidou Centre, Parisians can now experience Pazzi, the first pizzeria with a pizzaiolo robot that can prepare, bake and even box up a pizza. Its maximum output is 80 pizzas per hour and, despite the lack of staff, the quality is high since all the ingredients have been sourced (PDO, PGI, organic) and the recipes developed by Thierry Graffagnino, a three-time world pizza champion. The only drawback is the machine's price (€500K) and maintenance costs, which should become more affordable if the system is developed further.



💡 What to think of it?

Although seemingly destined to remain a one-off, the Pazzi pizzeria could actually provide a blueprint for the restaurants of tomorrow. Its main feature is full automation, which will ensure its resilience in the event of future public health crises or staff shortages. **Innovating often means cutting down.** The fact that it is quite spectacular also **enhances the establishment's image and helps it win over customers from all generations.** In addition, the concept can be combined with **an offering that is both responsibly sourced and eye-catching** (small-scale producers, high-profile chefs) to dispel the notion that automation = lower quality. Pazzi is the embodiment of a new generation of "vending machines" that could easily find their way into our daily lives, **either as stopgaps or as substitutes for the shops that have vanished from small towns,** the added bonus being that it puts on a show for customers. What's more, it can **collect valuable data** in the process, so as to improve its recommendations and the system's stock management. And while there is no interaction between customers and staff, it could be said that the rapid rise of delivery services and the ongoing public health crisis have already reduced the importance of this relationship.

When all the shops on a street join forces to support a cause, this benefits the image of the town as a whole

Retail events are nothing new, but this one was different: only one street was involved and it revolved around the theme of sustainability...

www.oxfordstreet.co.uk/whats-happening/beyond-now

📍 Seen in London

From 18 to 25 September, as part of the UK-wide Sustainable September initiative, Oxford Street hosted an exclusive event christened *Beyond Now*, which was run jointly by around 30 stores located in this famous shopping quarter. To mark the occasion, John Lewis organised a two-day "sustainable festival" on Saturday 18 September and Saturday 25 September, during which the brand offered the most ethical and sustainable products and services available today, Selfridges opened the *Second Hand September* pop-up in conjunction with stylist Bay Garnett and Oxfam, while Urban Outfitters showcased its *Urban Renewal* corner in partnership with a recycling firm. For its part, H&M held a competition from 14 to 30 September to see who could recycle the largest quantity of clothing. Nike and New Balance also got involved.

💡 What to think of it?

Inspired by the retail events usually organised by towns and cities, the Beyond Now initiative is a little different because **only one street** is involved and the emphasis is **more on acting responsibly than on getting good deals.** The fact that it is confined to a specific area reinforces the event's identity and ambitions, as well as highlighting the collaborative spirit driving the brands taking part and their desire to **look beyond their usual narrative**, which tends to revolve around product offerings. By rallying around the same cause, they are also proving that they can **help revitalise town centres by offering a fresh perspective.** For a fortnight, people were heading to Oxford Street not just to shop, but also to be part of an environmentally conscious and responsible movement whose underlying philosophy will undoubtedly reflect on the city and its inhabitants. Could the next step involve participating retailers **working collaboratively to create a shared offering**, so as to promote their own values as well as their street's?



Could entertainment stations be the service stations of the future

We are all familiar with service stations run by oil companies, but could we soon see entertainment stations designed for those who need to recharge their electric vehicles?

Seen in the United States

US-based high-end electric car manufacturer Tesla recently announced its intention to open bars, restaurants, self-service outlets and even drive-ins around its charging stations, which are currently set up in car parks. The company is planning to open the first of these stations in Santa Monica, California, where it has a huge Supercharger offering 62 charging points. It will feature a 50s-style diner and an open-air cinema showing more than 100 different films.



What to think of it?

In the same way that oil companies have gradually transformed their service stations into food courts, supermarkets (offering essentials and local products) and rest areas, Tesla is planning to enhance its charging stations with leisure and relaxation facilities. By doing so, the brand hopes **to turn the inconvenience of having to wait for one's vehicle to charge into a moment of enjoyment.** Because Tesla's goal is not only to be an automaker and a supplier of energy for its vehicles, it also wants to be symbolic of a particular **lifestyle based on a set of values and on its customers' desire to stand apart.** Unlike other car manufacturers, the brand's marketing strategy is not to recount and promote its own history, but to **develop the ability to differentiate itself** from the rest by creating new rituals based on its technological innovations. At these entertainment stations, every Tesla owner will be able to **feel part of a world that has a crucial role to play in the future...**

Could subscription models enable new relationships with consumption to be forged?

A response to ever greater competition and a desire among consumers for greater simplicity, subscription services are finding their way into all areas of daily life...

<https://cours.monoprix.fr/content/monopflix-idf?ectrans=1>

Seen in Paris and Rouen

Monoprix recently launched Monopflix, a subscription-based shopping concept created to make daily life easier for its customers and to reward their loyalty. Once they have selected the duration of their subscription (one month for €9.90, six months for €49.90 or one year for €99.90), subscribers receive an immediate 10% discount at the checkout and when shopping online on Monoprix Plus, which also offers free delivery to customers in the Paris region. Customer care is also available via WhatsApp to better serve the needs of shoppers. Since 20 September, Carrefour has gone down a similar route in its Rouen stores, with a 15% discount being offered on its own-brand products.

What to think of it?

Casino was the first retailer to trial subscriptions (in 2019) and the exercise must have been successful given that Monoprix, which belongs to the same group, is now offering a comparable service. This type of approach is already widespread (even in the automotive and fashion worlds), so **there is no reason why the basic items we buy each day should be excluded.** Getting consumers to subscribe allows retailers to secure their loyalty (although some might argue that doing so in this way is a little coercive) and strengthens their relationship with customers (mainly by collecting data on their behaviour). For shoppers, the attraction is cheaper prices, better services, rewards and the feeling of being treated differently. In other words, it offers a host of advantages and a way of **consuming differently that caters closely for people's desire to see retailers reinvent themselves.** The subscription model is gradually reshaping consumption by reducing the emphasis on the transactional side of things (because a good deal is guaranteed anyway) and placing greater importance on relationships by allowing people to join a group. **Less attention is paid to prices and greater value is placed on** acknowledging consumers, making it almost the perfect retailer-customer relationship.





Word of the month

Nima (“*Non Issus du Monde Agricole*” or “not from the world of farming”) is a term that designates individuals in managerial positions who have had enough of the rat race and young graduates who are no longer interested in working for a company and have chosen to go into agriculture. It is estimated that **60% of those who apply for France’s young farmer’s allowance (DJA) fall into this category.**



Catching the eye

According to the latest L’Observatoire Cetelem zOOM survey on people’s concern for animal welfare, 58% of French people have cut down on their meat consumption for ethical reasons and **63% would pay more for products that guaranteed high standards of animal welfare.**

(Survey conducted by Harris Interactive on 1 to 2 September 2021 on a sample of 1,005 people.) Survey 1/3: Has society turned a corner when it comes to animal welfare? – L’Observatoire Cetelem

How can one explain the (inevitable) gap between perceived and actual purchasing power? According to a report by France Stratégie, one possible explanation is **the increase in future expenses to which people have already committed**, i.e., through a contract (insurance, phone and internet packages, rent, etc.). Between 2001 and 2017...

(Read more on:
<https://observatoirecetelem.com/loeil>)



A glance in the rear-view mirror

At a time when Galeries Lafayette is devoting a large section of its new shop on Boulevard Haussmann to second-hand goods, it is useful to remember that a similar initiative was previously spotted ten years ago, in October 2011, at BHV...

Customers as stakeholders

The facts

On 14 and 15 October, department store BHV organised “*Le Vide Dressing du Bazar*”, where fashion lovers could sell unwanted outfits and accessories and go home with something new. Sellers filled out a “My story” card, on which they were asked to write down an anecdote about the product they were selling, and received gift vouchers with a value equal to the proceeds of their sales. Meanwhile, buyers were able to receive fashion advice thanks to a partnership with Biba magazine.

The analysis

BHV’s initiative is very much in the spirit of the times and illustrates the ambition that department stores must now harbour: to become lively and attractive forums for interaction, beyond their usual transactional concerns. By allowing members of the public to use part of its shop floor to sell their own clothes and accessories, BHV is in effect temporarily abandoning its credo, so as to become a platform for trade and social interaction in the same way as an e-commerce site. This has also transformed the role of its customers, from being simple spectators to active participants in the fashion world. What this ultimately shows is that surprising customers by offering them new ways of expressing themselves can enable a retailer to reaffirm its identity.

Summing Up

Last week, Citroën presented an autonomous electric vehicle concept for the transportation of passengers and goods in urban areas. The “Citroën Skate” will reach a speed of 25 km/h. It will be able to deliver meals and parcels, but also to take passengers to the airport, for example.

www.youtube.com/watch?v=SHFYI8bcUC0&t=1s

At the beginning of September, the Chinese government passed a law requiring publishers of online video games to restrict playing time for minors to three hours a week.

The Body Shop recently opened “Activist Maker Workshop” concept stores in Dijon and Lyon, whose interior design features second-hand furniture. The concept was originally launched in London.

www.naturalproductsglobal.com/europe/oxford-street-body-shop-store-reimagined-as-activist-workshop/



In Belgium, e-commerce platform Veepee (formerly Ventes Privées) has decided to sell products whose packaging is damaged: several times a year, these “rescued” items will be given a second chance. The first sales of rescued items took place between 30 September and 6 October under the slogan “*L’habit ne fait pas le moine*” (“Clothes do not make the man”).

Carrefour recently announced plans to launch its own 15-minute delivery service. Under the scheme, a range of 1,000 items will be available. Auchan is currently trialling a similar service in Bordeaux.

Camif has decided to stop selling products made outside the EU, despite 20% of its 2020 turnover being generated by items made in Asia.



From 14 to 16 October, Leboncoin opened a pop-up venue in the heart of Paris, where two female influencers unveiled a selection of products sourced from the website. One focused on clothing and accessories, the other on interior design. All proceeds from the event were split between two charities.

Amazon.fr now has a “Made in France” page under a Tricolour banner, featuring items from the world of fashion and beauty, as well as kitchenware, food, toys, office supplies, gardening products and DIY equipment.

To counter the lack of charging stations and encourage more Americans to opt for electric vehicles, researchers from the University of Purdue, Indiana, have developed a magnetic charging strip for motorways.
<https://fr.futuroprossimo.it/2021/07/ingegneri-per-sviluppare-autostrada-in-cemento-per-la-ricarica-wireless-di-veicoli-elettrici/>



Infarm, the world’s fastest-growing urban farming company, is planning to build a huge new production site to supply all of Greater London’s retailers with herbs and leafy vegetables.

Ashirase, Inc., a startup founded by Honda, is currently developing a satellite navigation system that generates vibrations in the feet and toes. The system was designed as much to keep the user’s hands free as to help the visually impaired get around.

Kellogg’s is set to add a scannable code to its cereal boxes to enable blind and visually impaired people to access information about the contents of its products using voice technology. This is a first for the food industry.



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

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