

l'œil

n° 255
November 2018

in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

After buying organic to “eat well”, you can now buy organic to “feel well”.

While organic products are now part of many people's everyday lives, their benefits are not just about “eating better” or “eating responsibly”.

<https://naturalia.fr/magasins/naturalia-origines>

Seen in Paris

Retailer Naturalia recently inaugurated its latest concept store, Naturalia Origines, in the 15th arrondissement of the French capital. 1,300 products are available, spread across five departments: food supplements, herbal medicine, aromatherapy, superfoods and Ayurveda. The store's layout, which is particularly airy, also features non-commercial spaces to encourage and spark conversations and interaction with a specially formed team. Comprising four members of staff specialized in alternative medicines, including naturopaths and dieticians, the team offers consultations upon appointment and themed workshops. A herb and herbal tea bar is also available. Lastly, a green ceiling (featuring thyme, orchids, basil, etc.) further contributes to the shop's atmosphere and is a first in Europe.

What to think of it?

With its latest concept store, Naturalia, one of the organic world's pioneering retailers, is heralding the start of a new phase in the market's development. After organic products promoted through messages about origin, producers and production methods, not to mention price (organic for all), we are entering the era of **organic wellness**. This is a strategic response to the current popularity among consumers of **solutions that are simple, natural, “gentle”, “timeless”, inexpensive** and far removed from what the pharmaceutical industry has to offer. Eating organic for health reasons is giving way to eating organic to feel good, a trend that reflects the changing expectations of consumers and is bound to cause retailers to adopt a fresh attitude. In other words, their objective should not only be to sell certified-origin products, but also to **educate as they sell**, which Naturalia has been quick to pick up on, with different areas set aside for classes and discussions. What better promise can a retailer make than to help its customers feel good?



Supermarkets will invariably fight for greater spending power. But there are several ways of doing this.

To show how committed they are to boosting people's spending power, mass retailers always highlight their prices and promotional offers. Is this the only way? Perhaps not...

Seen in Roques-sur-Garonne

After an initial phase during which it bought products from its customers to build up its stock, the Leclerc hypermarket in Roques-sur-Garonne, near Toulouse, recently opened a 700-square-metre space devoted to the sale of second-hand items. The products on offer were tested and then purchased by the retailer for more than the market price, but it paid the seller in vouchers. Several thousand items are now available: electrical appliances, telephones, games consoles, DIY equipment, books, CDs, etc. The only items excluded are furniture and textiles. In addition, the products sold come with a 12-month guarantee. Leclerc's initiative is a first for mass retail.

What to think of it?

A few years ago, Décathlon invented the Trocathlon, where customers can sell their old sports equipment in its stores in exchange for vouchers. Today, Leclerc has adopted and adapted the idea to a wider range of products, thus highlighting the fact that retailers are responding to the rise of e-commerce, as well as their will to **establish fresh relationships with their customers**. It is not by continuously actuating the normal levers at its disposal (price, choice and quality) that mass retail will succeed in altering the perceptions of customers or changing its relationship with the latter, but by **fostering new habits and suggesting new ways of shopping**. In this example, Leclerc still seems like a good place to find bargains and make the most of one's spending power, but **this message is bolstered by the presence of used products and the fact that the store pays sellers in vouchers**. The retailer has also added a new dimension to its drive for quality by guaranteeing that the used items on offer are in full working order. **Facilitating the circulation of goods by highlighting their value to users** is a fresh cause for retailers that are striving to increase customer spending power.





Are all connected devices really aimed at young tech lovers?

When it presented the features offered by its new connected watch, Apple gave all innovative companies something of a marketing lesson.

Seen more or less around the world

In mid-September, Apple presented its latest innovations, each of which was described as a revolution. Among them was its connected watch, the Watch Series 4, which made a particularly big splash. And this wasn't only due to the size of its screen, which is now larger, or the various apps that can be installed on the device. It also offers an unprecedented feature: it is equipped with a certified electrocardiogram which, in the event that an irregular heartbeat is detected, can make an emergency call. The watch also features a fall detector that can call the emergency services and send a GPS position if no movement is detected within 60 seconds.



What to think of it?

While the launch of Apple's new connected watch was not exactly a minor event in itself, given its global exposure, the presence of a heart rate and fall monitor was what really stood out and caused the most surprise. It also reveals a great deal about how innovative brands now need to sell themselves. **Primarily, the idea is to suggest, rather than explicitly state, who the target audience might be,** so as to preserve their image as cutting-edge firms. In this case, the innovative nature of the connected watch is unquestionable, but its electrocardiogram feature is squarely aimed at those aged over 65, who will see it as a way of gaining social cachet while also feeling more reassured from a health perspective. These brands must also **aim to establish a discreet presence in people's day-to-day lives by providing a degree of support that can only reinforce their indispensability.** Lastly, they must think about how they **can convince buyers that their innovations will allow them to know themselves better and even come to their aid in the event of a problem,** which is what the Apple Watch's two user assistance features suggest. Today's consumers are also looking for **products that offer "coaching"**, which is coincidentally what all brands are keen to provide, to show how close they are to their clientele and that they deserve their trust. We are not far off the appearance of empathic brands.

Newspapers express their proximity to readers through more than just their opinions

A few years ago, plans to transform the premises of newspaper *Libération* into a café caused an outcry. Today, a national magazine for Millennials is making its own foray into the genre.

<https://fr.ulule.com/le-cafe-neon>

Seen in Paris

Néon magazine (Prisma press group), which is aimed at 25-35 year olds, will soon be opening a café in Paris's Goutte d'Or neighbourhood. The venue will offer breakfast, brunch and aperitifs, as well as holding events relating to the magazine's content, from interviews and public editorial meetings, to meet and greets with personalities featured in the publication. There will also be an area selling magazines and books, plus a mini-store offering tote bags, mugs, sweatshirts and other products designed by *Néon*. The launch means that it will become the first national press title to have its own establishment open to the public. The *Néon* café has received the backing of Paris City Hall.

What to think of it?

In April, *L'Œil* reported on an initiative by *Vogue* that saw the magazine organize an evening event during which readers could meet brands and representatives from the beauty and luxury sectors. *Néon* magazine's café aims to go down a similar path, although it is likely to be a more long-term concern, given that it has permanent premises and is located in a bustling working-class area of the capital. This is a great way for the title to offer its readers a unique experience – one that its rivals on the web will never be able to replicate – which will instil in them a **feeling of belonging to a community.** In the past, newspapers made a name for themselves through their opinions, their values and their worldview. Today, **participating in local day-to-day life can enable them to highlight their proximity to readers,** especially the younger generations, who respond well to the promise of events and collective action. *Néon's* approach could even inspire other brands that are looking for new ways of attracting attention, because selling knowledge and responsibility is all well and good, but **bringing people together can be just as shrewd a strategic move in an increasingly digital world.**



Word of the month

Workation: a contraction of “work” and “vacation”, Workation describes a new way of working in out-of-town locations designed to conjure up a holiday feeling. Visitors can enjoy leisure, sporting and cultural activities once they have fulfilled their professional obligations. The phenomenon, which comes from California, is beginning to take root in France thanks to projects such as Swenson House in Audierne, in Brittany, and La Mutinerie Village, in the Perche region.
<https://swenson.global/fr>
<http://village.mutinerie.org>



Catching the eye

A zOOM survey by L'Observatoire Cetelem entitled “**Does taking care of one’s body come naturally to the French?**” looked into advertising’s impact on the relationship the French have with their bodies. **It was found that the bodies shown in advertisements and magazines have a greater influence on the younger generations in France than on the French population as a whole, who declare themselves to be relatively immune to these images.** However, almost one in two French people believe that the body shapes displayed in magazines have changed little over the last few years, when they would have expected greater diversity (62%). (Harris Interactive survey conducted between October 16 - 18, 2018 on a sample of 1,000 people.)



A glance in the rear-view mirror

In December 2005, L'Œil reported on an original partnership between an insurance company and a major food group. The initiative was not repeated...
Gastro-responsibility

The facts

Unilever and Maaf recently launched a partnership to offer discounts to holders of a Maaf supplementary health insurance policy when they purchase products from Unilever’s Fruit d’Or Pro-activ range. Consumers who buy products from the range, which was designed to help reduce “bad” cholesterol, will receive discounts of €10, €20 or €40 when they purchase 7, 15 or 21 products, respectively, with proof of purchase required. Danone and AGF are planning to launch a similar offer.

The analysis

After discounts offered by insurers to motorists who buy non-polluting cars, we are now seeing offers that reward those who change their diet to reduce the risk of disease. We were already familiar with citizen-consumers, ethical consumers and eco-consumers. These innovative and unexpected partnerships mark the advent of “gastro-responsible” consumers, who check the quality of what they eat to reduce their insurance premiums. Although the initiative launched by Maaf and Unilever raises certain ethical questions (the role of doctors, the actual effectiveness of the products, etc.), what it reveals primarily is the influence that brands seek to exert on consumers and, more specifically, their keenness to always encourage or reward the “right” behaviour. Will “pleasure brands” increasingly be joined by “moral brands”.

Summing up

On October 8 this year, Geneva launched a lane intended exclusively for cars transporting two or more people. This Franco-Swiss trial is the first of its kind in Europe and is taking place at the Thônex-Vallard border post, which is extremely busy with cross-border workers.

Up until November 10, motorists can book a home test drive in a Zoé, Renault's electric vehicle, via the website vente-privee.com. The carmaker had trialled the service with other models in May, in conjunction with Amazon Prime.

As vacuum-cleaner manufacturer Dyson prepares to launch a high-end electric car, arms firm Kalachnikov, which brought the world the AK-47, is also looking to compete with electric vehicle makers. It recently presented a prototype, the CV-1, whose retro looks were inspired by the Soviet cars of the 1970s.

 [Patricia B. / L'Observatoire Cetelem](#)



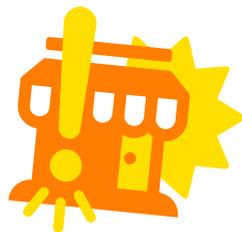
Amazon recently opened a store in Manhattan that only sells the highest-rated products from its website (at least four stars out of five), whether they be its own products or those of other brands.

The ultra-connected Casino store near the Champs-Élysées is open 24 hours a day to those who have the Casino Max app, which allows them to enter the store, do their shopping and leave the premises without having to go through a till. For other customers, the store closes at midnight.

 [Veronique B. / Brand, Communication & Advertising](#)

Lingerie retailer Etam is trialling its "Try at Home" service, which brings the fitting room into the home. This relatively costly service will initially be available to 5% of the brand's clientele. Items that customers do not wish to keep can be returned to a store or collected by a courier at a pre-agreed time.

www.etam.com/tryathome.html



On Va Semer transforms the outdoor spaces of companies into vegetable gardens. The startup also offers its employees gardening workshops allowing them to take part in their upkeep.

www.onvasemer.fr

Spotify has announced that it will soon be offering playlists inspired by the listener's DNA. To do so, the music streaming platform has joined forces with Ancestry, an American genealogy company.

 [Fanny L. / Brand, Communication & Advertising](#)

Founded in New York in 2012, Giving Tuesday will be making its first appearance in France on November 27. Invented as a counterpoint to Black Friday, it encourages all forms of donation to be made over the course of the day: money, time, services, etc. France is the 47th country to join this growing international movement.



British supermarket chain Waitrose is trialling a new service dubbed "While you're away", which enables delivery staff to drop off online orders at the customer's home even if they are away. The trial involves 100 customers living in South London.

Women's fashion retailer Camaïeu recently launched an online second-hand clothing store. Its originality lies in the fact that it uses a geolocation tool to put users in touch with each other. They must then head to one of the brand's stores to drop off or collect the items being exchanged.

www.camaieuf.com/content/vente-privée



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.

Editorial Director: Sally Guilbert
Communication: Patricia Bosc – patricia.bosc@bnpparibas-pf.com
Designer and Writer: Patrice Duchemin
Design: Lords of Design™ / Drawings: Fred Chance™