

L'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Could brands make it their next mission to free up our time?

All brands harbour intentions to migrate towards services. This new Eldorado will give them the opportunity to express new promises.

www.cowash.fr

<https://mielelaundryclub.com/en>

www.tidedrycleaners.com

Seen in Amsterdam, Chicago, Paris and Lyon

In Amsterdam, household appliance manufacturer Miele recently launched the Miele Laundry Club: a service that collects dirty laundry from the homes of customers and returns them washed and ironed within 48 hours. Should it prove successful, this pilot project will be rolled out in other cities. In Chicago, Procter & Gamble's laundry detergent brand Tide is currently trialling a dry-cleaning service via lockers that are accessible 24/7 thanks to the Tide Dry Cleaner app. These are installed in various apartment blocks, office buildings and local shops. In the French cities of Paris and Lyon, startup Cowash (backed by detergent brand Skip) is offering a neighbourhood's inhabitants the chance to become Cowashers and make extra income by washing and ironing the laundry their neighbours leave at a Cowash Corner.



What to think of it?

Regardless of their original market, brands today are all driven by the goal of developing new value propositions in the form of services, thus illustrating the fact that remaining in their traditional domain no longer suffices to ensure their growth. **Brands see services as the answer to excessive competition and people's hunger for something different.** Large food retailers are responding by developing their pre-prepared food aisles and combining them with food delivery services (see last week's L'œil), while detergent and washing machine brands are battling for the privilege of washing people's clothes. Miele and Tide are offering to do it themselves, while Cowash acts as an intermediary between a neighbourhood's inhabitants. Each of these initiatives is **an opportunity for them to showcase their know-how, to create new points of contact** (delivery services, lockers, neighbours) **and to demonstrate that they listen closely to the day-to-day concerns of their customers**, thus displaying empathy and a willingness to reach out. Offering customers solutions to **free up their time for more enjoyable activities** has become their new mission. And this is one more way for them to act as life coaches.

Allowing someone to see something is fine, but letting them experience it is even better. This is also the case in retail

Always on the lookout for new experiences, retailers should draw inspiration from museums, where the idea of stimulating people's emotions is gaining real traction.

www.centrepompidou.fr/cpv/resource/c9EKGgA/rpn5xgA

Seen at the Centre Pompidou

The Centre Pompidou recently started organising regular conferences (under the Art Detox moniker) one Sunday morning per month before the museum opens. Those who sign up can listen to a presentation by an art historian, but also enjoy a bodily experience, whether it be an introduction to Qi Gong, various kinds of physical exercise or a cocktail created by a mixologist from the Experimental Cocktail Club, based on one of the tour's flagship works. The Consumer Art tour on 6 May will be attended by sports coaches. Appropriate clothing is therefore recommended.



What to think of it?

Traditionally, museum tours have involved strolling around a building staring at works of art and listening to the commentary of an expert hired for the occasion. The Centre Pompidou has chosen to innovate by offering something more experiential, so as to cater for people's **intense new thirst for surprises** in all sectors, including the cultural sphere (e.g., the tours of the Palais de Tokyo organised by a naturist association in May last year), and their desire for stronger memories of the time spent exploring its exhibits, not to mention the goal of boosting the establishment's social media exposure. **People don't just want to attend an event anymore, they want to be a part of it. It is no longer enough to describe or contextualise a work of art to understand it. People need to feel actual sensations.** With this project, the Centre Pompidou offers visitors the chance to **leave their usual intellectual sphere of knowledge and instead experience the works physically and emotionally.** It is entirely feasible for retailers to go down this very path. Some already offer yoga (Lululemon), pilates or Swiss ball sessions (Naturalia, in Boulogne-Billancourt) in their stores, an indication that **they are not only preoccupied with selling consumers products, but are also keen to introduce their customers to new disciplines.** Will others go further still by offering poetry or literature readings, haiku workshops, olfactory courses or relaxation spaces?

From spending power to the power to spend well

Having witnessed the growth of online shopping, major food retailers are continually finding new ways of retaining their appeal. Their latest idea? Food services.

Seen in Amsterdam

Customers of the Albert Heijn supermarket in Amsterdam can now order hot meals, which are prepared at the store and delivered by Deliveroo within half an hour. All the dishes on offer contain at least 200 grams of vegetables. Through this initiative, dubbed Allerhande Kookt, the retailer is taking food service to the next level. In France, all the major food retailers have some kind of food service offering. Franprix, which already had salad bars in its shops, recently opened Le 4 Casino (at 4 Avenue Franklin Roosevelt, Paris), a store that fully embraces this concept, while Auchan has begun promoting its catering service and Picard is trialling a new generation of stores that allow customers to reheat and consume the products they have just purchased.



What to think of it?

Faced with consumers who are increasingly choosing to do their day-to-day shopping online, rather than in physical stores, major food retailers are attempting to come up with new services to **maintain their appeal and their position on the competitive landscape**. With its new healthy hot meals, which are prepared at the store and delivered right to people's homes, Albert Heijn is reinventing its business by taking the traditional pre-prepared food aisle to the next level. **Indeed, the retailer is now making a foray into the food service market**, which allows it to take advantage of the skills already present at its store and to reinterpret the price-choice-quality combo (without challenging its validity), which the sector commonly uses to attract customers. Here, these three promises no longer simply describe what is on offer, **but serve to meet one of the key preoccupations of today's consumers when it comes to food: eating better** to improve their health and wellbeing. What should we eat? How can foods be combined? What should govern our choices? These questions are so prevalent today that providing some kind of answer could be an opportunity for retailers to gain fresh exposure in the eyes of consumers. **Could this result in the emphasis gradually shifting from spending power to the power to spend well?** The next battleground for food retailers will be people's plates and not just their shopping trolleys.

The challenge retailers face in the social media age is to showcase their desirability

What would once have been damaging for a restaurant's image has become something desirable: waiting for food is now an experience in itself.

 Patricia B. / L'Observatoire Cetelem

Seen in Paris

In Paris, restaurants that do not allow reservations are increasingly common. Establishments belonging to the Big Mamma group were the first to embrace this system, which has since been adopted by others, including Bouillon Pigalle and Holybelly (near the Saint-Martin canal) at brunch time. The practice was not entirely unheard of, but it was confined to more unconventional Parisian restaurants such as L'Entrecôte and Chartier. Today, it is so widespread that it is being adopted by pretty much every restaurant with a strong social media presence and a highly instagrammable themed interior design. These tend to be located in the trendier neighbourhoods of French cities and are designed to appeal to thirty-somethings from the local area and beyond, who often see them as a place to tick off their list, much like a museum or a tourist attraction. On 18 February, a prize for the best reservation-free restaurant was even handed out at the first ever World Restaurant Awards.



What to think of it?

Originally motivated by economic concerns (no reservation service, the ability to optimise the number of covers, because there is no need to keep tables free for customers who might turn up late, if at all), the reservation-free concept has gradually become a **desirability booster** for establishments that see it as a new way to **highlight their success**. This goes to show that, in the commercial sphere, **any decision that might be deemed restrictive or constraining can always be presented with a positive spin** if the storytelling is right. As a consequence, when an establishment is evidently desirable, none of the customers who sometimes wait more than an hour for a table even think of complaining. On the contrary, these customers may actually derive a **degree of pride from queuing alongside their peers**, with whom they are quite likely to spark a conversation, given that they are all driven by a shared desire to secure a table. All retailers are now eager to build a **sense of community** around their name. This has traditionally been achieved by creating an "elite" within their clientele (by setting up a "club" or a "VIP section", sending out invitations to exclusive events, etc.). Today, this is being supplemented by a **less selective approach where rarity renders everyone equal**, as illustrated by the practices adopted by these restaurants and by a few luxury brands that seem to be ahead of the curve (e.g., Supreme - see last month's issue of L'Œil). **Who would have believed that waiting in line would one day become an experience in itself and a sign of belonging?**

St. Glinglin: the latest contribution to the debate around revitalizing town centres

As more and more commercial celebrations are dreamt up to keep stimulating people's urge to spend, why should these always be synonymous with good deals?

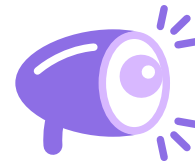
🗨️ Seen in the future

Devised by a communication agency specializing in retail events, St. Glinglin is the latest excuse to organise nationwide festivities. But it is more of a celebration of commerce than a commercial celebration. Indeed, it will not involve commercial discounts, but events, activities and offers geared towards bringing together independent shops, national retailers, restaurants, municipalities, town centre administrators and associations, with picnics, drinks with traders and shows produced in conjunction with retailers. St. Glinglin will last a week and will take place around 20 March, the first day of spring, filling the gap between the February sales and French Mother's Day at the end of May. But it will only start in 2020, rather than this year as initially planned, given France's current social climate. A logo (a smiling red, white and blue character) and a tagline ("When St. Glinglin arrives, everything is possible") have been specially designed for the event.



🗨️ What to think of it?

At a time when many political representatives are wondering how to combat the desertification of city centres, the idea of holding a new celebration that **reminds us of the importance of shops** from a local and human perspective could not be more pertinent. First, because it harks back to the era of medieval fairs, where you could make new discoveries, learn about crafts, engage in discussions and where the population could gather in celebration. Second, because it **marks a break from conventional sales drives** (private sales, Black Friday, French Days, etc.), which trap retail in a rationale of consumption and accumulation that is increasingly being called into question. **Today, physical stores are looking for ways of marking their territory in the face of soaring online sales and a new generation of consumers brought up on a diet of social media**, in the eyes of whom retailers seem less appealing. The response needs to come in the form of more vibrant local communities, socialisation and meeting spaces, as well as local events, not to mention "collective experiences" that will almost invariably involve screens of some sort, which a number of retailers are now looking to incorporate into their stores. Be it cross-generational encounters, encounters with different professions or encounters with local cultures and inhabitants, **today's retailers must harness physical interaction and the idea of proximity** in order to regenerate and reaffirm what makes them unique. Could it not be said that physical encounters offer the most wonderful experiences?



A glance in the rear-view mirror

Late 2011 saw the launch of an Indian-inspired initiative that remains relevant today for those who wish to keep city centres vibrant.

Home delivery
www.latournée.fr

The facts

Currently being trialled in Belleville, La Tournée is the name of a new delivery service for local shops, which was created by the Association for Sustainable Urban Logistics after a visit to Mumbai. Twice a day, La Tournée's delivery staff collect orders made in person or by telephone at local shops that are members of the association. They then transport the items to the homes of customers for a highly reasonable €2.40 per parcel.

The analysis

Not only does the concept behind La Tournée highlight the keenness of independent shops to offer their customers new services, it also demonstrates their willingness to play an active role in their neighbourhood. Getting involved in La Tournée obviously gives them an opportunity to build customer loyalty, by meeting the needs of those who don't have the time to shop or who find it difficult to get around. What's more, it enables them to provide a delivery service comparable to those offered by the local minimarts and supermarkets run by major food retailers. And the scheme also serves as a reminder that the presence of these shops in a neighbourhood contributes not only to its vitality, but also to job creation. Could it also highlight the fact that local shops have always played an important role in social cohesion?



Word of the month

Woke: from the verb “to wake”. A word that emerged from the African-American community to describe awareness of the need to fight injustice and oppression. *Woke* has essentially replaced *aware*. It is more rebellious, more up to date. *Wokeness* is displayed by engaged citizens who don't just want to be cool, but are keen to take an interest in all causes.



Catching the eye

According to a marketplace survey on second-hand clothing commissioned by Thredup, one in four women plan to give up on fast fashion in 2019. Out of the 1,000 women interviewed, 58% intend to try and generate less waste this year and 84% state that they would like to buy more durable products. **42% want to reduce the amount of waste they produce by buying more second-hand items.**

According to an Ipsos Mori survey conducted on behalf of the Changing Markets foundation and the Clean Clothes Campaign (1,100 people were surveyed in France in October 2018), while many fashion brands advertise their commitment to sustainability, **only 14% of consumers trust the information provided.**

Buying loose products, an increasingly popular approach to food shopping. According to a survey conducted by Nielsen in December 2018, **more than one in three consumers (37%) buy loose products**, not including fresh fruit and vegetables. These loose products are usually purchased in specialist organic stores (52% of shoppers who buy them in this form), just ahead of hypermarkets (49%), most of which now feature a “loose” section. Some retailers go as far as offering alcoholic drinks in loose form.

Summing Up

Having recently acquired Milanese pastry shop chain Marchesi 1824, in April Prada will be opening its first store since the takeover in London's upmarket Mayfair neighbourhood.

Launched at the last Geneva motor show, the Fiat Centoventi (created to celebrate the automaker's 120th year) is a small electric city car that allows buyers to choose the number of batteries installed depending on their needs and budget. Between one and four batteries can be fitted, each offering a range of 100 km.

In Barcelona, CaixaBank recently launched around 20 cash dispensers that use facial recognition systems instead of a PIN code. A world first.

OtterwayBox offers secure letter boxes that can be opened remotely with a smartphone to enable delivery workers to post parcels. www.otterway.be/fr/content/8-otterwaybox



The Unicode Consortium recently unveiled a list of new emojis that will be made available to users this year. After better representation for different skin colours and family structures, the emphasis is now being placed on representing disabilities, to ensure better integration.

Tesla has developed a Dog Mode, which allows motorists to leave their dog in their car without fear. This regulates the temperature to protect the pet from heat and displays a message to inform passers-by who might be concerned at the sight of a dog shut inside a vehicle. If the battery is low, the owner is notified via their phone.

As part of its Act for Food programme, Carrefour now allows its customers to bring their own containers (boxes or fabric bags) to its manned counters (fish, meat, bread, etc.). This attempt at reducing packaging waste is a first in food retail.



Hotel group Hilton has created a 100% vegan suite within its establishment in London's prestigious Bankside neighbourhood. <https://veganmagazine.fr/style/19-01-2019-groupe-hilton-propose-la-premiere-suite-vegan-du-monde>

Online fashion retailer Zalando now offers customers an algorithm that can provide sartorial advice based on their previous purchases or their wish list.

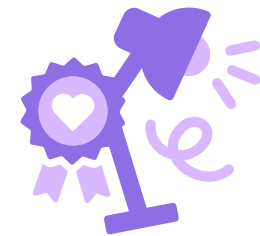
Ikea is currently working on a project to create curtains capable of reducing pollution in our homes, thanks to a fabric that uses a similar process to photosynthesis. The brand hopes to launch this innovation, dubbed Gunrid, in 2020. <https://ikea.today/meet-gunrid-air-purifying-curtain>

Since 1 March, motorists in Queensland, Australia have been able to display an emoji on their vehicle licence plates. They can choose one of five images.




Belgian supermarket Colruyt is currently trialling a voice command system that uses the Google Assistant. Customers dictate their list to their smartphone to receive product suggestions. The shopping list is then saved in the MyColruyt application.

The Othilia Hotel in Copenhagen is equipped with a self-cleaning room system: every morning, disinfectant is automatically sprayed into the room. The cleaning properties of this odourless and colourless product are activated by sunlight. All that remains to do is vacuum the room and wipe the surfaces with water. According to the hotel group, the result is a 50% reduction in cleaning costs.



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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