

# l'œil

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in depth study of new  
consumption trends

by L'Observatoire Cetelem

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

## Changing people's rituals allows new possibilities to emerge

At a time when all brands are seeking to update their image to attract new audiences, changing the rules that apply in their sector could be the first step on the way to making it happen.

### Seen on bookstore tables

The latest craze sweeping through kitchens is batch cooking, which involves chopping, cutting and packing vegetables, meat and fruit in advance so that you have almost nothing left to do when you need to prepare a meal. This reduces stress and restores the pleasure of cooking. Certain organisational skills are obviously required, but according to the various books already devoted to the topic (published by Hachette, Marabout, Larousse, etc.), just two hours' preparation at the weekend are enough to put together the ingredients for five or six meals per week. However, the process relies greatly on the ability to plan meals in advance and then stick to the plan.



### What to think of it?

While seemingly anecdotal, batch cooking perfectly illustrates the approach brands must follow if they are to reinvigorate their relationship with customers, i.e., coming up with new rituals and habits to maximise pleasure and reduce the constraints upon them. **Changing rules of access alters perceptions of reality.** Thus, for instance, the world of gym sports has gradually changed over time with the emergence of aerobics, bodypump and now crossfit, gyrotonic and wonder bar, to attempt to dispel the idea that working out is just a chore and a repetitive one at that. Batch cooking follows the **same rationale: reinventing what already exists to generate fresh enthusiasm.** It is aimed at those who feel inadequate in the kitchen or who lack the motivation to cook, but who continue to be bombarded by media messages about "eating better", which all brands and retailers promote, **and believe that learning culinary skills is now essential to their health.** Like nudge marketing, batch cooking encourages positive habits by breaking down tasks into small, easy steps that boost self-esteem and allow people to attain their goals. Isn't it every brand's mission to **promise customers help in reaching their objectives?**



## Selling while giving customers the impression that they are not spending: the new challenge for retail

To attract new customers to their stores, retailers don't always need to expand their offerings.

 [Véronique B. / Brand, Communication & Advertising](http://www.galerieslafayette.com/magasin-lyon/le-good-dressing)  
[www.galerieslafayette.com/magasin-lyon/le-good-dressing](http://www.galerieslafayette.com/magasin-lyon/le-good-dressing)

### Seen in Lyon

Since early April, the Galeries Lafayette store in Lyon's Part Dieu shopping centre has been trialling a unique second-hand sales service thanks to its partnership with legooddressing.com. All brands are accepted (excluding high-end labels and items over €250) and no commission is charged for the service. To sell an item of clothing, users simply need to take a photo and enter the relevant details. Once the buyer has paid online, the seller has five days to bring the item to the store. 24 hours later, they receive credit on a gift card to the value of the order, which they can spend in any Galeries Lafayette store or on the retailer's website. The solution was created by **Place2swap**, a French startup that benefited from last year's Lafayette Plug & Play startup accelerator programme.

### What to think of it?

Although currently limited to its Lyon Part Dieu store, the model created by Galeries Lafayette in conjunction with website Le Good Dressing could soon serve as an example for others to follow. First, because it offers a new way of achieving an objective that is now a priority for all retailers: **successfully generating traffic and attracting attention other than through their offers or their prices**, two highly competitive areas of focus that are increasingly losing their appeal. Second, because this unique proposition lies **at the intersection between physical and virtual retail**, which allows it to reach new categories of population that are more connected, younger and also more willing to "have fun" with consumption. Lastly, because giving customers gift vouchers by way of payment contributes to the store's turnover **without making them feel that they have spent any money.** This dampens the guilt that can stem from making a purchase. The strategy could also **help retail reinvent itself** by taking on new roles, both social and emotional, with **spending and novelty giving way to interaction and new encounters.** Could the "community-oriented store" category be starting to take shape?

## Do supermarkets and local shops always have to be on opposing sides?

Seeking allies rather than engaging in conflict is always the best way of reinforcing one's leadership. Retail is no exception to the rule.

### Seen in Craponne-sur-Arzon

In Craponne-sur-Arzon, a fairly isolated rural town of 2,000 inhabitants in the Haute-Loire, supermarket Super U allows its cardholders to spend their loyalty credit in around 30 of the 50 or so small local shops operating in the municipality (bars and tobacconists are excluded from the scheme). They then just need to present their card at the Super U store's reception desk to receive the cash amount of their choice – which is deducted from their loyalty account – in the form of gift vouchers that they can spend in participating stores. All that remains is for the shops in which the vouchers are spent to be reimbursed by sending them back to Super U, along with the till receipt.



### What to think of it?

Far removed from the grand intentions voiced by local elected representatives when the issue of city centre desertification is raised, **through their sheer simplicity and goodwill** the initiatives led by some retailers can offer concrete solutions that are both easy to implement and quite original, as exemplified by Super U's scheme in Craponne-sur-Arzon. Why should major food retailers always be in conflict with independent shops? While this particular supermarket may be kissing goodbye to some of the cash its customers accumulate, because they are spending it elsewhere, it is making gains in terms of its image, its value to the community and the buzz it creates by breathing life into the local area. The value of these benefits should not be underestimated and **the approach also serves as a reminder that supermarkets are local shops too.** Developing cordial relations between all types of retailer in small towns is undoubtedly a prerequisite for creating an array of **offerings that ultimately serve everyone.** What also makes the initiative so original is its approach to customer loyalty, because it channels supermarket customers towards city-centre shops. **Why should rewards for loyalty to a particular retailer always be confined to the store's own offering,** based on an implicit principle of **"monogamous consumption"**? Could they not serve to support a wider cause or a battle that needs to be fought locally or elsewhere?

## Skip marketing, or the art of deciding what is truly useful

Could our desire to reduce how much we consume lead to a reduction in the number of steps our routines involve? Why not skip a few of these?

### Seen in South Korea

In South Korea, after a decade of frenetic cosmetic consumption, a new trend is beginning to emerge. We are talking about "skip-care", a term describing a new way to simplify one's daily skincare routines. Doing more with less by eliminating certain parts of their routine is apparently the objective of many Korean women today, having previously applied up to 10 products on their face each morning. As a consequence, cosmetics brands are rethinking their formulas and creating products to make them simpler to use and to make life easier for users.



### What to think of it?

Skip-care does more than simply cater for people's desire for an easier life by streamlining their makeup routine. Indeed, the trend reflects the fact that Korean consumers are gaining awareness and are now keen to **consume less, both to reduce their environmental impact and to focus on what they really need.** This movement provides the sector's brands with a new opportunity to gain exposure with messages that revolve around the transparency, efficiency and versatility of their products. And why should this shift towards a more responsible and more stripped-down form of consumption (a shorter routine, fewer ingredients) be the preserve of cosmetics alone? Could it not offer inspiration to other sectors, food and fashion in particular? After years of accumulation and consumption stimulated by an overriding obsession with all that is new, fresh expectations are now taking shape (and not only among the young), confirming the hypothesis that **a less frantic and more responsible consumption model is possible.** Why continue to act as though nothing has changed? **Couldn't we all skip some of our habits without ultimately reducing our satisfaction?** And is it becoming a **duty for brands to offer new routines or products with multiple functions/uses** that are better for the environment and designed to make our lives easier? Currently on Netflix, organisation goddess Marie Kondo recommends that we should always ask ourselves, when looking at an item, whether it still sparks joy, suggesting that we should get rid of it if it doesn't. And this recommendation is not limited to the contents of our cupboards.



## Word of the month

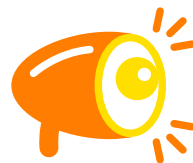
**FIRE:** Financial Independence, Retire Early. This is a behaviour observed among Millennials that involves spending as little as possible, so as to save up and thus be able to retire as early as possible. The objective during their working life is to build up monetary reserves worth 25 times the amount they spend each year on necessities. The movement, which began in the United States, also exists in Germany under the moniker *Frugalismus*, with books by Berliners Gisela Enders and Lars Hattwig popularising the trend.



## Catching the eye

Four million vinyl records were sold in France in 2018, accounting for 20% of the physical market (€48 million). That's according to the latest survey conducted by the SNEP, France's largest music producers' union. **30% of buyers were aged under 30**. Thus, over the last five years, vinyl sales have increased five-fold in terms of both volume and value.

According to the annual survey performed by business transformation consultants Wavestone, **61% of consumers now make an online purchase at least once a month, compared with 58% in 2018**. The rise was most significant in the 18-44 age group (70% vs. 67% in 2018) and among 60-75 year olds (47% vs. 40% in 2018). 19% of consumers make an online purchase at least once a week and 36% follow brands on social media.



## A glance in the rear-view mirror

*In June 2010, L'Oeil uncovered a British initiative similar to the one it reported on this week.*  
**Disloyalty card**

### The facts

Having made its name by winning the "World's Best Coffee Shop" award, Prufrock Coffee in East London now offers its customers a "Disloyalty Card" that encourages them to have a coffee in eight partner bars in the same neighbourhood, where they can also have their card stamped. Once the card is filled, customers can return to Prufrock Coffee to receive a free cup of one of its famous coffees. This original way of exercising its customers' taste buds seems to have inspired others, with the same principle being applied in Canada by the "Toronto Coffee Conspiracy" set up by seven partner bars. The difference here is that customers can choose which café they will go to once their card is filled.

### The analysis

While it may be eye-catching in terms of its intentions and probably not all that easy to imitate, Prufrock Coffee's "disloyalty" card is a smart new take on the loyalty card concept. Here, the stated objective is not to encourage customers to regularly visit a single outlet, but to get them in the habit of going for a coffee, even in the neighbourhood's rival cafés. This allows the brand to move away from traditional competitive models, to posit the idea that everyone can benefit from an overall rise in footfall and to remind us all that defending one's profession means defending the products on which its reputation is built. Could brand disloyalty actually serve to boost the popularity of a product or a neighbourhood?

## Summing up

Since late March, Amazon's smart speaker range has expanded with the launch of a model featuring a 10-inch screen, allowing video calls to be made and practical information (shopping lists, diaries, weather forecasts, etc.) to be displayed.

 *Monique B. / PF Consulting*

Near the Belgian city of Antwerp, connected motorways are currently being trialled for the first time. The idea is for information to be sent to future connected vehicles in the event of hazards on the road.

Thanks to the screens provided at the new Nissan City Hub in Vélizy, customers can configure their future car (alone or with the help of one of the brand's ambassadors), find out about stock availability, access current offers, apply for finance and even choose their delivery method.

In Sweden, & Other Stories, H&M's premium retail brand, offers second-hand items via the Sellpy online platform, in which the group has invested a great deal.



Ikea is planning to open a furniture rental system in 30 countries, aimed at both businesses and consumers.

 *Valérie B. / Marketing France*

In Romania, one of Carrefour's Bucharest supermarkets is currently trialling a biometric payment system that uses fingerprint recognition.

 *Patricia B. / L'Observatoire Cetelem*

To give its retired aircraft a second life, Airbus has allocated space in its incubator to a startup comprising designers charged with transforming some of their parts into designer furniture.

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

 *Nicolas R. / L'Echangeur*



Created by German startup Sono Motors, the Sion is an electric vehicle that can recharge using the solar panels fitted to its roof, bonnet and bodywork. It costs €25,500 and offers a range of 34km. It is now available to pre-order via the brand's website.

<https://sonomotors.com/en/sion>

La Manivelle in Geneva is Switzerland's first object library. It allows users to borrow 350 day-to-day items in exchange for an annual subscription fee.

<http://manivelle.ch/>

 *Isabelle R. / Retail France*

In Casino's new pilot hypermarket in Pessac, each day the Yoobic app alerts the store's teams when a product's use-by date is approaching, allowing them to quickly set up promotional offers.



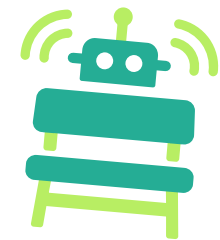
ColivMe is Europe's first co-living site. It offers access to all the co-living solutions available in Europe for stays lasting weeks, months or years.

<https://colivme.com>


At Lyon-Saint-Exupéry airport, a car valet service is provided by a robot that is capable of parking and returning vehicles autonomously. Vehicles must be left in a special garage, where they are picked up by the robot and taken to an outdoor car park.

[www.youtube.com/watch?time\\_continue=2&v=ZYVXGYHw8Eg](http://www.youtube.com/watch?time_continue=2&v=ZYVXGYHw8Eg)

 *Guillaume M. / Neymo*



*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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