

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Daily education

To help educate consumers, retailers don't always have to confine themselves to their own line of business.

<https://ikeabl.joulebug.com>

Seen in Belgium

In Belgium, Ikea recently launched its "Better Living" app, which suggests actions and challenges designed to help customers and employees reduce their environmental footprint on a day-to-day basis. 75 concrete actions are suggested, such as switching to a brand of coffee with UTZ certification, filling the washing machine completely before turning it on, regularly having a day without meat or buying products made from recycled materials. The application reveals the impact of each action performed and recommends products that might contribute to saving water or energy, reducing food waste, living a healthier life or producing one's own energy. Customers and employees can inspire each other by sharing their "Better Living" initiatives or taking on the challenges suggested. The "Better Living" app forms part of Ikea's People & Planet Positive strategy, which is intended to have a positive impact on people and the planet as a whole.



What to think of it?

All brands dream of accessing people's homes and even their minds. To do so, they don't always need to sell products or services. **Setting up their cause as a "battle"** can allow them to attain this objective, as illustrated by Ikea's initiative in Belgium. This has nothing to do with interior design, furniture or advice on assembling a product. Instead, the focus is on the behaviours one can adopt to contribute to the protection of the environment, which has become one of the company's core values. Thus, **the retailer is speaking both to customers and employees**, which is relatively rare, but underlines the fact **that this is more about good citizenship than consumption**. Quick, pragmatic and easy to add to daily routines, the ideas suggested by the app are accessible to anyone and simple to **adopt and repeat**. Presented in the form of challenges, they are also a lot of fun, which again is not always the case when it comes to environmental action. Faced with an increasing number of consumers who expect a greater degree of engagement from brands, Ikea is reminding us that this engagement becomes **even stronger and more effective if the public also gets involved**. Changing the world will require more than grand declarations of intention. It will rely on a multitude of small-scale shifts in the way people live.



Why shouldn't brands have their own media outlets?

At a time when all brands are eager to demonstrate their transparency, could the best way of doing so be to establish direct contact with consumers?

 Cécile G. / L'Échangeur

https://www.youtube.com/watch?time_continue=8&v=BBNZOW7nkFo

Seen in the press

Launched by "*C'est qui le patron !?*" ("Who's the boss?!") - a cooperative founded two years ago to allow consumers to define the characteristics and price of the food they wish to buy - the web TV channel "*La Chaîne des consos et des citoyens*" ("The consumer and citizen channel") is geared towards making consumption more responsible. To this end, it gives a voice to web users, checks the claims of brands and creates content that highlights the local initiatives of its producers, as well as offering an insight into their manufacturing processes. The channel, which is completely independent, also allows major industrial and retail groups to present their brands and initiatives, to provide the broadest possible view of the market. More than 80 hours of content is already available on demand.

What to think of it?

Because it is slightly different from other brands, it is hardly surprising that "*C'est qui le patron !?*" was keen to create its own channel to spread its message. Much like the traditional advertising we see in the media, social media campaigns are now showing their limits: enticing images, which initially enabled brands to make a name for themselves, were superseded by great stories, **but neither have retained the power to secure the confidence that today's consumers seek**. Brands now inhabit a world that consumers view with suspicion. It is only **by engaging in dialogue with consumers that brands will be able to prove their transparency and willingness to listen**. Featuring genuine testimonies that are detailed, concrete and illustrative of daily life, as well as critiques, conflicting points of view, and the word of brands against that of consumers, "*La Chaîne des consos et des citoyens*" (which could have been less ambitious and taken the form of a podcast) is touted as **a public forum devoted to consumption**, where all opinions can be voiced. There was a time when brands attempted to adopt the guise of meeting places. Could they perhaps reinvent themselves as **forums for expression?** Or even as places that allow real freedom?



When consumption, shopping and education combine, a new retail model emerges

Simultaneously offering points of sale, consumption, processing and education: the new role of retail.

<https://www.lbf-biere.fr>

📍 Seen in Pigalle

In Paris's Pigalle neighbourhood, Le Bar Fondamental is a slightly different kind of beer bar, because it runs four parallel businesses. First and foremost it is a bar, of course, with "historic" and (ephemeral) craft beers, as well as a "surprise" beer. It is also home to a micro-brewery that produces the latter and offers workshops on Tuesday evenings and Saturday afternoons to introduce customers to the art of brewing. Participants produce fifteen litres of beer that they can take home once ready. Completing the offering is a beer cellar featuring a wide variety of bottles and cans for sale.



📍 What to think of it?

Symptomatic of an era in which everyone is trying to think outside the box, Le Bar Fondamental does not define itself as a bar focused solely on the idea of creating a pleasant atmosphere in the aim of building a strong reputation and customer loyalty, but as **a fun and friendly place in which people can learn a craft**, a place where consumption, shopping and education combine. While some customers drink a beer, others are making it nearby. **The establishment's laid-back atmosphere encourages the sharing and dissemination of a culture** that in turn feeds and supports people's desire to make a purchase. What is appealing is not only the idea of having a nice time at a venue, but to **feel a sense of belonging to a community**. This could well inspire many outlets that remain **overly focused on transactional concerns**, even though their customers are **thirsty for culture and recognition**. And they are not necessarily seeking recognition as individuals, but rather as **members of a community built around a particular passion**. No retailer should ignore people's quest for this feeling of belonging, because it offers numerous advantages: it builds loyalty, sparks curiosity, makes people want to come back and stimulates their desire to spend. This should help retailers address many of the difficulties they currently face.

Megastores and megastories show that flagship outlets may not yet have said their last word

The aim of brands is no longer only to convince people to believe their promises, but to give customers the opportunity to actually experience them.

<https://www.cosmopolitan.com/uk/beauty-hair/a26867373/lush-new-shop-liverpool/>

📍 Seen in Liverpool

Cosmetics brand Lush recently inaugurated its latest flagship store in Liverpool, its largest anywhere in the world, with floorspace of almost 1,500 square metres. Its exterior features a flower-covered facade, while inside one can find a Hair Lab (offering hair styling and skin treatments), a Perfume Library for those looking for books about perfume, a six-cubicle spa and even a florist selling bouquets made using locally sourced flowers, some of which are also used as ingredients in the cosmetics that are produced in-store. On 8 April this year, Lush UK decided to withdraw from social media, despite having built its reputation through YouTube videos and Instagram postings, after growing weary of *"having to battle against algorithms and paying to appear in news feeds"*. The firm now invites its customers to share their latest discoveries using the hashtag #LushCommunity...

📍 What to think of it?

By opening such a spectacular flagship store, having only just announced its departure from social media, Lush is primarily demonstrating that it has fully mastered the first rule of communication: do everything to draw attention to yourself. With this store, which is exceptional in terms of both its size and range, the retailer is underlining the fact that it is **a real brand** (unlike those that only have an online presence, this suggests) **with a strong personality**. It is also reminding us that a rich and well displayed product range is not always enough to attract attention and stimulate people's desire to spend. Consumers now want to **be able to experience the products on offer**. In this case, the experience is a sensory one, thanks to the hair salon and spa. But it is also a cultural one, as visitors can peruse books about flowers and perfumes in the store's library. **Thus, Lush sells its customers a narrative that revolves as much around product origin and know-how as around use and purpose**. By coincidentally withdrawing from social media, the retailer is not just creating a buzz, it is once again expressing its personality: **it is strong and independent** enough to turn its back on algorithms and establish a direct relationship with customers through its product innovations. The ultimate retail experience?



Word of the month

FOBO: Fear of Better Options.

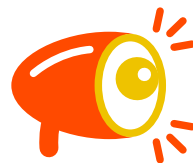
A syndrome affecting the indecisive, which can be summed up as the feeling of missing out on something potentially better as a result of poor decision making. Not only do such people see a wide array of choices as a burden, rather than something positive, they now have to contend with an ever increasing frequency of new product launches. Unlike artificial intelligence, the human brain does not have the ability (or the time) to explore all available options so as to be certain about which is best.



Catching the eye

According to a survey by ReportLinker Insight in the United States, enthusiasm for virtual reality is dwindling. While 76% of web users said they were keen on the technology in October 2017 and 83% in January 2017, **the figure dropped to 62% at the beginning of 2019**. And although North America was the biggest commercial investor in AR and VR at the end of 2017, these technologies no longer seem to be at the forefront of the concerns of middle-class Americans. 56% of the Americans surveyed, “say that they have heard of this technology, but would be unable to explain it to a friend”.

Raspberry bushes, grape vines and apple trees are the best-selling fruit-bearing plants in France. **10% of fruit plants are bought as gifts**. According to the consumer survey conducted by Kantar on behalf of Val’Hor and FranceAgriMer, in 2018 almost **6% of French households purchased at least one fruit tree or bush**, i.e., around 1.6 million households.



A glance in the rear-view mirror

In September 2003, L'Œil reported on the first ephemeral shops in Japan, before the term “pop-up store” had even been invented. Fading consumer urges

The facts

Never short of new ideas to spark the curiosity of customers, Tokyo’s retailers are currently trying out a new concept: “weekly stores”, travelling shops that set up in a neighbourhood for one week only, before moving on to their next location. Retail chains are opening and closing an increasing number of these stores in the capital’s shopping districts, charging their tenants cut-price rent while benefiting from the influx of customers who are drawn in by their fresh new offerings.

The analysis

After flash sales, limited editions and ephemeral in-store designs, we are entering the era of shops that open for just a short period, the latest way of attracting consumers who have seen it all and are constantly looking for something new and exciting. It is difficult to see this catching on in France today, but ephemeral stores could well appear in the country in the future. First, because they offer a new way of breathing life into city centres without assigning a set role to every street and neighbourhood. Second, because they are consistent with the rationale that has caused the pace of the retail calendar to speed up, with shorter peak selling periods (back to school, Christmas, sales, etc.) and an ever quicker turnover of sales and architectural concepts. Are retailers now more worried about consumers losing the urge to spend than they are about running out of stock?

Summing up

Thanks to the Oui Chef ! application, it is now possible to contact top chefs to ask them a question (€0.99) or have a chat (€3).
<http://www.ouichef.app>

The first Zero Foodprint-accredited restaurant was recently opened in New York. Its menu exclusively features locally produced meat and vegetables.
<https://www.mettabk.com/about>

Aéroport de Paris recently set up the "Duty Free by Night" programme, which offers online access to products from its stores between 2 am and 6 am. Travellers are notified via WeChat when the service opens, before being guided by virtual personal shoppers and finally being invited to collect their items from the physical store before their flight. The initiative is primarily aimed at Chinese customers.

At BlaBlaCar, employees can spend one week a year at one of the company's subsidiaries. The scheme allows them to temporarily replace an employee of the subsidiary, who in turn can visit another country in which BlaBlaCar is present.




Adidas recently presented a sneaker that is entirely recyclable. Once worn out, the Futurecraft Loop can be returned to Adidas, who clean it and break it down into small components that are then fused together to produce a new material from which new shoes can be made. The launch is set for 2021.
<https://www.sneakers.fr/adidas-futurecraft-loop>


Every Friday evening, Le Barn Hotel in Rambouillet Forest organises a group bike ride starting from Porte Maillot on the edge of Paris and finishing at the establishment.

Carrefour and Nestlé have launched the first blockchain on the packaging of Mousline instant mashed potato. By scanning the QR code, consumers can access information about the varieties of potatoes used, the date and location of manufacture, quality control and the dates and location at which the product was stored before being placed on the shelf.



Enjoying a game of mölkky, boules or table tennis on the spur of the moment will soon be possible in Paris thanks to Danish startup OurHub, which offers a freely accessible game sharing service.
<http://www.ourhub.dk>
 *Fanny L. / Marque, Communication & Publicité*

As of 2020, Volvo will be fitting its cars with on-board cameras to spot motorists who are driving under the influence of alcohol or engaging in distractions. In such cases, the car will slow down and the *Volvo on Call* assistance service may be alerted..


To gather information about their vehicles, but also about driving conditions (traffic jams, etc.), the Jaguar-Land Rover group will soon be rewarding the members of its community with a crypto-currency that will allow them to pay for motorway tolls, parking spaces, drinks or the electricity that powers their car.
 *Patricia B. / L'Observatoire Cetelem*



Every Saturday since early May, dieticians have been on hand in Belgium's 24 Carrefour hypermarkets to offer advice on which foods to put in their trolleys. Individual sessions last 20 minutes and each store has two dieticians.
<https://tilli.fr>

Available in Paris, Lyon, Marseille, Bordeaux and Aix, Tilli is a home seamstress service offering basic clothing alterations, custom embroidery and full transformations of items whose cut is outdated.



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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