

# L'œil

n° 274  
October 2020

in depth study of new  
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

## Wine fairs are all well and good, but independent wine merchants have other tricks up their sleeve to give customers a taster

While supermarket wine fairs remain very popular, many independent wine merchants are coming up with fresh ways of revitalising their relationships with customers...

[www.troisfoisvin.com](http://www.troisfoisvin.com) / [www.picuki.com/profile/mademoiselle.jaja\\_ateliers](http://www.picuki.com/profile/mademoiselle.jaja_ateliers)  
[www.corpsdeloup.com](http://www.corpsdeloup.com)

### Seen in France

Faced with a drop in tourism and a fall in visitor numbers, many independent wine merchants and winegrowers have gone down the path of innovation. Parisian wine store Trois Fois Vin is holding a series of live events on Facebook where it discusses grape varieties and production techniques, while also offering viewers the chance to chat with young winegrowers. Mademoiselle Jaja, a sommelier, organises "live online wine courses", hosts video workshops and posts wines on her Facebook page for followers to match with dishes. Meanwhile, winegrowers covered by the Corps de Loup (Côte-Rôtie) appellation send their customers a parcel containing glasses, samples and a connected map of the vineyard for them to peruse, which features comments suggesting what they should taste depending on the location.



### What to think of it?

Constrained by the economic climate and the public health situation, wine merchants and winegrowers have devised new customer relations approaches that could inspire brands in all sectors. Above all, these initiatives are driven by their desire to draw customers into their world. **Selling wine is not just about selling bottles and "bargains"**. It is also about providing knowledge to customers, so that they can **go from being enthusiasts to connoisseurs**. To do so, **storytelling and stirring images no longer suffice**. It is important to give a voice to the main protagonists, to showcase their know-how, to show consumers what happens "behind the scenes" and to reveal some of their secrets. These initiatives are also motivated by the idea of **creating a momentary sense of community among enthusiasts**, whether it be through an entertaining or educational Facebook or video event, a shared experience or interaction with winegrowers. This should stimulate conversation as well as creating a buzz on social media... **The idea of turning customers into experts and giving them opportunities to interact** looks set to become a key focus for all retailers.

## Does a Dark future await the retail sector?

The health crisis is changing everything. Forced to reduce the capacity of their dining rooms, restaurateurs are going to have to come up with new ways of doing business.

### Seen around the world and in Paris

At a time when the health crisis is forcing many traditional restaurants to close, ghost restaurants (or "dark kitchens") are becoming increasingly popular. Experts are even predicting that they will serve as a model for much of the food service industry in the future. Dark kitchens are restaurants without a dining room, which cook only for delivery platforms such as Deliveroo, Takeaway and Uber Eats. The majority currently operate in China, India and the United States, but the trend is accelerating rapidly on the Old Continent (5% of the market and 20% annual growth since 2018). In the United States, at the start of the pandemic Amazon and Whole Foods converted their closed supermarkets into "dark stores" to reduce delivery times for products purchased online.



### What to think of it?

Nobody could have imagined that a **model that involves reducing restaurants to a kitchen with no dining room or staff** could one day become a reality. But the health crisis, like all crises, has merely highlighted and amplified changes that were already underway. More and more consumers were having food delivered to their homes (so that they wouldn't have to drag themselves away from their Netflix series) rather than going to restaurants. According to a Kantar survey, in 2019 nearly 30% of French households regularly had meals delivered to their door. Experts refer to this phenomenon as "homeism" and it appears to affect thirty-somethings in particular. For their part, restaurant owners often complain about rising costs (rent and staff) and ever more stringent standards. It should also be noted that meal delivery companies were already setting up their own kitchens on the outskirts of towns and cities, so as to speed up their deliveries (see the September 2016 + February 2020 editions of L'œil). Now deprived of a portion of their seating capacity, **restaurant owners will inevitably have to reinvent themselves**. Some will sell products from their suppliers and automate certain tasks, while others will focus all their energy on deliveries by offering attractive packaging and greater attention to detail, recording customer habits, promoting their suppliers and even launching partnerships with brands, all in the name of **providing a fresh customer experience**. Necessity is the mother of invention.

## When the desire to go to the shops wanes, harnessing other shared experiences becomes a strategic imperative

At a time when the desire to head to the shops is fading, brands must seek to harness new forms of experience. And if they are celebratory, then all the better.

<https://cagnotte.galerielafayette.com>

### Seen online

In the summer, the Galeries Lafayette group launched its own online money pot service based on existing models such as Leetchi and Le Pot Commun. Christened "La Cagnotte", the service has its own web platform featuring an inspiration engine developed specifically for the purpose and accessible from the Galeries Lafayette and BHV Marais e-shops. It can suggest gifts for a birthday, a wedding, a house-warming party, a new baby, a departing colleague or any other shared event. A 5% bonus is added to the total amount collected if the money is spent in one of the group's online or physical stores. It can also be paid into a bank account, but a 2% commission is applied in this case to encourage users to spend the cash instead.



### What to think of it?

While online money pots have been around for a while, the fact that Galeries Lafayette has decided to take an interest in the concept is no coincidence. Primarily, this is because the company has been forced to look for new sources of growth in response to the economic and public health crisis. But it is also conscious that **the future of consumption will revolve around collective models**, whether the aim is to back a deserving cause or to enjoy a moment of celebration, both of which create memories that reinforce the sense of belonging to a community. **Today, reaching new target markets is about winning over communities.** Money pots can be an effective tool in this quest, because they allow contributors to be reached at different stages of the same shared event: beforehand, to choose a gift, during and after, via social media exposure. We are seeing a shift from "I consume, therefore we are", which expresses an activist form of consumption based on shared values, to **"We are, therefore we consume", which evokes celebratory consumption and points to a desire to enjoy the present with greater intensity.** With the crisis causing consumers to save rather than spend, could consumption be rejuvenated if it becomes shared?

## Rather than simply selling products, online stores will need to evolve into media outlets if they are to appeal to generation Z



To attract twenty-somethings, luxury brand platforms cannot rely solely on selling products.

[www.alizila.com/alibaba-luxury-channels-get-gen-z-upgrade](http://www.alizila.com/alibaba-luxury-channels-get-gen-z-upgrade)

### Seen on the web in China and the US

To boost sales in this post-Covid period, China's Alibaba recently launched a new service designed to appeal to a young luxury clientele. Having launched its luxury e-store *Luxury Soho* in the spring, the Chinese e-commerce giant is now expanding its "New Luxury" offering. Its new features include a livestreaming service, *Soho Live*, and a digital magazine, *Soho Mag*, which covers the latest fashion news and was developed in conjunction with specialist journalists and influencers. Meanwhile, on 15 September Amazon launched its "Luxury Stores" offering (available exclusively to Prime members and only via the Amazon mobile app), which provides luxury brands with exclusive personalised boutiques and the ability to publish content, articles and videos promoting their wares. Gen Z, those born between 1995 and 2010, should account for 40% of the luxury market by 2035, compared with just 4% today, according to a recent report by Bain & Company that was presented in Milan last month.

### What to think of it?

Luxury brands are undergoing a metamorphosis. Weakened by the health crisis, which has drastically reduced tourist numbers and affected purchasing intentions, they are now being forced to completely rethink their codes. Having grown accustomed to a clientele from the upper socio-professional category, who tend to be on the older side and driven by more mimetic desires, they now find themselves having to cater for generation Z, **whose members look to these brands to help them express their individuality and reinforce their connection with a form of urban modernity.** This paradigm shift is radical, to say the least. Hence the importance of the new services launched by Alibaba and Amazon. Amazon and Alibaba don't just want to broaden their offerings and enhance their artistic direction, they want to **educate, entertain and engage their young customers**, thus setting a course for all brands in all market segments to follow. **Soon, retail will no longer be simply transactional or relational, but also cultural.** Much in the same way that politically or environmentally-engaged brands make their customers aware of their values and their agendas, luxury brands must **shine a light on their culture and heritage**, to inform consumers about their history and news, and thus demonstrate their proximity to them. **Shouldn't every brand place a greater emphasis on becoming a knowledge brand?**



## Word of the month

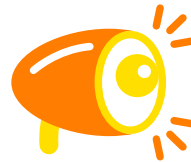
**Revenge shopping:** The term appeared in South Korea (one of the first countries affected by the virus) and on social media the moment the lockdown was lifted. It describes the behaviour displayed by consumers seeking to make up for lost time after a frustrating period in their lives. The term applies equally to in-store purchases, travel and visits to amusement parks. In France, the phenomenon does not appear to be producing the results expected. Indeed, according to INSEE, although people are spending as much on clothes as before the lockdown, this has not made up for the collapse in sales witnessed in March and April.



## Catching the eye

According to a survey by Rakuten Advertising, 82% of people in France have no intention of reducing their budget for the festive season. Moreover, 41% say that they are prepared to spend more to make their loved ones happy. Even in the worst-case scenario of a lockdown Christmas, one in two French consumers would not want to adjust their budget. Local retailers will be the main beneficiaries, with **55% of respondents stating that they intend to prioritise the purchase of local products for Christmas.**

(Survey conducted in June/July 2020 on a sample of 8,673 people in 12 countries around the world).



## A glance in the rear-view mirror

*In late 1994, La Redoute came up with a new and innovative way of reaching its customers, one that broke with convention at the time and still seems as relevant as ever in 2020.*

### When consumers become influencers

#### Seen in France

Having opened three temporary showrooms in Lille, Paris and Lyon, La Redoute, which is currently undergoing restructuring, recently came up with the idea of setting up showrooms in the homes of its biggest fans, who are recruited via social media. Ten such customers were able to set up a showroom in their homes after receiving promotional kits for the event and a sample of 100 flagship items from the latest autumn-winter collection. The aim of the campaign is to generate purchases via the online store, but also to build the loyalty of customers and ensure that they share the mail-order brand's ads via social media.

#### What to think of it?

In an increasingly virtual and electronic environment, all brands are seeking to **create original consumer experiences so as to maintain physical contact with their customers.** This initiative by La Redoute, the latest incarnation of the legendary Tupperware party, reminds us that the challenge ahead for retail revolves less around physical outlets and advertising campaigns than around **the sense of closeness to the brand that consumers feel** and the buzz that this feeling can generate thanks to the amplifying power of social media. It also **underlines the importance of the role played by “micro-groups” in the decision to consume** or, in this case, the group of friends who gather at your home to discover La Redoute's new collection. Today, successful moments of consumption are also about sharing. **The consumer is no longer just a buyer, but an “initiator” of atmospheres, contacts and moments.**

## Summing Up

To encourage people to keep their distance, Pizza Hut and Deliveroo have designed a pizza box measuring one metre squared. Each corner opens independently and the box features compartments with room for four XXL pizzas.

In the 14th arrondissement of Paris, Carrefour recently opened its first fully automated pedestrian click-and-collect store. It features two large refrigerated vending machines that customers can open with a QR code.

In the municipality of Haßloch in Germany, some 200 km east of Luxembourg, discount supermarket chain Aldi has decided to test an ALDI<sup>mat</sup>, a 24-hour vending machine for basic necessities, which are available at the same price as in the store.



On 15 September, C&A opened shop-in-shops in seven Géant Casino supermarkets (including Villefranche-sur-Saône, Aix-en-Provence, Annemasse, Saint-Etienne and Nîmes). This will enable the brand to maintain its presence, despite the closure of 44 of its stores in France.

Six Kiabi stores now feature a second-hand department. Not only can customers buy second-hand items, they can also drop off any clothes they want to part with. These don't even have to be Kiabi branded.

The latest Apple Store is a 1,500 square-metre sphere that floats in the waters of Singapore Bay. It is the city's third Apple outlet and undoubtedly the most spectacular. [www.youtube.com/watch?v=IOAwNxDL3LU](https://www.youtube.com/watch?v=IOAwNxDL3LU)

The Decathlon store in Namur, Belgium, now sells organic products from Carrefour. Around a hundred items from Carrefour's organic range are available.



BMW owners can now unlock and start their car securely using the BMW Digital Key app. They can also share access to their vehicle with up to five other people and even set a maximum speed, power output and radio volume. [www.bmw.com/fr/innovation/bmw-digital-key-l-iphone-devient-une-cle-de-voiture-securisee.html](https://www.bmw.com/fr/innovation/bmw-digital-key-l-iphone-devient-une-cle-de-voiture-securisee.html)

The first Amazon Fresh supermarket, which opened at the end of August in Wooland Hills, California, is packed with technology: stands equipped with Echo Show speakers, an Alexa voice interface to guide shoppers and suggest menu ideas, Dash Cart smart trolleys to bypass the checkout queue and receipts sent via the brand's app.


Every Tuesday from 10 am to 12 noon, the Ikea store in Evry goes into silent mode: dimmed lighting, no music and no noise.



In The Body Shop's newest store in Ghent, a megaphone has been set up in an "activist corner". There, customers can find information about the brand's commitments. This is the retailer's way of reminding us that its founder never shied away from manning the barricades.

Vans, skateboarding's biggest fashion brand, recently launched a clothing line in partnership with National Geographic magazine, featuring images it has published and its famous yellow border. [www.vans.fr/shop/fr/vans-fr/vans-x-national-geographic](https://www.vans.fr/shop/fr/vans-fr/vans-x-national-geographic)



*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](mailto:patricia.bosc@bnpparibas-pf.com)  
**Designer and Writer:** Patrice Duchemin  
**Design:** Lords of Design™ / **Drawings:** Fred Chance™