

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

When newspapers make way for lettuce...

Urban dwellers have always had an urge to head into nature. This has only been amplified by the health crisis. What can retail do to meet these needs?

www.jcdecaux.fr/actualites/meudon-jcdecaux-transforme-un-kiosque-en-dispositif-innovant-un-libre-service-de-produits

Seen in Meudon

On Aristide Briand Square in the French municipality of Meudon (Hauts-de-Seine), outdoor advertising company JC Decaux has teamed up with the town's council to convert a disused newspaper kiosk into an automated fruit and vegetable dispenser. The dispenser is open every day from 6 am when the curfew ends and features 76 connected and refrigerated compartments. It is operated by startup La Clayette and offers a wide range of seasonal products with short supply chains, which are replenished on a daily basis. Customers pay via a contactless terminal and there is no need to place an order or pay a subscription fee to access the products.



What to think of it?

While it may be a total one-off, this joint initiative by the local council, JC Decaux and La Clayette seems to cater closely for the current proclivities of those who live in urban areas. It acknowledges their keenness to maintain a **direct link with nature** (from the field to the plate), which is synonymous with freshness and authenticity, by doing away with intermediaries in the form of shops. It also fulfils their urge to **live in a town instilled with new charm**, one that gives space to plant life and **offers a pleasant surprise** on every street. Both of these desires stem from the same dissatisfaction and from a **longing to see day-to-day life change**. The originality and pertinence of this initiative also lie in the approach taken, which **does not seek to theatricalise nature** with wooden crates of earthy vegetables from small producers, but to bring it into the urban landscape via a system of automatic dispensers featuring contactless payment, which could herald a new form of distribution that is **direct and easy to access, while requiring very little human involvement**. This kind of pedestrian click-and-collect model, combined with a short supply chain, could work in a whole host of retail segments...

For brands, communicating shouldn't just mean creating advertising campaigns or stories for social media

For years, brands have used social media to speak to their communities. Today they are embracing podcasts as a way to make themselves heard.

www.decathlon.co.uk/landing/podcast-series-/R-a-podcast

Seen in the United Kingdom

In the UK, Decathlon has produced "The Power of 10", a podcast created to cater for the public's growing interest in sport since the beginning of the health crisis. Host Graham Bell, a former Olympic skier and also a skater, asks guests from the world of entertainment and sport 10 questions about their exercise and eating habits, to find out how they manage to maintain a healthy lifestyle. Six fortnightly episodes have been produced so far.



What to think of it?

Although Decathlon has already been making podcasts in France (since September last year), those it has created for the UK are of a completely different kind. Here, the retailer doesn't give advice on how to improve one's performance or sporting abilities, but instead focuses on **helping listeners maintain a healthy lifestyle** during a health crisis, when restrictions are in place. This opportunistic podcast by Decathlon, which will have a limited run, **demonstrates its reactivity, its capacity to understand people's current expectations and its willingness to provide simple and practical solutions** to everyone, whether or not they are customers. By exploring exercise, mental health and nutrition through the stories and advice of professionals, the retailer has gone beyond purely commercial concerns to try to **improve the general health of the population**. This is a development that should prove popular among consumers, who often state that they would like to **see retailers contribute something positive to society**, it being increasingly clear that political decisions alone will not suffice. Retailers have often endeavoured to transform the practices of their sector. Today they are thinking about how they can help to change the world.

When travel is restricted, the world can still be your office...



It can be hard being stuck at home all the time, so why not go elsewhere to work remotely? New practices always lead to new commercial offerings...

<https://workanywhere.marriott.com/> / <https://coworkation.com/>
<https://nomadlist.com/> / www.airbnb.fr/resources/hosting-homes/a/how-to-make-your-space-comfortable-for-remote-workers-236

Seen in the United States

In the United States, the Marriott group recently launched its “Work anywhere” programme, which enables anyone keen to break the day-to-day monotony of teleworking to set up their office in one of its establishments. The website coworkation.com offers flat-rate remote work trips, which include flights, transfers, accommodation and access to coworking spaces. Clients are also able to meet up with other digital nomads. The website nomadlist.com, which rates these types of trip, places Lisbon and Bali at the top of its ranking of destinations. Meanwhile, on the Airbnb website, it is suggested to those who rent out their apartments that they make the accommodation “work friendly” for long stays, by ensuring that they have good wifi, a printer or ethernet cables. Demand for such accommodation has surged in the last year.

What to think of it?

By changing the way we work, travel, consume and live together, the health crisis has forced us to adopt new behaviours, while also **prompting new expectations**. A year after teleworking became widespread, new services designed to meet the needs of remote workers are starting to appear. Among them is the **coworkation concept (coworking + vacation), which combines work with a holiday, and alters our relationship with our environment** by bringing the idea of working from a holiday location into the realm of possibility, allowing us to feel at home while being elsewhere and even to meet other professionals who are not necessarily our colleagues. All teleworkers can therefore **become digital nomads** (this is easier within one’s own country than abroad, where special visas are sometimes required) and, through their work, experience the sensation of **feeling at home wherever they are**, something Airbnb rentals have always aimed to provide. Re-enchanting the day-to-day is primarily a question of **how we perceive what is already there**.

After second-hand and vintage items, “reselling” is the latest alternative consumption trend to see the light of day



Consuming differently doesn’t have to mean breaking away from the consumer society. <https://stockx.com>

Seen in the United States

The concept of reselling, which involves buying a product identified as potentially desirable before anyone else and then selling it on for a profit, has grown into an extremely vibrant market in the United States. This is particularly true for sneakers, which are traded en masse by members of Gen Z (18-25 year olds). One of the main players in this segment is the StockX platform, which is present in 200 countries and valued at \$3 billion. Founded in 2016 and run like a stock exchange, it allows a product to be valued and resold transparently and in real time according to supply and demand. Its success stems from the trust it has secured by guaranteeing the anonymity of users and providing an authentication service to guard against counterfeits. And this success has been such that the platform now offers brands the chance to co-organise model launches and is branching out into other types of product such as electronic devices, including the much-coveted PS5.

What to think of it?

Predicting what the future holds for different markets requires us to understand the motivations of those at the root of current successes. StockX’s popularity with Gen Z illustrates the way in which its representatives see consumption. Essentially (and paradoxically), it is a way for consumers to **make money by spending money** and to express a sense of **belonging to a community** by taking ownership of a market that is close to their hearts. In this case, the value of a pair of sneakers can be a function of its scarcity, as determined by the brand, but also by the community, based on its own criteria and fashion sense. Thus, **instead of having a fixed price, every product has a fluctuating value** linked to its desirability in the eyes of a community at any given moment. This value, which cannot be completely controlled by brands, generates a second-hand market. Playing around with consumption, defining the value of a product and asserting one’s membership of a community **are markers of a generation that is keen to distance itself from normal market rules and to set its own**.

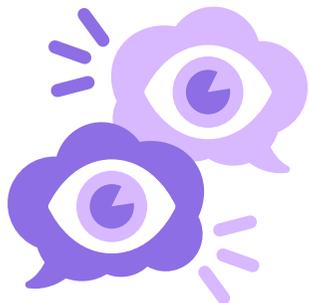
When physical brands decide to reinvent themselves, working side by side with brands that emerged on the web is invariably a good idea

It is essential for brands to constantly evolve and reinvent themselves. But that doesn't necessarily mean entering new markets...

www.chefclub.tv/fr

Seen on the Web

The SEB group recently announced that it had acquired a minority stake in startup Chefclub, which was founded in 2016 to produce and circulate culinary content (recipe videos), publish books (700,000 so far) and sell equipment, much of which is aimed at children. Everything is co-created with its community of 100,000 followers. This acquisition will soon be followed by the launch, in France and elsewhere, of a range of products christened "Chefclub by Tefal", which will include frying pans, saucepans, kitchen utensils and small electrical appliances. Chefclub's videos are watched by more than 50 million Americans and almost 15 million French aficionados, with a total of 1 billion monthly views.



What to think of it?

This alliance between SEB (a century-old brand) and a young DNVB (Digital Native Vertical Brand) would probably have been inconceivable just five years ago. As well as reflecting the level of interest that cooking (always a safe haven for the economy) has attracted since the start of the health crisis, it is illustrative of the direction brands must now take. **Buyers should no longer be seen as customers** (i.e., people who spend money and come back more or less regularly), but as members of a community driven by shared interests and a collective desire to share. **Brands should no longer define themselves purely through their product offering** (which will inevitably be more or less comparable to that of their competitors), but must offer related services capable of generating **fun and creative experiences** that can then be shared. By teaming up with Chefclub, SEB is therefore shifting away from **its positioning as a manufacturer of kitchen appliances to become an ally to those who want to be successful in the kitchen**. And this should also help the firm find its way into people's conversations.



A glance in the rear-view mirror

In April 2011, L'Œil reported on the first small producers to see their products appear on supermarket shelves.

Pillars of society

The facts

Some 15 dairy farmers who supply Danone now have their photos printed on the brand's yoghurt pots. An initiative that should eventually be extended to all the company's dairy products. Driven by the same motivations, Fleury-Michon also recently started featuring images of its farmers on one of its ranges of ham.

The analysis

While seemingly anecdotal, the fact that pictures of farmers are now appearing on mass-produced food products says a great deal about the current desire of industrial firms to change the way they are perceived. Their objective here is to no longer be seen as "screens" between producers and consumers, but as social stakeholders. Displaying images of producers allows a company to highlight its transparency and reassure consumers regarding traceability, while giving the food industry a more human face and, most importantly, highlighting the firm's commitment to supporting the local economy. Could this be a way for brands to convince shoppers that consumption is now a form of activism?



Word of the month

Chief Health Officer: having been hugely impacted by the Covid crisis, the world of work has seen new professions appear, not least the role of CHO, or Chief Health Officer, which involves ensuring that health regulations are enforced within a company. This should not be mistaken for the other type of CHO, the Chief Happiness Officer, a role that emerged in happier times and whose responsibility it is to create conditions that maximise the wellbeing of employees.



Catching the eye

Contrary to popular belief, the French still turn to the written press for their news. **More than 96% of the population, i.e., almost 51 million people, read at least one press publication each month.** The vast majority of French people read at least one press title on a digital device: mobile phones top the list (45%), followed by computers (14%) and tablets (9%). One-third of the French population prefer physical newspapers and magazines.

(Survey conducted on behalf of OneNext by L'Alliance pour les Chiffres de la Presse et des Médias, January 2021)

The National Intellectual Property Institute (INPI) has announced that a record number of trademarks were registered in France in 2020, surpassing the 100,000 mark for the first time despite the public health crisis. The figure of 106,115 trademarks registered **was up 7.2% compared with 2019.** A challenging year evidently failed to dampen people's desire to launch projects and create something new.

To meet today's climate and environmental challenges, **3 out of 4 French people are convinced that we need to change our habits and adopt more frugal lifestyles.** Yet, while the French generally agree that change is necessary, a majority (58%) believe that French society is not ready to undergo this transition in the immediate future, given the current situation.

(Survey conducted by Elabe on 2-3 March 2021 on a sample of 1,003 people.)

Summing Up

Barilla has created a Spotify playlist dubbed Playlist Timer, which features tracks whose duration has been calculated to allow its pasta to be cooked to perfection.

<https://open.spotify.com/album/7uMREc29osTNABq48QbueC>

To attain carbon neutrality by 2050 and foster green growth, Japan has announced that it will ban the sale of gasoline-only vehicles by 2030, despite the reticence of car manufacturers. The sale of hybrid vehicles will still be permitted.

Since 1 February, clothing retailer Jules has been offering a garment repair service in 13 of its stores. Loyalty card holders are offered one free repair and two free alterations.

Ikea now offers spare parts online so that customers can repair their broken furniture or breathe new life into old items by buying replacement covers or table legs, for example.

www.ikea.com/be/fr/customer-service/services/pieces-de-rechange-pub6cc2b041



In Belgium, the Wijnegem shopping centre is currently trialling an augmented-reality navigation tool that allows customers to quickly find the store they are searching for. A first in Europe.

In Ireland, Lidl is trialling a unique service that allows customers to contact a sales assistant via WhatsApp and receive an answer in under 30 minutes.

www.facebook.com/lidlireland/posts/were-launching-a-whatsapp-chatbot-to-help-you-shop-at-the-quietest-period-tap-be/3455524794461020

Citroën's new high-end model, the DS9, features a unique predictive system, DS Active Scan Suspension, which uses a camera at the front of the vehicle to monitor the condition of the road ahead, allowing the car to absorb potholes imperceptibly.

Nintendo has collaborated with cosmetics brand ColourPop on a makeup line inspired by the video game Animal Crossing / New Horizons. Around ten products are available.



In Belgium, Walmart has joined forces with HomeValet to trial the delivery of perishable foods in "smart boxes", which feature temperature-controlled compartments and can be opened by the delivery driver.

<https://corporate.walmart.com/newsroom/2021/01/12/walmart-and-homevalet-pilot-smart-box-technology-to-receive-fresh-deliveries>

To demonstrate its commitment to creating a more responsible world, car manufacturer Mini has decided to stop using leather in the seats of its cars. This is despite the fact that 54% of its customers opted for leather upholstery last year.

Apple's iOS 14.5 allows owners of iPhones equipped with facial recognition to unlock them while wearing a mask. However, to do so they must also have an Apple Watch.

Arket, a brand of the H&M group, offers a service that allows customers to rent children's clothing in return for a monthly fee.



The self-driving vehicle currently being developed by Sony, the Sony Vision-S, has a digital dashboard designed to house the company's PlayStation.

www.sony.net/SonyInfo/vision-s/

In the Netherlands, supermarket chain Albert Heijn enables customers to drop off their old clothes via an automated collection system, in exchange for a 50 cent discount on their shopping. The system works like a bottle deposit facility.

In Amsterdam, a 100% vegan supermarket was recently inaugurated. Christened Vegan Fresco, its opening was made possible by crowdfunding.

<https://veganfresco.com>



L'Œil de L'Observatoire Cetelem analyses micro-facts on consumption, revealing the emergence of new manners of spending.

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Director of Publication: Isabelle Wolff
Editorial coordination: Patricia Bosc
Editor: Patrice Duchemin
Design: Lords of Design™