5 Mutations of the consumer journey

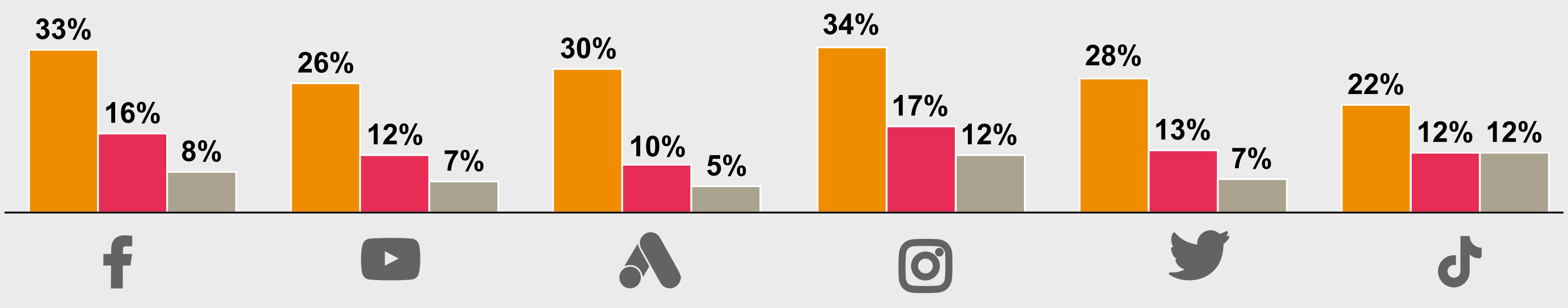
GCIS Pulse Survey 2021 - France Topline Results

pwc
strategy&

Key Insights for first semester 2021

Discover & Search

Social media platforms are now key for Brands to engage consumers



Intent to buy

Parsimonious consumers focused on Grocery & Home

Net Intent to Buy for the first semester of 2021

11/12 **Categories**

Number of categories with **negative** net intent to buy* over the first 6 months of 2021

Grocery

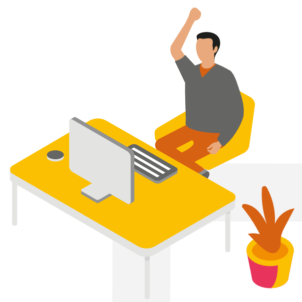
Grocery : sole category benefitting from a **positive** net intent to buy* over the first 6 months of 2021

Home related

Of the 5 most resilient categories, 4 are home-related (Grocery, Entertainment, Takeaway food, DIY / Home improvement)

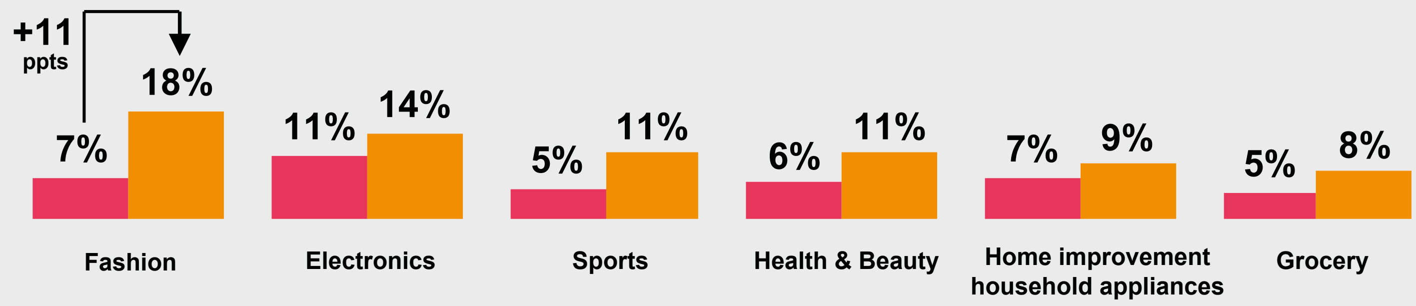
*Net intent to buy : difference between consumers willing to buy more and consumers willing to buy less in the next 6 months

Buy



Online spending hits the roof, catalyzed by Covid-19

Consumers buying exclusively online 2019 . 2020



Collect & return

Channels : Back to basics for consumer expectations

Top attributes for online & physical channels

Online

Attribute	%
In-stock availability of items I want	44%
Fast & reliable delivery	44%
A good returns policy	32%
Extended range of stock vs stores	30%
Availability of online customer reviews	28%

Physical stores

Attribute	%
Opportunity to see and touch the products	33%
Product range	28%
Respect of COVID-19 safety standards	27%
Availability of local products	27%
The social aspects of going to a store	26%

Experience

New consumption behaviors driven by Purpose and Sustainability

50% consumers are buying more eco-friendly & biodegradable products

66% consumers advocate for «Made in France», regardless of the product category

25% consumers are willing to pay more for sustainable consumption attributes

33% consumers reinforced their support for local independent businesses

Key implications for Brands & Retailers

Marketing & Communication

- **Strengthen Brand Marketing and communication on Social & Sustainability commitments & progress**
- **Supercharge Loyalty program:**
  - Provide personalized content, offers and help
  - Reward sustainable pattern and Brand engagement (comments, influence…)
  - Build extended partnerships (other brands, retailers...)
- **Accelerate Marketing spend shift to Digital platforms (vs. Print, OOH…)**

Assortment, Pricing & Promotions

- **Focus on essential SKUs, rationalize long-tail and adapt assortment to new consumer behaviors: sustainable, local, ethical, healthy and fresh products**
- **Tailor assortment, prices & format to shopping moments, channels & contexts**
- **Rethink and strengthen Private Labels' role**

Sales & Channels

- **Accelerate transition to Online and Direct-to-Consumer**
- **Deliver an end-to-end Social Commerce journey: from discovery to checkout through one-site**
- **Rethink store network: right-size footprint, transform store roles and spaces (product showrooming & content broadcasting, order pick-up & returns…)**
- **Deliver experiential, omnichannel and contactless shopping in-store:**
  - Relationship and Trust building first (personalized advices, services…)
  - Digital experience (AR fitting room…)
  - Streamlined checkout, cashless payments and new options (Buy Now Pay Later)
  - Multiple collect options: Click & Collect, curbside pick-up, drive-thru and lockers
  - Seamless returns: online returns in store, live return updates…
- **Root store in local community: tailored assortment and services, local micro-partnerships (eg. shop-in-shops) and generosity**
- **Develop circular business models: redesign, reduce, reuse, repair and recycle**

Supply Chain

- **Obtain real-time customer demand forecasts through analytical capabilities (eg. AI) to facilitate omnichannel fulfillment (eg. picking/packing in store)**
- **Optimize lead-times & cost-to-serve by digitizing the supply chain:**
  - End-to-end visibility of the location and status of inventory / movement of stock : QR codes/blockchain, digital integration of internal functions (eg. merchandising) and external suppliers…
  - Automation of the picking/packing
- **Develop last-mile delivery capabilities:**
  - Order-tracking through geolocation capabilities
  - 'Outside-the-store' fulfilment experience, incl. home-delivery services, click-&-collect in popup locations
- **Develop a sustainable supply chain : responsible sourcing, recyclable packaging, optimized logistics flows, supply chain relocation**