



# WHAT'S *in* STORE

2022 TRENDS: PART 1



# THE IN-STORE EXPERIENCE

# STORE OF THE FUTURE TRANSFORMATION FRAMEWORK



**FRICITIONLESS**

A person's hand is shown holding a light-colored smartphone. The background is dark and blurred, suggesting an indoor setting. The word "FRICITIONLESS" is written in large, bold, white capital letters across the middle of the image. Below the text, a solid yellow horizontal bar spans across the width of the image.



**TOP PAIN AREA  
IS CHECKOUT  
& CHECKOUT  
QUEUE**





**CHECKOUT-LESS  
STORES  
SCALING  
EXTENSIVELY**





amazon go

Raley's

Sainsbury's

emart 24

giant eagle

TESCO



FamilyMart

# WHAT IS A CHECKOUT-LESS STORE?



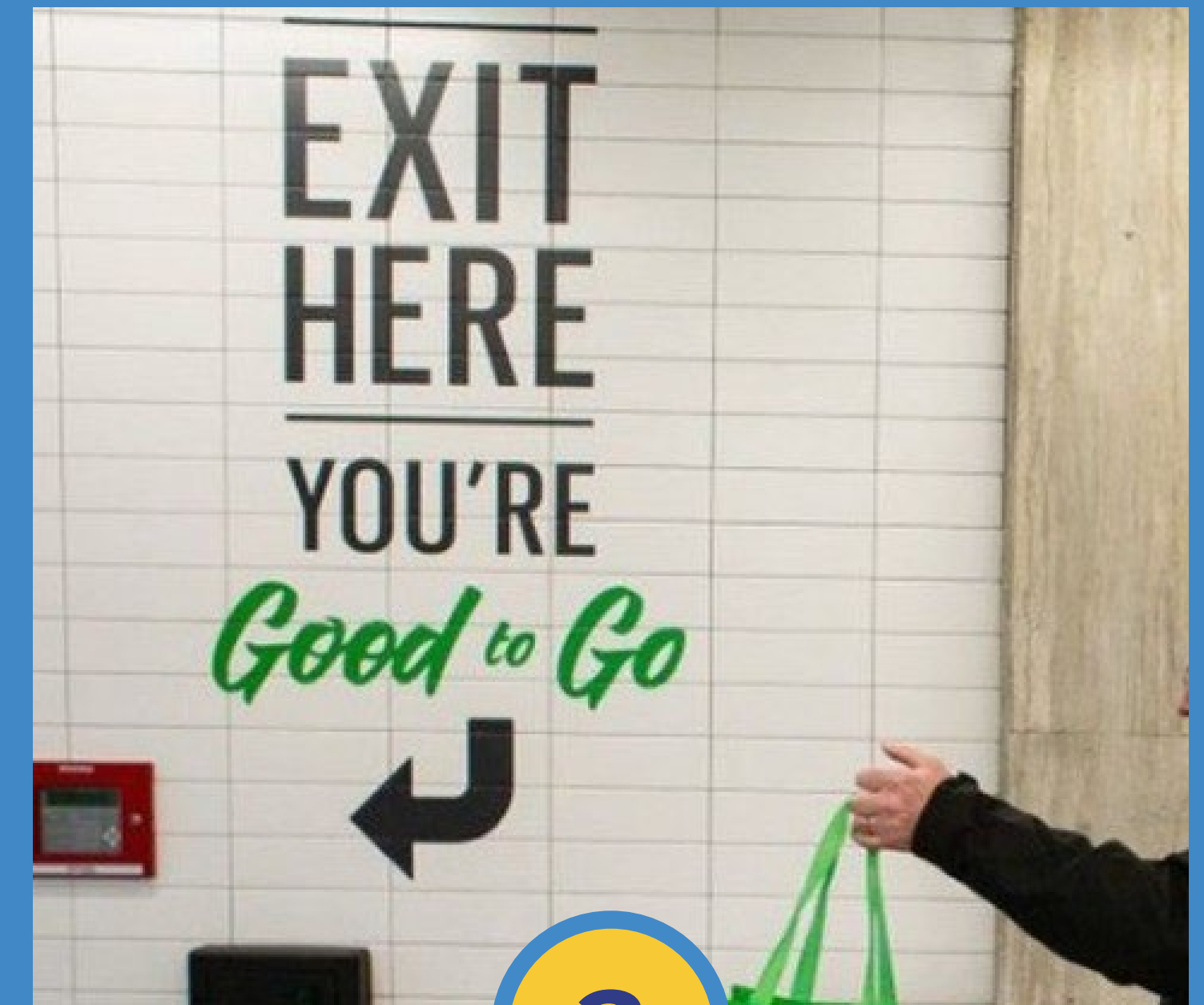
1

Consumer scans in & identifies themselves



2

Technology tracks the selected items



3

Customer leaves & is automatically charged



# TWO CHARACTERISTICS OF DEPLOYMENTS



1

## FORMAT FLEXIBILITY

Frictionless, kiosk style stores that can scale quickly



2

## ADVANCES IN STORE SIZE

Frictionless shopping applied to larger format stores

**SOCIAL**

A man and a woman are standing in a grocery store, engaged in conversation. The man, on the left, has a beard and is wearing a light-colored jacket. He is holding a large white paper shopping bag in front of his chest and a coffee cup in his left hand. The woman, on the right, has blonde hair and is wearing a dark green sweater. She is also holding a coffee cup. They are surrounded by various fresh produce, including watermelons, tomatoes, and other fruits. The background shows the store's interior with wooden beams and bright lighting. A yellow horizontal bar is positioned below the word 'SOCIAL'.

A woman with long dark hair, wearing a white button-down shirt, is seated at a table in a modern, well-lit interior space. She is looking down at a laptop computer in front of her. On the table, there is a white coffee cup on a saucer. The background shows a wooden shelving unit with books and a window with a view of a cityscape. A dark blue horizontal bar is overlaid across the middle of the image, containing the text "SPACE FOR SOCIALIZING & WORKING" in white, bold, uppercase letters. A thin yellow line is positioned below the text.

**SPACE FOR SOCIALIZING & WORKING**

A young woman with sunglasses on her head and a young man in a white hoodie are smiling in a kitchen. The woman is wearing a white t-shirt with a graphic of three astronauts. In the background, there are two glasses of red liquid on a counter.

# FULL-FLEDGED FOOD SERVICE



# COMMUNITY HEALTH SERVICES

A woman with dark curly hair, wearing a green button-down shirt and a brown shoulder bag, stands in a bakery. She is holding a wire shopping basket filled with fresh vegetables like carrots and tomatoes. A male baker with a beard, wearing a grey polo shirt and a grey apron, is holding a round loaf of bread wrapped in clear plastic. They are standing in front of a wooden counter with several loaves of bread on it. The background shows shelves stocked with various breads and pastries. The floor has a checkered pattern.

# LOCAL ASSORTMENT SELECTION

# WHAT DOES THIS ENHANCE FOR RETAILERS?



**DRIVES MORE  
TRAFFIC**



**MORE TIME  
IN STORES**



**AFFINITY FOR  
RETAILER**

# WHAT DOES THIS ENHANCE FOR RETAILERS?



**LARGER  
BASKET SIZE**



**INCREASED  
PROFIT**



# STORES OF THE FUTURE

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# VALUE OPTIMIZATION

