



WHAT'S **in** STORE

2022 TRENDS: PART 2

SUCCESSFUL STORE CHARACTERISTICS



EXPERIENTIAL →



← **SOCIAL**

FRICTIONLESS →



← **CURATED**

TWO KEY TRENDS

1

Stores being utilized for
last mile fulfillment

2

Data driven & digital
in-store experiences

DELIVERY SPEED ARMS RACE





VIRTUAL CONVENIENCE STORES

Kroger Delivery ^{NOW}

ASDA



**DELIVERIES IN
UNDER A
HALF HOUR**

**START-UPS
WITH RAPID
DELIVERY**

GORILLAS





**MICRO-FULFILLMENT
CENTERS ALLOW
FASTER DELIVERY**





DRONE TECHNOLOGY

Walmart 

amazon 

DIGITAL IN-STORE EXPERIENCES





**RETAILERS ARE STANDING
UP THEIR MEDIA ARMS**

Carrefour links



IN-STORE SCREENS



Walgreens

COOLER SCREENS

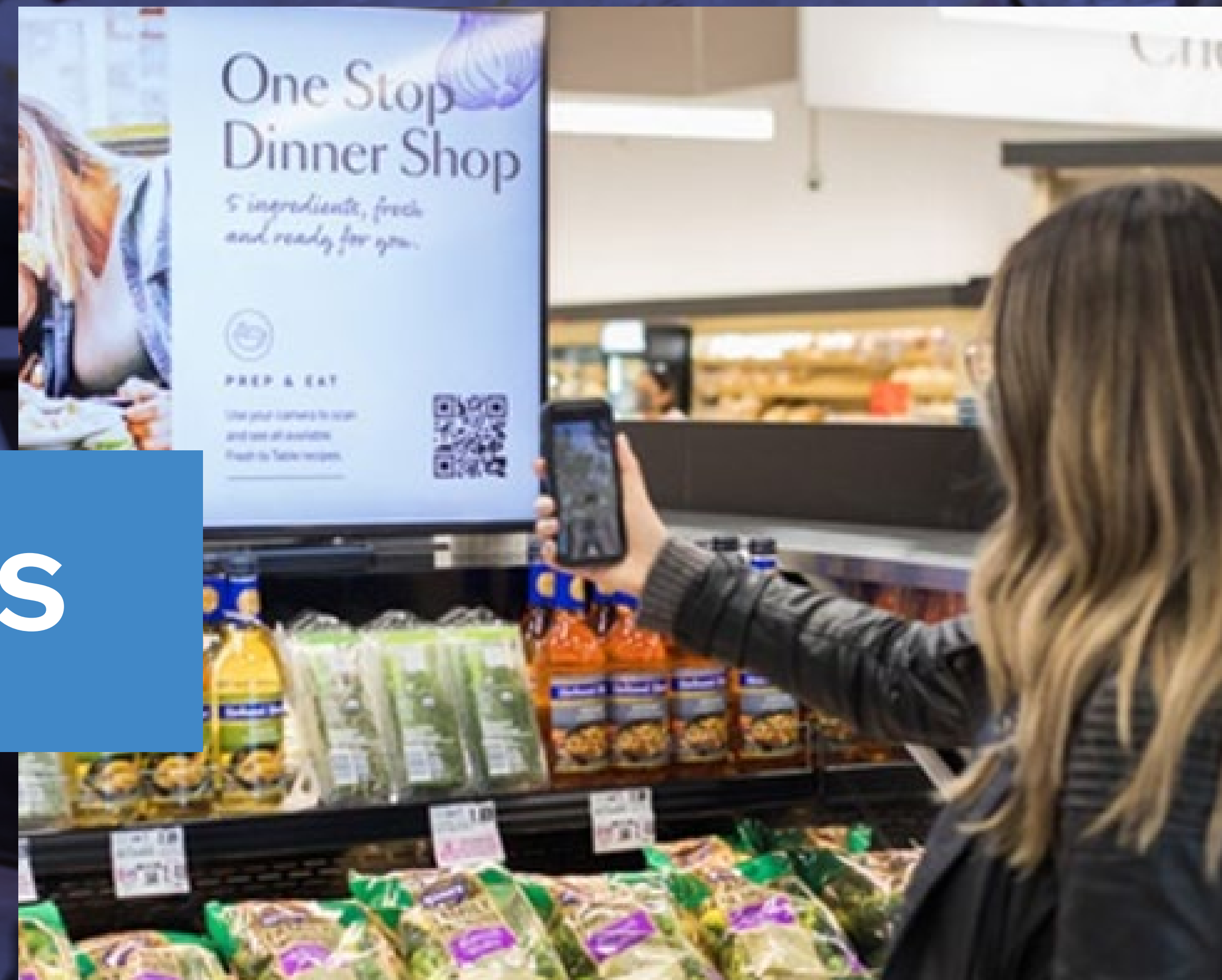


The ShopRite logo is displayed in a white, cursive script font with a registered trademark symbol (®) at the end. It is overlaid on a dark blue background that features a blurred image of a shopping cart in a grocery store aisle.

ShopRite®

The text 'SHOPPABLE DISPLAYS' is written in a bold, white, sans-serif font. It is centered within a solid blue rectangular banner that spans the width of the image.

SHOPPABLE DISPLAYS



Walmart

CHECKOUT SCREENS



A man with short dreadlocks, wearing a plaid shirt over a dark t-shirt, is pushing a metal shopping cart through a grocery store aisle. He is looking down at a smartphone in his right hand. The shelves are stocked with various products, including bottled beverages and packaged goods. The background is slightly blurred, emphasizing the man and the cart. A thick yellow horizontal bar is positioned below the text.

OVERARCHING KEY STRATEGIC INITIATIVES



1

**VALUE
OPTIMIZATION**

2

**OPERATIONAL
EFFICIENCY**

3

**FULFILLMENT
SOLUTION**