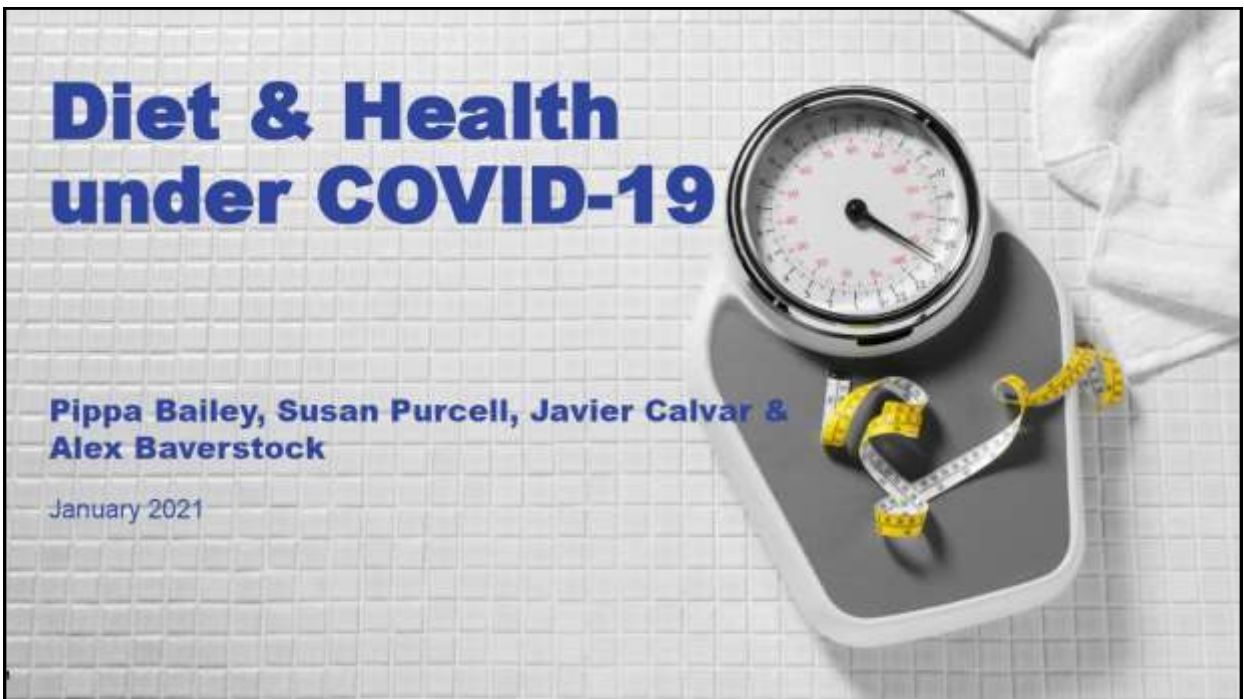




TRENDS IN RETAIL: TAPPING INTO THE NEEDS OF THE FEMALE SHOPPER

PROF GINO VAN OSSEL

1



2



44%

“I’m trying to loose weight”

V
LEIRICK
BUSINESS
SCHOOL



3



58%

**“eating more healthily,
but not dieting”**



4



5



6



7



8



9



10



11



12



13



14



15



16



17

amazon

SEAT & AMAZON
VOTRE PREFERENT
Mii by COSMOPOLITAN

MY CAR MY RULES

Prix TTC : 11.990€
ou 119€/mois*

Abonnement SEAT Mii by
Cosmopolitan (Black Candy)
6,99€/mois

COMMANDEZ VOTRE Mii
et faites-vous livrer en 72h.

Mii by COSMOPOLITAN

SEAT & le magazine féminin
COSMOPOLITAN
ont conçu une voiture rien que pour vous !

Les modèles du célèbre magazine ont participé à l'élaboration de votre auto idéale : chic & glamour, intelligemment équipée & design.

Le plaisir vous attend pour le seul officiel, l'abonnement à la Mii by Cosmopolitan.

18

QUE COMPREND L'OFFRE ?

- La location à domicile avec 201* jours validité de location.
- Assuré by Compagnie SEAT Carrière Garantie.
- La mise en service du véhicule, le cas échéant l'assurance habitation, la carte grise et le premier passet de carburant.
- Une extension de garantie de 3 ans/60.000 km le véhicule SEAT.
- Les Équipements SEAT, Amazon.fr et plus.



COMMENT ÇA MARCHE ?



1. Réservez votre voiture avec un accès de 300€ sur Amazon.fr
2. Un conseiller SEAT vous contacte sous 24h pour finaliser votre commande et organiser la livraison.
3. Votre Mi est livrée chez vous en 72h, prête à rouler.



19



20



21



22



23



24



25

48%

"I will shop more in small businesses and buy more products from local producers"

GfK Consumer Pulse Netherlands, n=490, week 1-7 June '20

26



27



28



29



30



**feels responsible
inconsistent**

31

 <p>brown consumer (the minority)</p>	 <p>light green consumer (the majority)</p>	 <p>dark green consumer (a niche)</p>
--	--	---

32

Marcel's GREEN SOAP
PALM OIL FREE CLEANING

PRODUCTS | STORY | FRAGRANCES | SUSTAINABLE SOAP | BLOG | STORE LOCATOR

20% OFF PALM OIL FREE PRODUCTS
Try our palm oil free products with a discount!

20% off palm oil free products

SHOP NOW

FEEL GOOD CLEANING

BEST SELLERS

33

THE 3 PROMISES:

Marcel is always working to make sure that he can keep his three promises. Marcel's Green Soap smells wonderful, works fantastically and is eco-friendly.

1 SMELLS WONDERFUL

- Fragrance free option
- Dye free formulations
- Lasts for a long time

2 WORKS FANTASTICALLY

- Cleans great
- Safe for kids
- Gentle and caring

3 ECO-FRIENDLY

- Plant based soaps
- Vegan
- Recycled bottles

UNIQUE, PLEASANT SCENT *Makes cleaning fun and relaxing* **100% vegan**

LATEST FROM MARCEL

NEW! Marcel introduces the palm oil free laundry liquid

hand wash or dishwasher?

WHAT TO DO WITH SOAP BAR LEFTOVERS?

MARCEL INTRODUCED PALM OIL-FREE LAUNDRY DETERGENT
After several months of intensive testing and development, we are here! Marcel introduced

WHAT IS MORE SUSTAINABLE: HAND WASHING OR DISHWASHER?
We are all thinking more and more about making sustainable choices at home. We separate soap

WHAT TO DO WITH THE LAST PIECES OF YOUR SOAP BAR?
If you're here reading up about the things you can do with soap bar leftovers, you

34



35

A photograph of a clear glass filled with various coins (quarters, dimes, pennies) and a small green plant with three leaves growing out of the top. The glass sits on a light-colored, textured surface against a grey, textured wall. Overlaid on the left side of the image is the text: **FMCG products with a sustainability claim grow**, **40%**, and **faster than those without** in white font.

"Consumers care about sustainability—and back it up with their wallets", McKinsey Feb '23
(analysis by NielsenIQ based on actual sales of 600,000 SKU's in the US – cumulative growth 2017-2022)

36

63%
say price
will be the most important
purchase criterion
three years from now



EY Future Consumer Index (March '21)

37



38



39



40



41



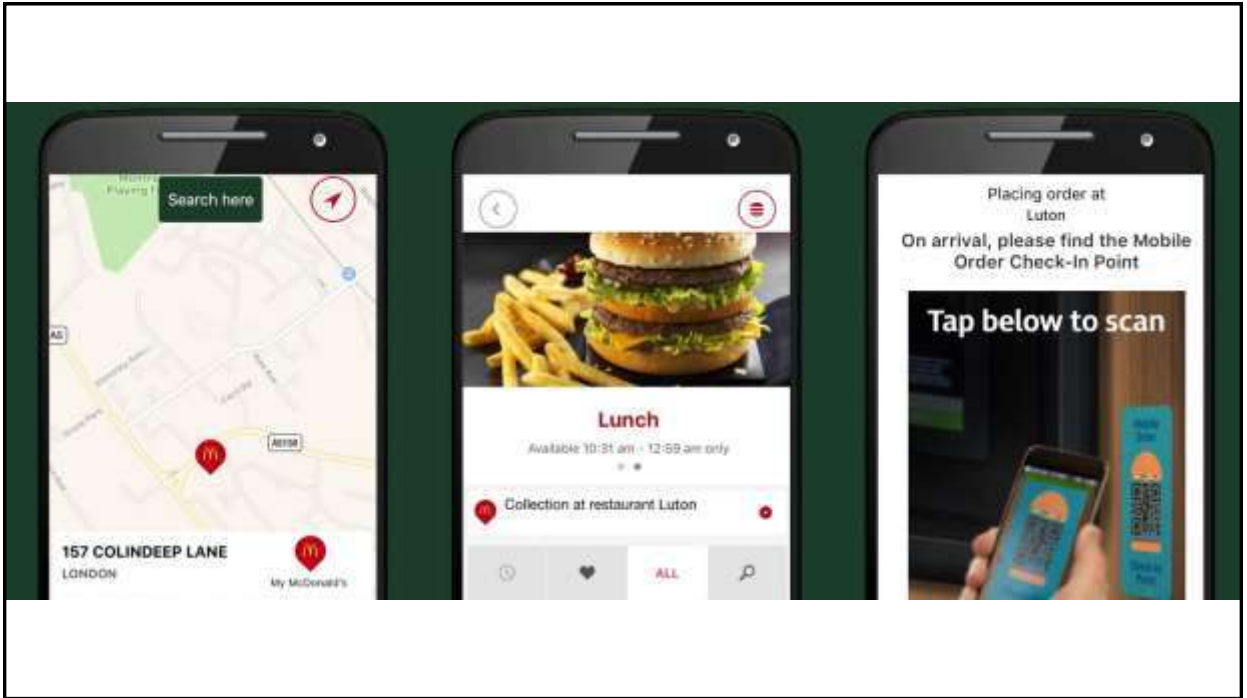
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44



45



46



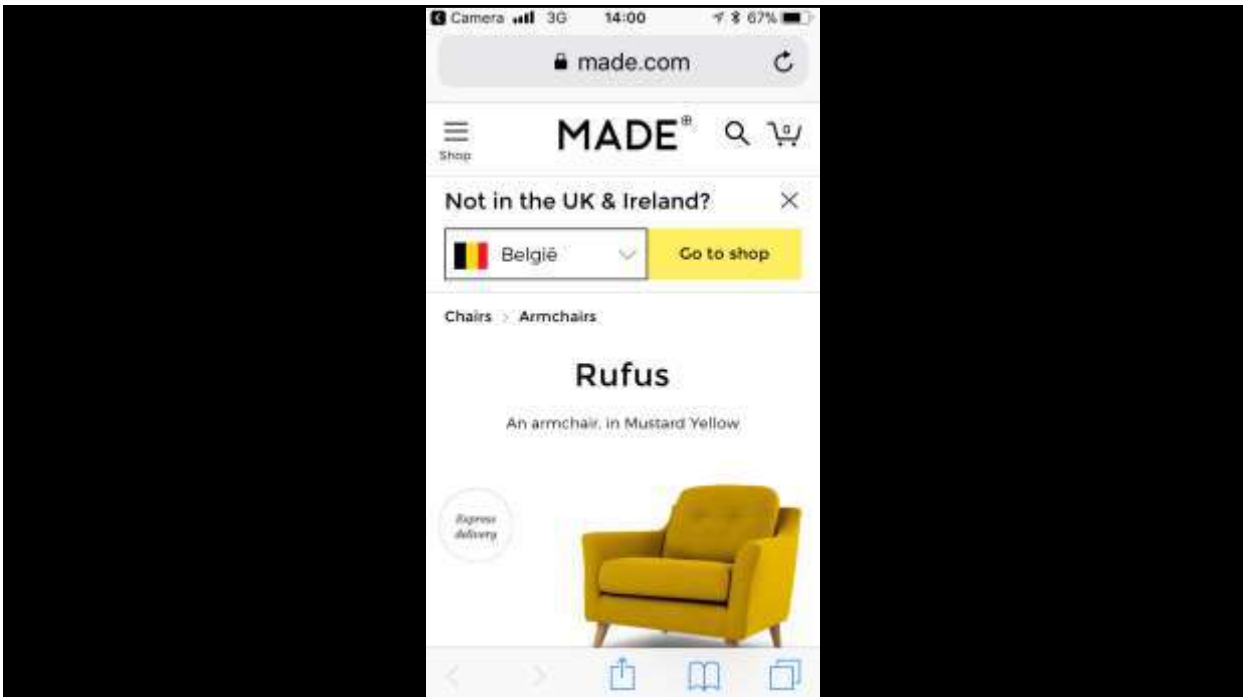
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48



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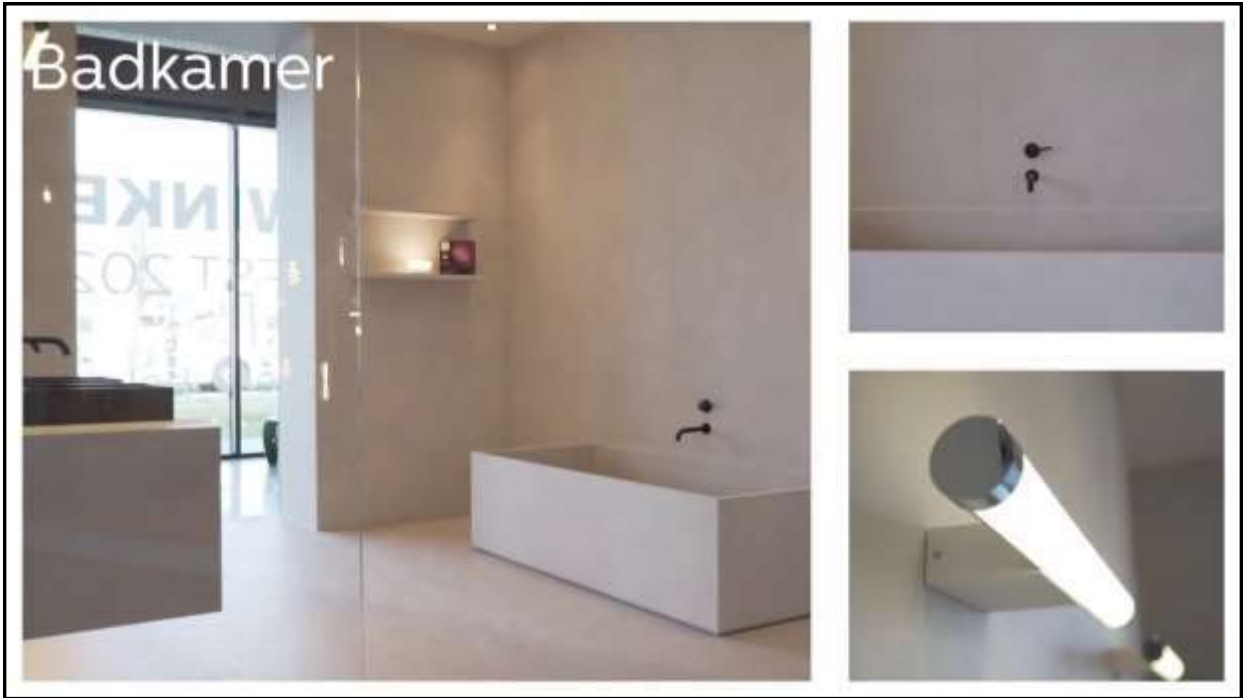
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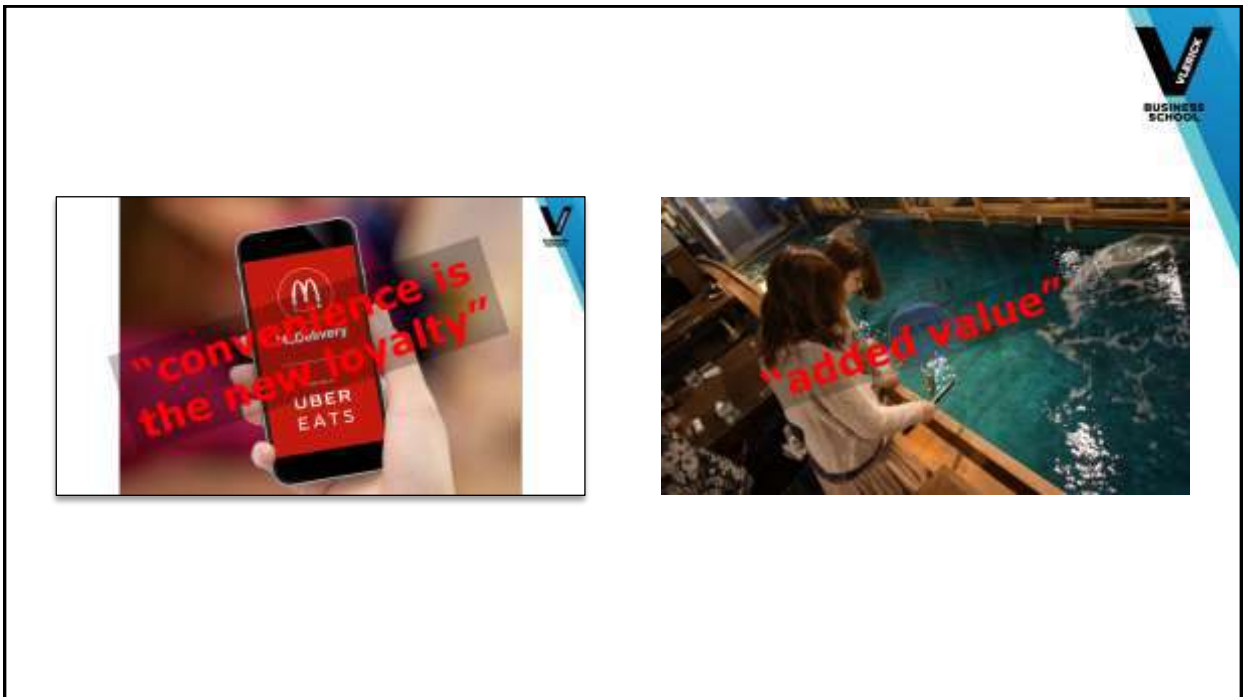
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1



AUTOMATE ROUTINE TASKS

65



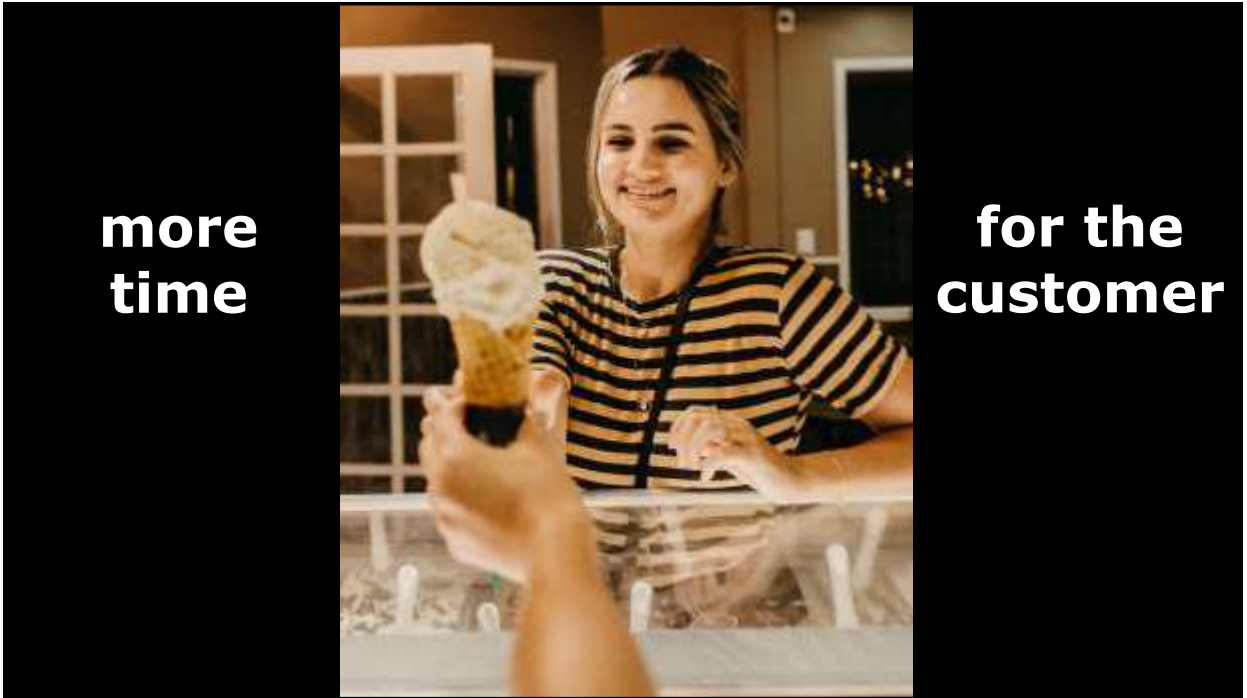
66



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68



**more
time**

**for the
customer**

69



**“take it easy
check-out”**

70



71

2

A digital display screen is integrated into a modern, illuminated interior design. The screen shows a menu or information. The surrounding area is lit with warm, ambient lighting, creating a sophisticated atmosphere.

USE DIGITAL TO ENHANCE THE CUSTOMER EXPERIENCE

72



73



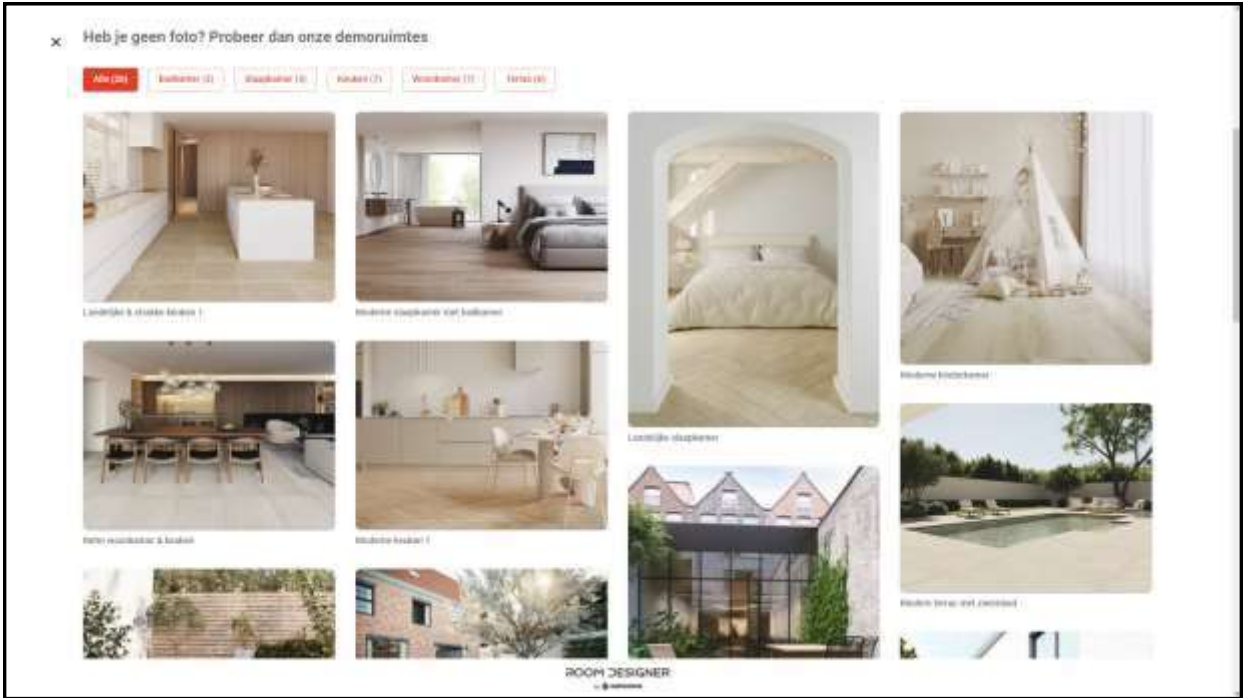
74

view in my room

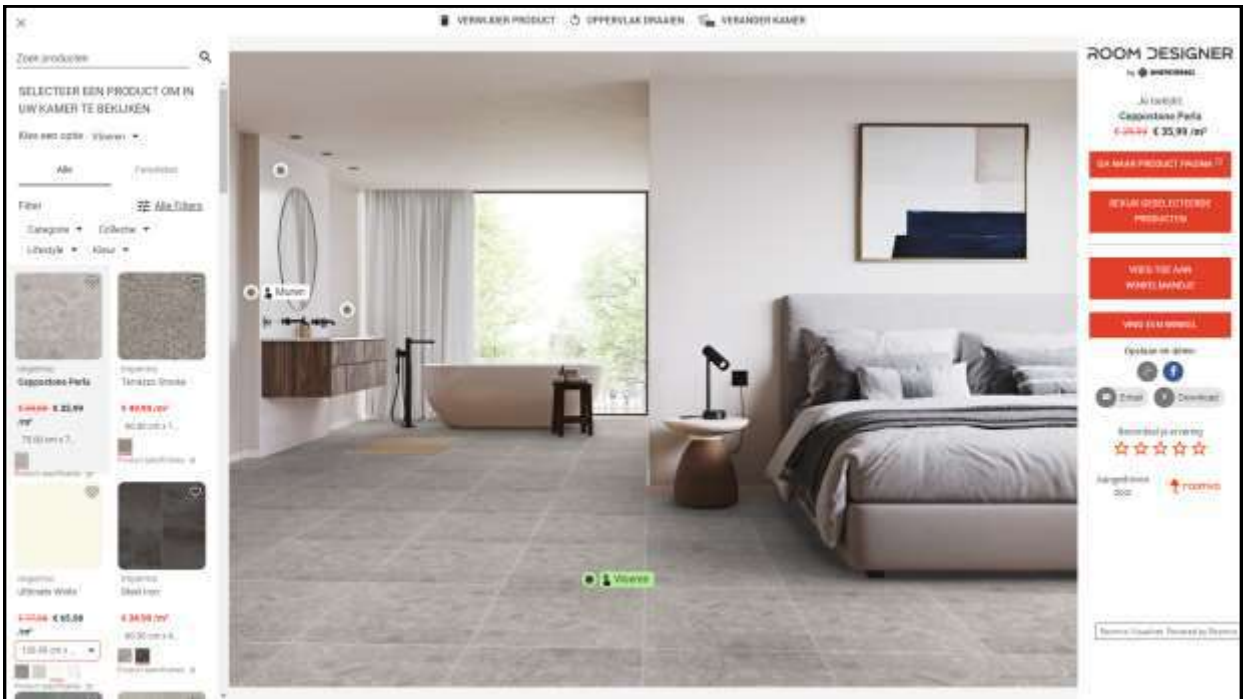
75

no picture? demo rooms!

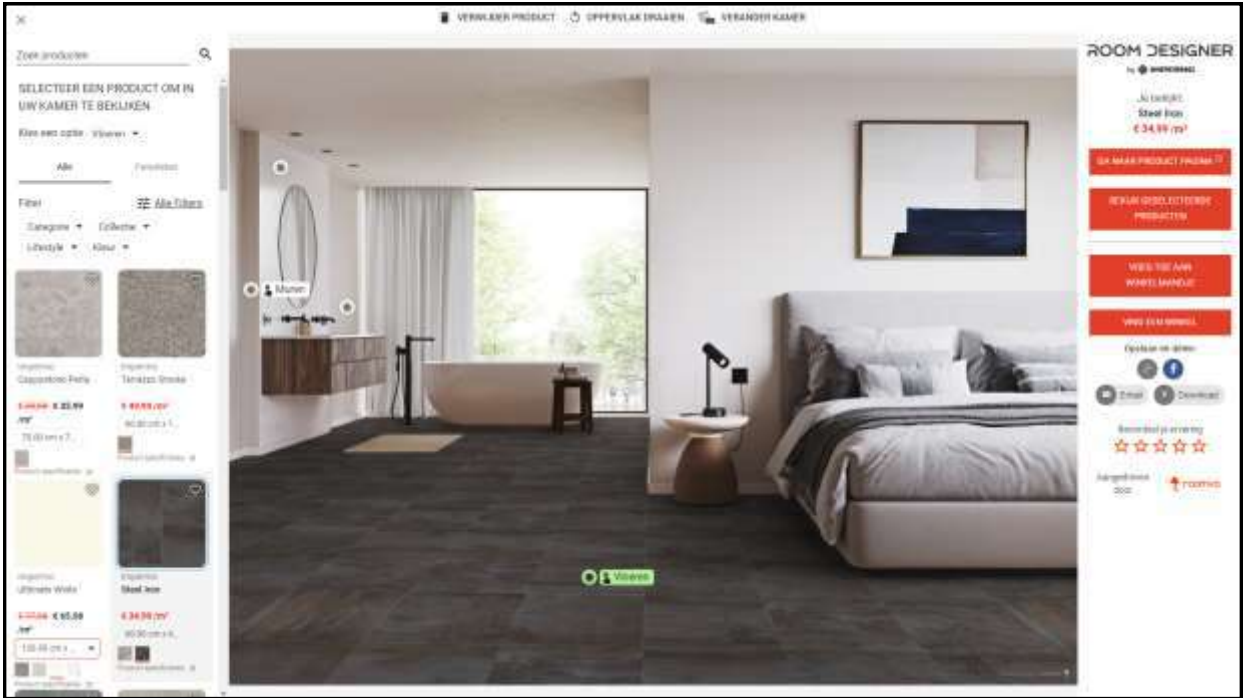
76



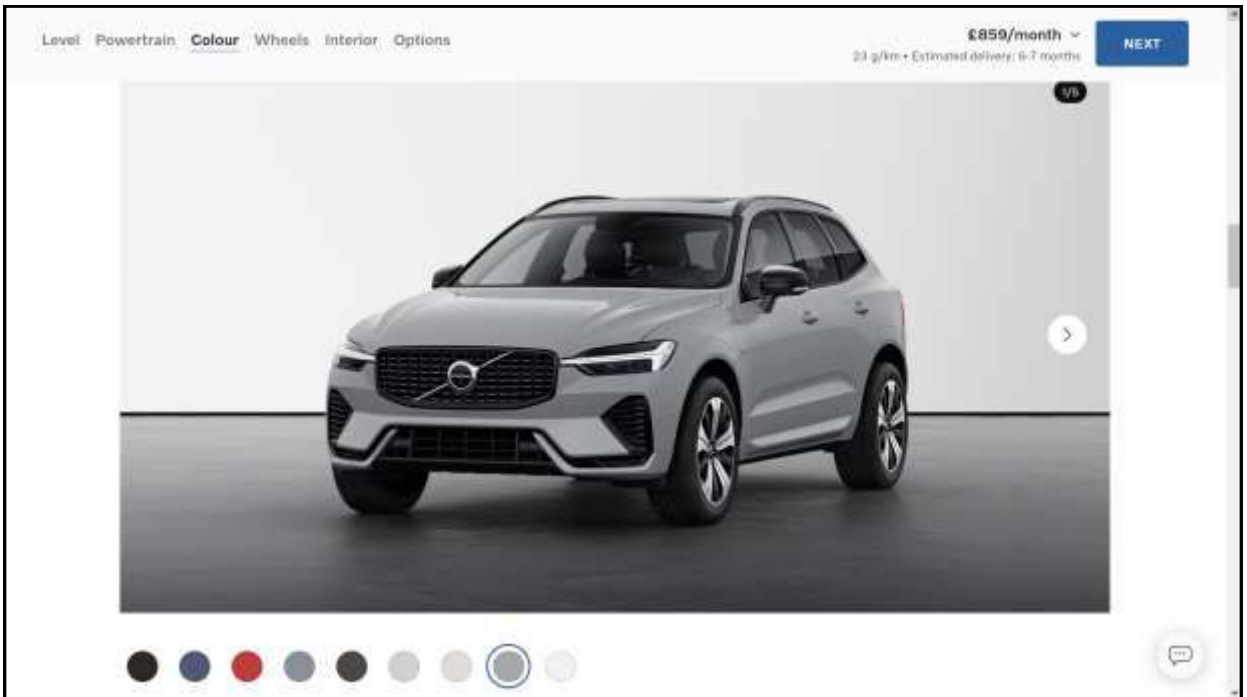
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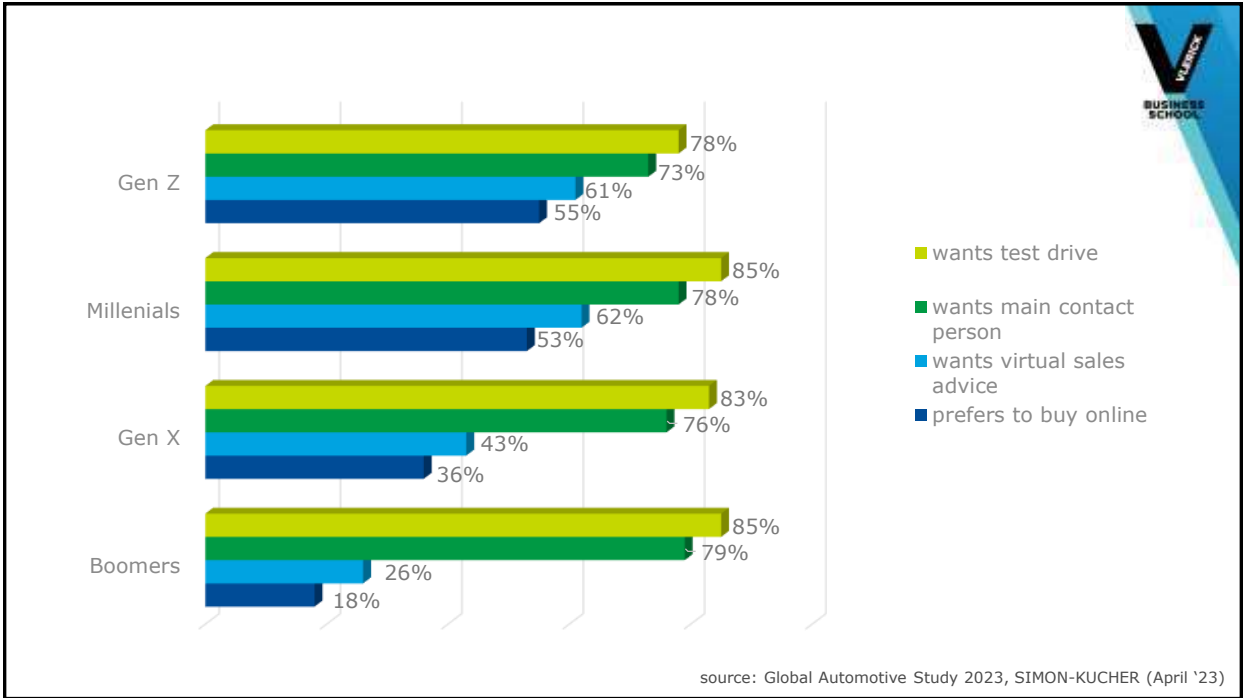
78



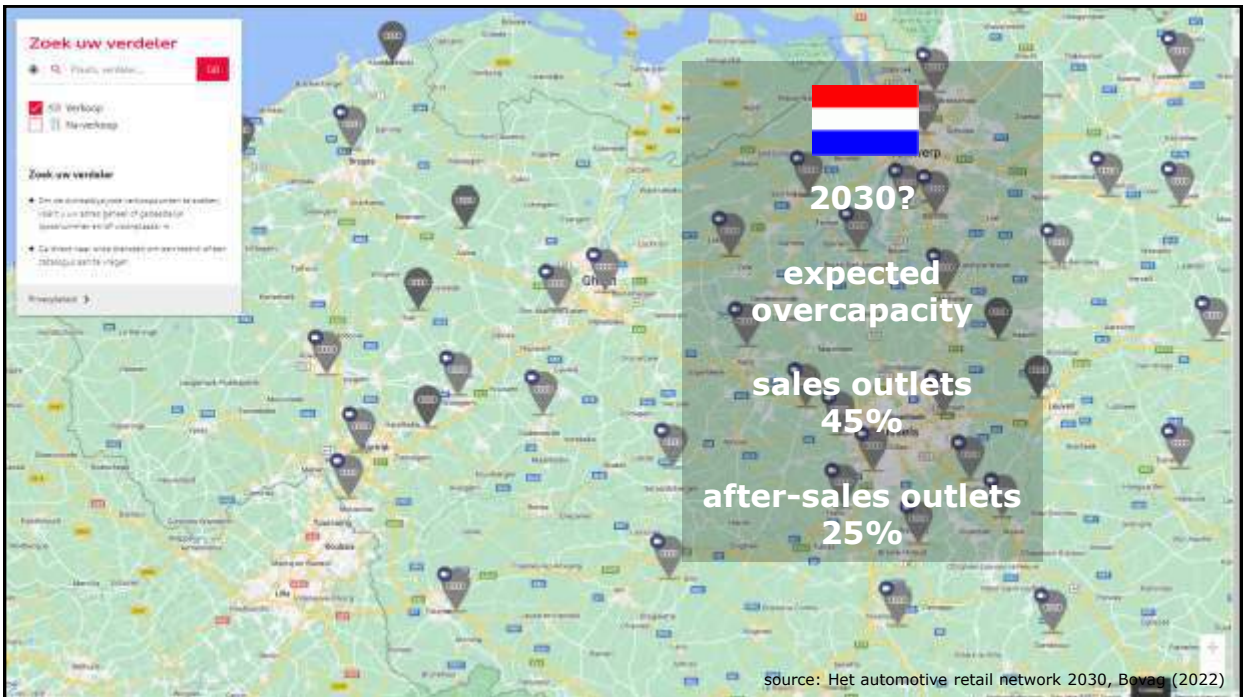
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Particulier Professionnel

Rechercher un magasin ou une adresse

Mag. à propos de Van Marcke

Pages

Accueil

Contact

Que recherchez-vous ?

Votre panier est vide

19

Van Marcke

Chargement et refroidissement

Salon de bain

Installation

Traitement de l'eau

Prochain magasin

Trouver un magasin

Van Marcke Lab Antwerpen

Van Marcke

Van Marcke Lab Antwerpen

Différencier votre magasin au Van Marcke

Wolffendal SA
2000 Antwerpen
Cvba

0332039671
labantwerpen@vanmarcke.be

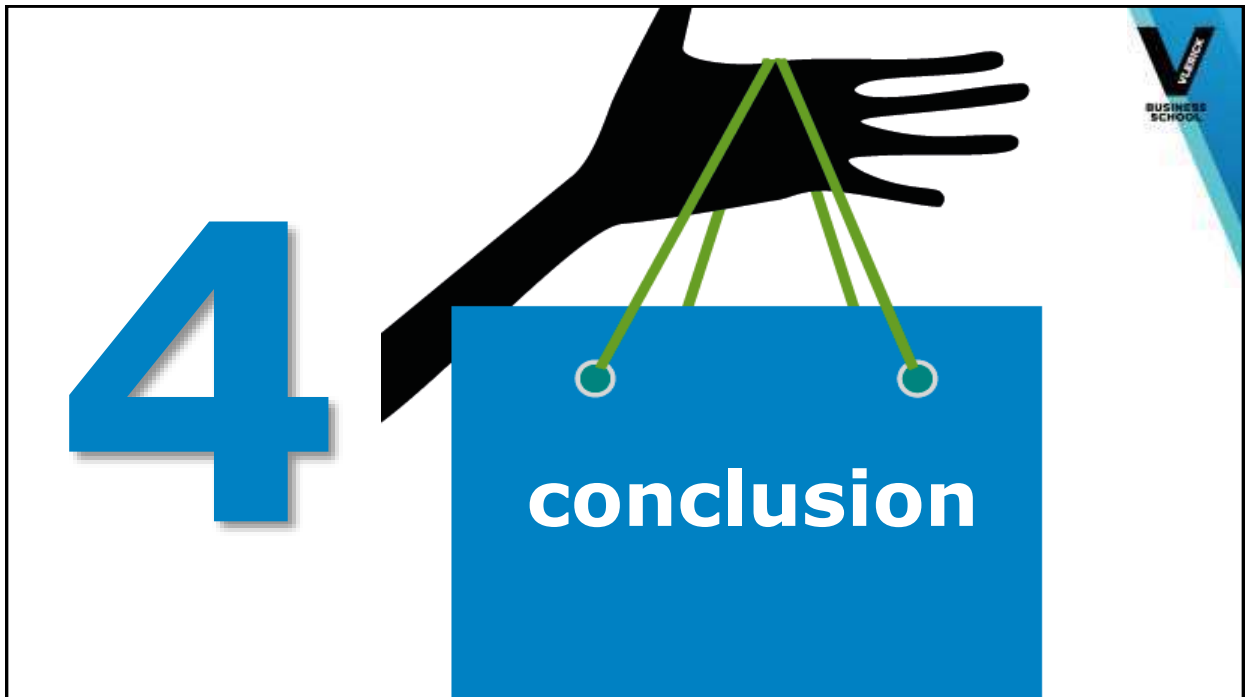
Horaires d'ouverture

Lundi	fermé
Mardi	10:00 - 18:00
Mercredi	10:00 - 18:00
Judi	10:00 - 20:00
Vendredi	10:00 - 18:00
Samedi	10:00 - 18:00
Dimanche	fermé

84



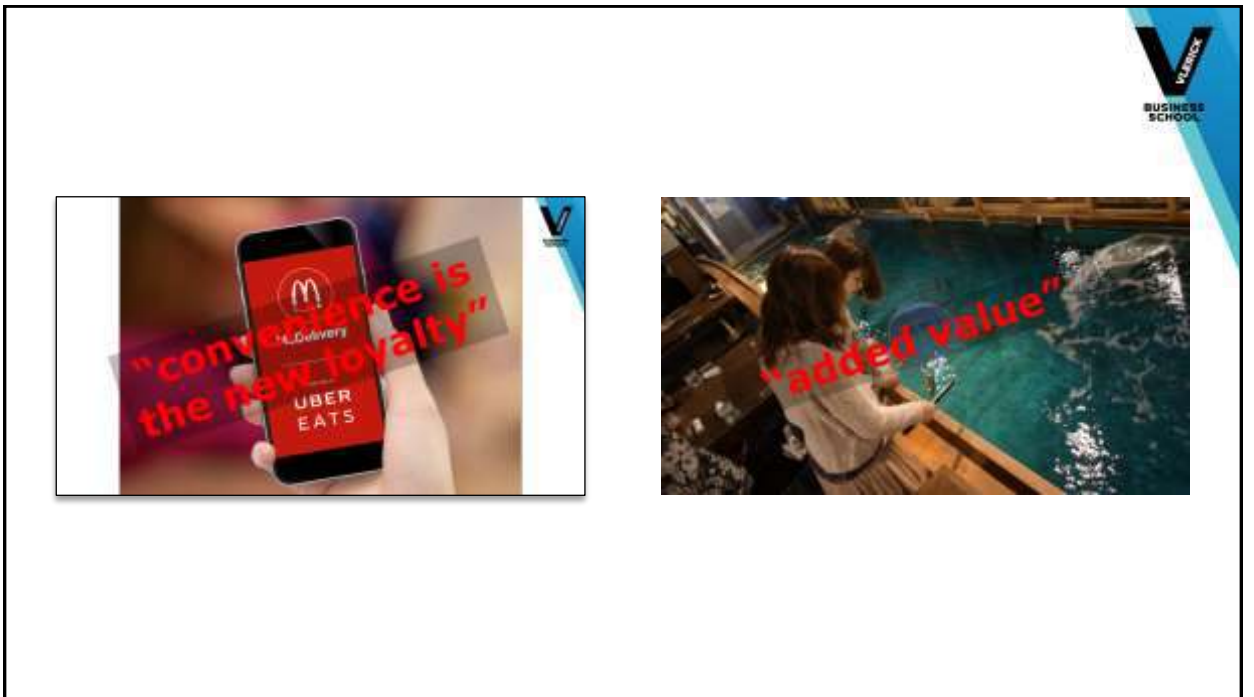
85



86



87



88

1



AUTOMATE ROUTINE TASKS

2



USE DIGITAL TO ENHANCE THE CUSTOMER EXPERIENCE

89

“the best way to predict the future is to create it”



90



91

Prof. Gino Van Ossel
gino.vanossel@vlerick.com







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