



RETAIL SUPERNOVA

a new star is born



Retail Blows UpAgain

The New Retail Universe

The pandemic accelerated everything already in acceleration. Then we came out of lockdown and it was like the brakes failed—change came faster than ever. The idea of a self-contained, physical store no longer held. The flurry of options available to consumers have since, like a Supernova, exploded into a thousand pieces. You can shop anywhere, anytime, and in any way you choose and then some. Pick-up-at-a-dark-store, touchless checkout, one-hour delivery, mini local shops, pop-ups, brand trucks . . . everything blew up...again.

WD asked thousands of consumers across the universe to divulge their new shopping preferences. Check out a preview of WD's upcoming white paper: **Retail Supernova—a new star is born**. Be one of the first to uncover some of the stellar statistics!

For this study, we strove to understand what consumers wanted from stores now and how 2020/21 has altered their wants and desires. We felt a need to know that since people were forced to “be local”, what would their mindset be?? Especially, how had the curtailment of their lives to a smaller zone of living changed what they wanted from the physical side of retail. We also wanted to answer an important strategic question: Do big brands have permission to “get local”?
Could the neighborhood become the new center of commercial life again?

How many expected to **NOT** go back to work 5 days a week?

100%

See this result for ‘permission to go local’ with many more:

RESEARCH CONCEPT

Showroom Store

