

MARKET TRENDS	Shopper experience and product curation will gain in importance	Shopper & retailer loyalty will be tomorrow's growth	Brands actively nurturing their relationships with retailers will gain market shares		Retailers will continue to optimise their process and shop		The unpredictable economy will present challenges, but also create opportunities	
Trend #1	Shoppers are 4X more likely to purchase from a brand with strong values and investing in the local economy.	Highly-engaged shoppers buy 90% more often and spend 60% more per order.	Acquiring a retailer costs 25 times more than retaining a retailer.		72% of retailers are using or planning to use solutions to reduce hands-on work and save time.		48% of retailers anticipate supply chain delays to increase.	
Trend #2	76% of shoppers agree that private labels are usually extremely good value for money.	Cross-promotion and discounts increase repeat shopper visits by 80%.	Brands who proactively message their retailers prior to seasonal events and upcoming product launches have ten times more responses.		With an average of 80m2 per shop, space optimisation is crucial.		One of the main entry barriers to discovering a new brand relies on the entry conditions, minimum order value and returns policy.	
Trend #3	From 'price war' to 'brand proposition': Being transparent, authentic, and available are key.	Differentiation will remain essential: merchandising, unique products, loyalty programmes.	On average, it takes eight touchpoints and multiple channels to engage with a retailer.		Sourcing new brands is and will remain among retailers' top priorities. There are on average, 70 brands per shop.		Cash flow runs the business, so treasury incentives and selling products will support retailers' situations.	
CATEGORIES	ALL	Food & Drinks	Fashion & Accessories	Beauty & Wellness	Baby & Kids	Jewellery	Home & Kitchen	Stationery & Hobbies
Shoppers Trends								
Trend #1	Sustainable and eco-friendly	Alcohol-free drinks (alcohol-free whisky and beer)	Occasionwear	Sustainability	Cosmetics	Customisation	Pastel colours	Recycled products
Trend #2	Strong brand values and DNA	Bulk products	Sustainability	Beauty tools	Sensory toys	Ear piercing	Round shapes	Greeting card with seeds
Trend #3	Local production and selective distribution	Sparkling beverages	Customisation	Well-being	Eco-friendly	Minimalist	Natural materials	Puzzle
Trend #4	Strong B2B partnerships with a human touch	Component localisation or production		Men's grooming	Licenses	Certification	Sustainable	Arts and crafts
Trend #5	Exclusive label and unique products	Product tracking, QR codes or transparency						
Brands Leverages								
Leverage #1	A handwritten thank you note and first order follow-up call	New flavour samples	Local production	Product labels	Product safety	Transparent creation process	Zero-waste and sustainable	Zero-waste and sustainable
Leverage #2	Engage on social media	Break-proof parcels and packaging	Seasonal discounts	New collection samples	Holiday discounts	Shopper type and lifestyle	Eco-friendly components	End-user benefits
Leverage #3	Visit retailers	Implementation packs and recommended quantity for visibility	Product bundle recommendations	Transparent production method	Shopper benefits	Break-proof parcels and packaging	Local production	Product bundle recommendations
Leverage #4	Retailer qualification and return policy	Free products for shoppers and local sampling	Sustainable components	Sustainable components	Product license	Local production		
Leverage #5	Product values and labels	Sales documentation, sales guides or product guides	Discounts on large quantities	End-user benefits	Upcoming bestsellers	Component details		
Retailers Types								
Type #1		Grocery stores	Concept stores	Beauty stores	Kids stores	Jewellery stores	Home and decor stores	Book stores
Type #2		Hotels, bars and restaurants	Fashion stores	Health centers	Concept stores	Concept and fashion stores	Concept stores	Concept stores
Type #3		Wine shops	Leisure stores	Pharmacies	Fashion and leisure stores	Beauty stores	Hotels, bars and restaurants	Home and decor stores
Top Sub categories								
Sub #1		Aperitif and spirits	Bags and travel	Bath and body care	Baby and kids toys	Earrings	Home decor	Writing and greeting cards
Sub #2		Gourmet and speciality	Women's clothing	Skincare	Education and hobbies	Bracelets and anklets	Candles and home fragrances	Games, books and puzzles
Sub #3		Juice, soda and fresh drinks	Shoes and small leather goods	Personal care and haircare	Apparel and footwear	Rings and necklaces	Dishes and tableware	Crafts, hobbies and DIY