

Shopper Matters Chats

Shopper matters

Store of the Future Study

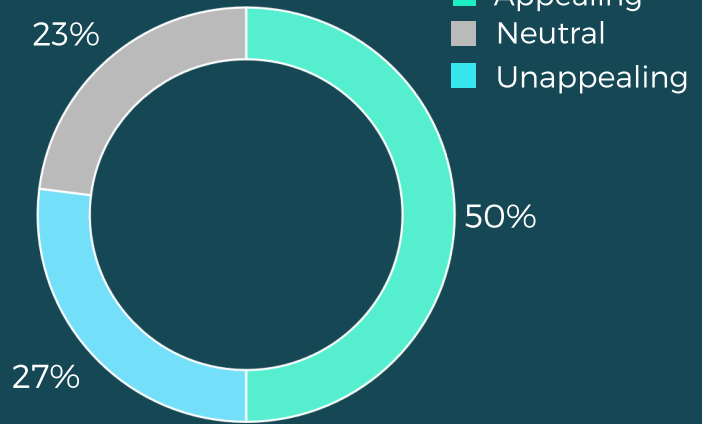
Source: Convenience Measures Australia

September 2018



How appealing do shoppers find the Store of the Future?

"This is the next level of convenience."

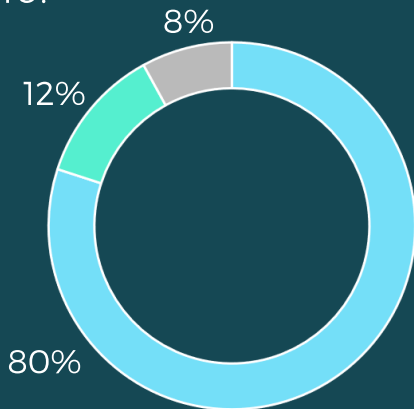


Males (56%) and those between 16-25y (75%) found the concept most appealing.

How important is it that there is an employee in store?



■ Important
■ Neutral
■ Unimportant



"I think it is so sad the human touch is being removed."

Importance driven predominantly by those aged 45y+ (85%)

Store of the Future Characteristics

Most Appealing Aspects



Drive through



Interactive screens to order food



Electric vehicle charging Stations



Least Appealing Aspects



Automated dry cleaning



Drive through (autonomous vehicles only)



Interactive biometric screens

"There should still be human interaction in the store of the future. There is no substitute, machines just aren't the same."

"I think the drive through would be great for those late night trips or after a long day at work."

"The idea of being able to walk out without a checkout is the most appealing feature to me as it would certainly be preferable to the prompts of the current self-serve checkouts."