

Live Retail: The authentic and human commerce

The consumer and the brands are forging a new relationship of complicity and commitment that leads at any time and everywhere towards an authentic, human and experiential commerce.

01

Brands' willingness to take a stance on social issues

79%



of French people believe that brands have a **duty to act** to improve society

64%

 of them believe

that it is a good thing for companies to take a stand on **public issues** in order to defend values and help to bring changes to our society.

33%



of surveyed people believe that it is a good thing for companies to talk **politics**.

In contrast

73%

of the 50-64 year olds do not think it is a good thing.

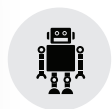
02

From the cognitive to the emotional thanks notably to AI

71%



of French people would like to be more **surprised** by brands.



Almost **3/4**

of French people are not ready for an exclusively **automated** relationship with brands.

66%

 of them

would like brands to **spontaneously** offer them products which **correspond** to their tastes.

03

The arrival of a super model combining online and offline

71%



of French people would like all the products to be **equally accessible online and in store**. This is particularly true for the 18-24 year olds.

82%

(18/24 year olds)

57%



of them want major pure major players (Amazon / Vente Privée / Cdiscount / Le Bon Coin) to open **physical stores**. This expectation is particularly high in people aged 18-24.

70%

(18/24 year olds)

3 strong trends

which stand out and are significantly changing the relationship between brands and consumers