



Human relations and experience at the heart of tomorrow's trade

The shop of the future inaugurates a new era by favouring human relations supported by digital services. Shops promote made-to-measure, innovation and creativity to offer its customers more services. Thanks to technology, commercial areas are becoming both fun and attractive.

The new convenience:
from the comfort of the shop to extreme fluidity

77%
of the French would like large retail outlets to take greater consideration of their purchasing habits

74%
of the French have less and less tolerance for queuing in shops

COMEXPOSIUM

Digital natives are reinventing the shop:
from the site to messaging

45%
of French 18-35 year olds would like to be able to purchase directly via social media

65%
of 18-24 year olds think that their friends and family are their best advisers

49%
of 18-24 year olds, 25-34 year olds and under 35s use their smartphones to do everything on the internet

compared with **26%**
of the French general public

Differentiation:
from the offer to employees

85%
of the French appreciate the fact that sales staff are enthusiastic about what they sell

Moreover,
45% of seniors & **43%** under 35s
choose shops according to the sales staff

PARIS RETAIL WEEK

Commercial efficiency:
from hard to soft selling

60%
of French 18-24 year olds want shops where they can do more than simply purchase articles

62%
of French 18-24 year olds enjoy shopping in store

havas paris

OPINIONWAY SURVEY FOR THE HAVAS PARIS / PARIS RETAIL WEEK SHOPPER OBSERVER LED ON JULY 2017 WITH 1000 RESPONDENTS FROM A REPRESENTATIVE SAMPLE OF THE FRENCH POPULATION AGED 18 YEARS AND ABOVE, WITH QUOTAS TO ENSURE THE REPRESENTATIVENESS OF GENDER, AGE, CSP, SIZE OF TOWN AND REGION OF RESIDENCE

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