

ANTOINETTE'S Analytics

Retailers who can collaborate,
personalise and be responsive
to the ever demanding consumer
will own the future



RETAILERS NEED TO 'CONNECT' WITH
CUSTOMERS

TO BRING CHEER THIS FESTIVE SEASON



BLACK FRIDAY HAS CERTAINLY MARKED THE BEGINNING OF THE 2016 FESTIVE SHOPPING SEASON. INITIAL FEEDBACK IS THAT MOST CONSUMERS WERE FOCUSED ON SPECIALS AND DISCOUNTS, WITH THE GROCERS ATTRACTING A LARGE NUMBER OF CONSUMERS. OUR FOOTFALL SHOWS DOUBLE DIGIT INCREASES OVER THIS WEEKEND IN SOME OF OUR LARGER MALLS. WHILE BLACK FRIDAY IS GROWING IN POPULARITY IN SA, REDEFINE DOES NOT THINK THAT THIS WILL RESULT IN A BETTER THAN EXPECTED FESTIVE SEASON SPEND, BUT HAS SEEN CUSTOMERS BRING FESTIVE SHOPPING EARLIER.

The days of retailers just being traders are truly over. Far more is required to succeed in today's fast-paced and competitive industry, with weak spending power by consumers, the rise of online providers and globalisation just some of the myriad of challenges being faced.

Consumers have become far more discerning due to persistently tough economic conditions. A high degree of uncertainty continues to prevail with the dreaded ratings downgrade still looming over the economy. But as the festive fever finally begins to take hold, retailers that can "connect" to their customers more while still offering world class products and services will find themselves in high demand.



When looking at key sectors and trends, food categories are expected to perform well over the festive season again this year, as will health and beauty. The effect of currency volatility on electronics and imported luxury goods, however, could see people being more circumspect in that segment of the market.

Convenience and good infrastructure will, as always, remain important differentiators when it comes to choosing where to shop. The urbanisation of shopping is a major driver and landlords that remain on top of their game can truly assist in helping retailers maximise the opportunities.

Grabbing the consumer's attention, however, has become so competitive that attention is the new retail currency. Retailers need to embrace an "omni channel" approach, giving the consumer seamless experience whether they are shopping on a mobile phone, by telephone or at a till and we expect to see more of "click and collect" shopping this year, especially if it saves costs and ensures desired products are secured. Personalisation is about the customer feeling like they have been spoken to. To leverage this "personalisation" opportunity, retailers must analyse both online and offline data for a more comprehensive picture of the consumer's decision journey.

Meanwhile, experiential gifting, also known as experience gifts is the "in" trend

We're not landlords. We're people. | 0860DEFINE