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# RETAIL & CONSUMER TRENDS

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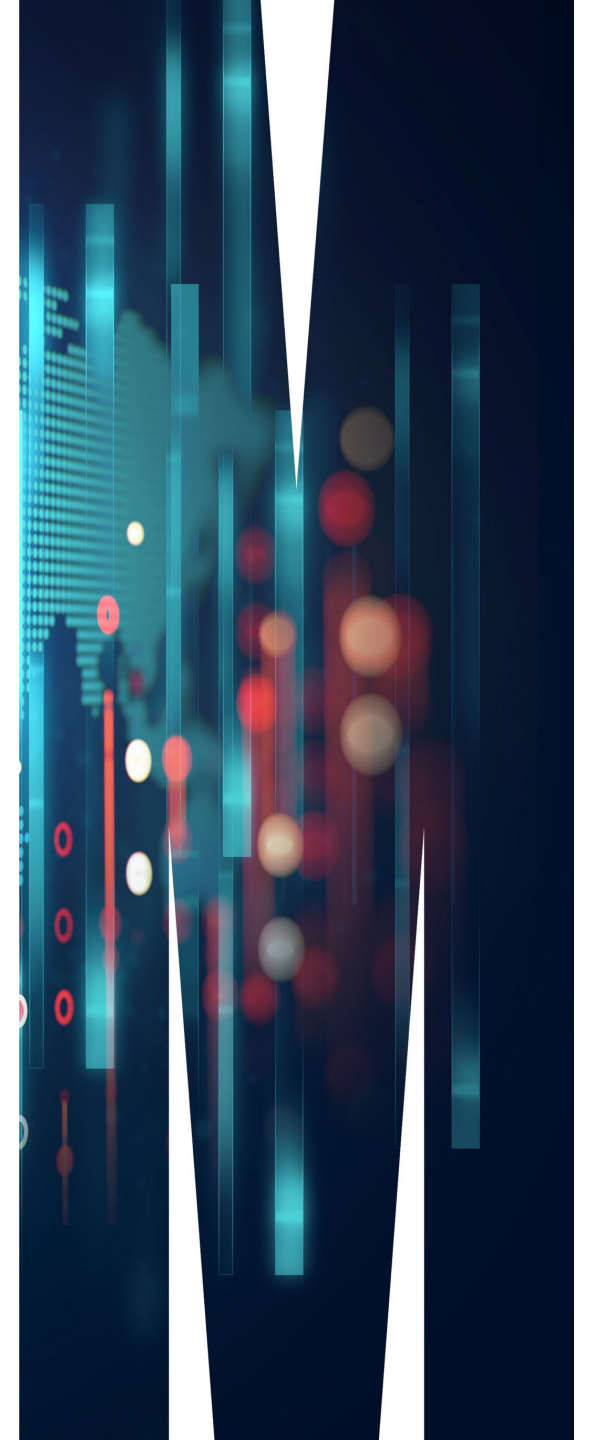
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# WHY STUDY CONSUMER TRENDS?

*“According to Darwin’s Origin of Species, it is not the most intellectual of the species that survives; it is not the strongest that survives; but the species that survives is the one that is able best to adapt and adjust to the changing environment in which it finds itself.”*

—Professor Leon C. Megginson,  
Louisiana State University (1921-2010)



# RETAIL & CONSUMER TRENDS

1. Omnichannel Imperative
2. Tech-Enhanced Customer Experiences
3. Sustainable Consumption
4. Health & Wellness
5. Social Commerce Rising

# 1. OMNICHANNEL IMPERATIVE

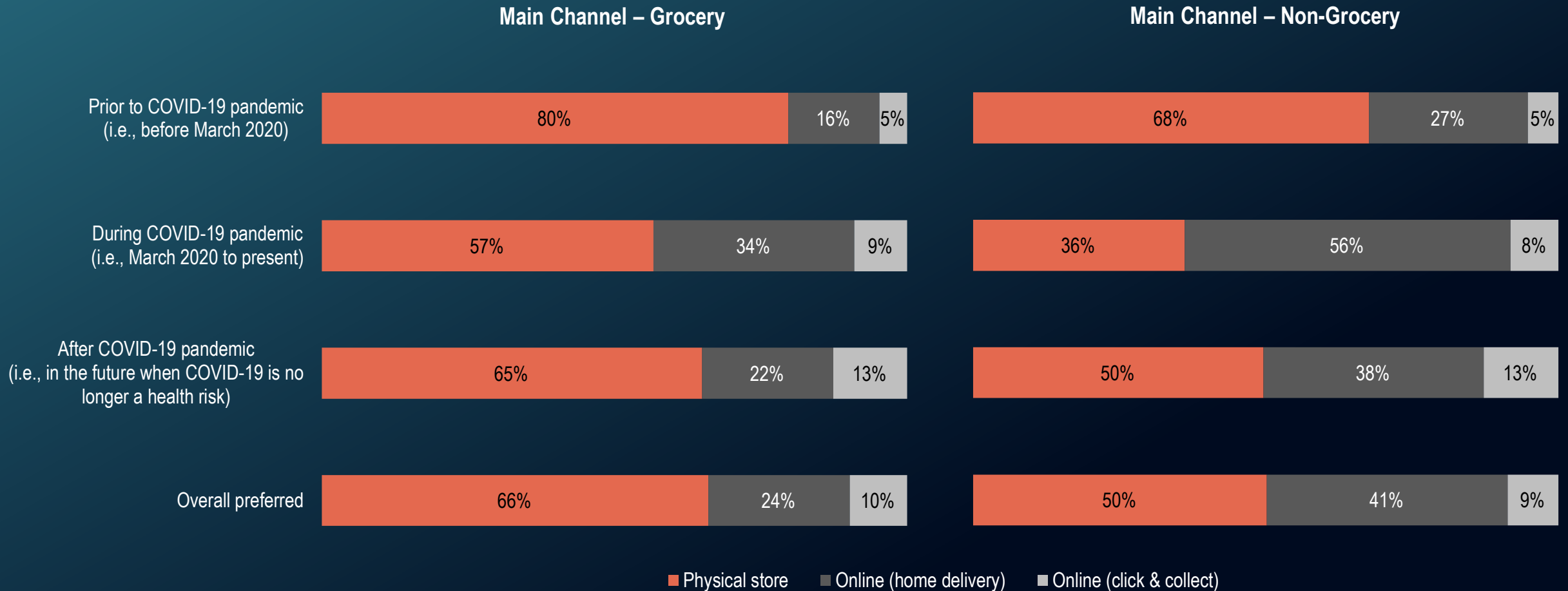
*The pandemic forced consumers to change how they buy and reinforced the need for a seamless shopping experience*



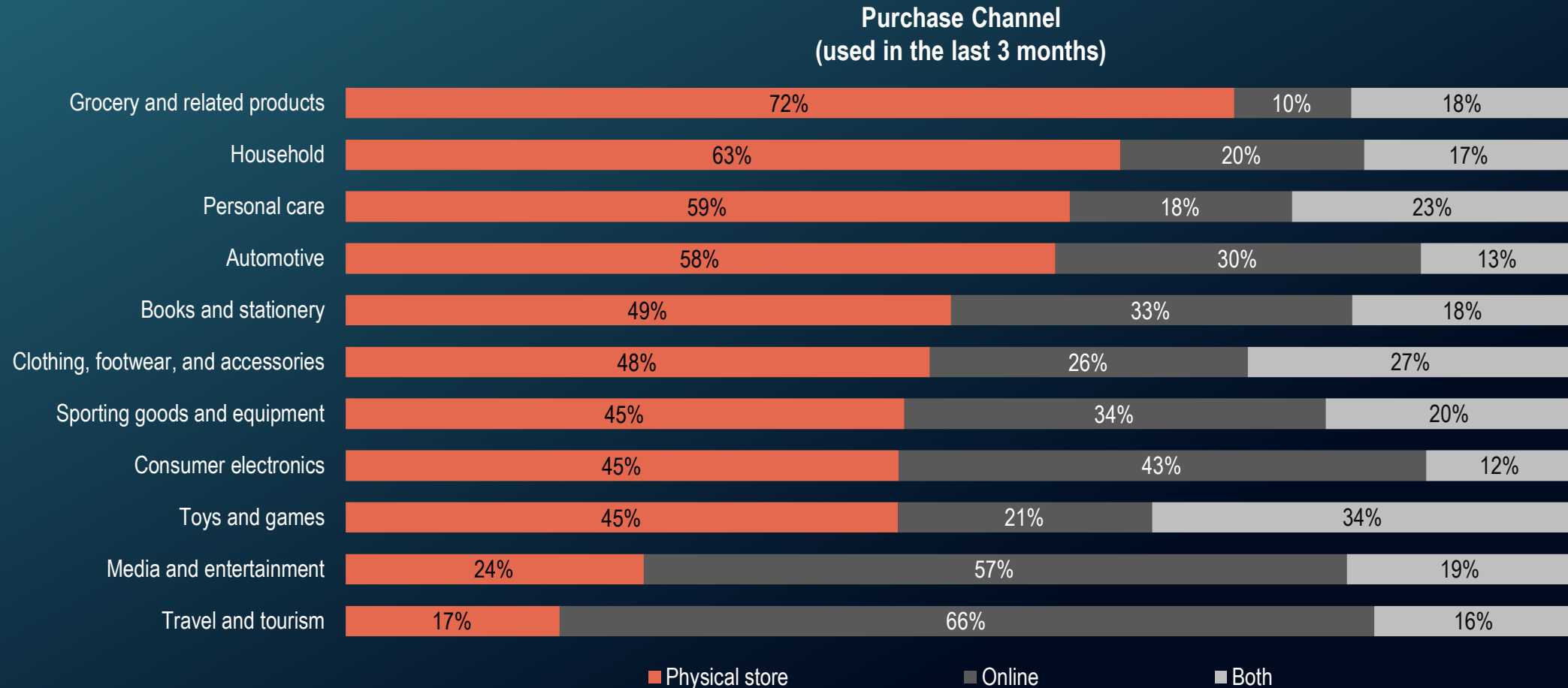
*“Omnichannel retailing is a holistic approach, where strategy takes account of all channels as customer touch points, which potentially allows for a seamless customer journey.”*

– Piotrowicz & Cuthbertson (2019)

# THERE WAS A SUBSTANTIAL SHIFT TO ONLINE SHOPPING DURING COVID-19 AND MANY CONSUMERS PREFERRED TO USE IT AS THEIR MAIN CHANNEL, COMPARED TO PRIOR TO THE PANDEMIC

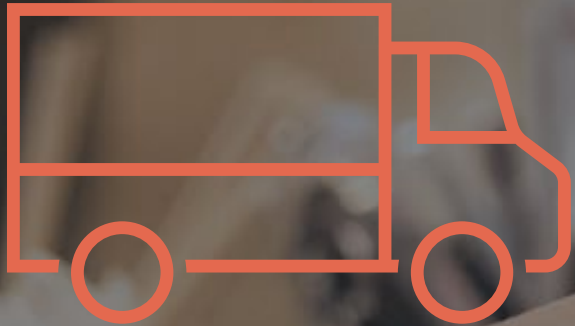


# PHYSICAL STORES ARE THE MOST USED CHANNEL TO MAKE PURCHASES ACROSS MOST RETAIL CATEGORIES, HOWEVER MANY CONSUMERS USE ONLINE OR A COMBINATION OF BOTH CHANNELS





OMNICHANNEL  
IMPERATIVE



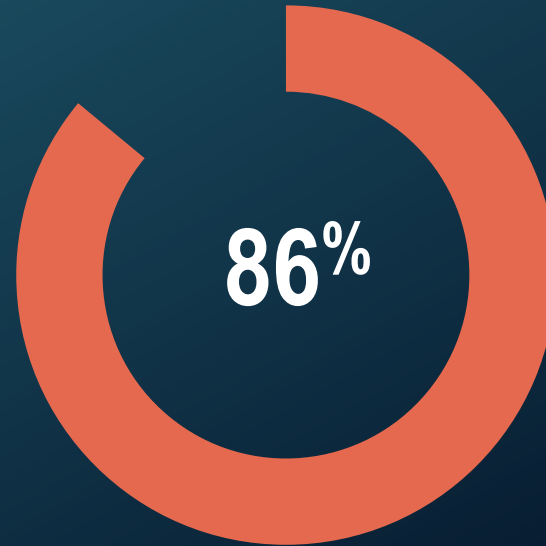
## 2. TECH-ENHANCED CUSTOMER EXPERIENCES

*Consumers' experiences are being  
enhanced by new technological  
developments*

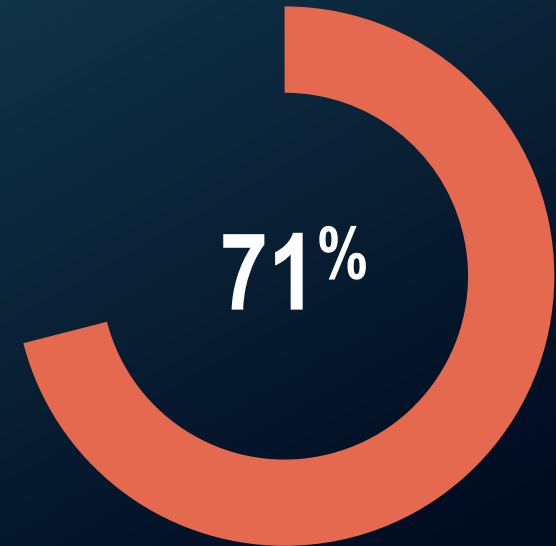
# PROVIDING ENGAGING CUSTOMER EXPERIENCES HAS NUMEROUS BENEFITS FOR BUSINESSES



a 1% increase in **time spent in store** can lead to a 39% increase in **sales per customer**



of buyers will **pay more for a better experience**



of people will **recommend a brand, product or service** because they received a *great* customer experience

# TECH-ENHANCED EXPERIENCES ARE MAKING SHOPPING EASIER AND MORE ENGAGING FOR CONSUMERS



The global **extended reality (XR) market** reached **US\$29.3 billion in 2022** and is set to reach over **US\$100 billion by 2026**



The total worldwide transaction value of e-commerce purchases made through **voice assistants** was **US\$4.6 billion in 2021** and is expected to reach over **US\$19.4 billion in 2023**



The total worldwide transaction value in the **Digital Payments market** is projected to grow from **US\$9.5 trillion in 2023** to **US\$14.9 trillion in 2027**



# 3. SUSTAINABLE CONSUMPTION

*Consumers want to make  
'good' consumption choices*

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## CONSUMERS' ATTITUDES ARE CHANGING

*Conspicuous* → *Conscious*

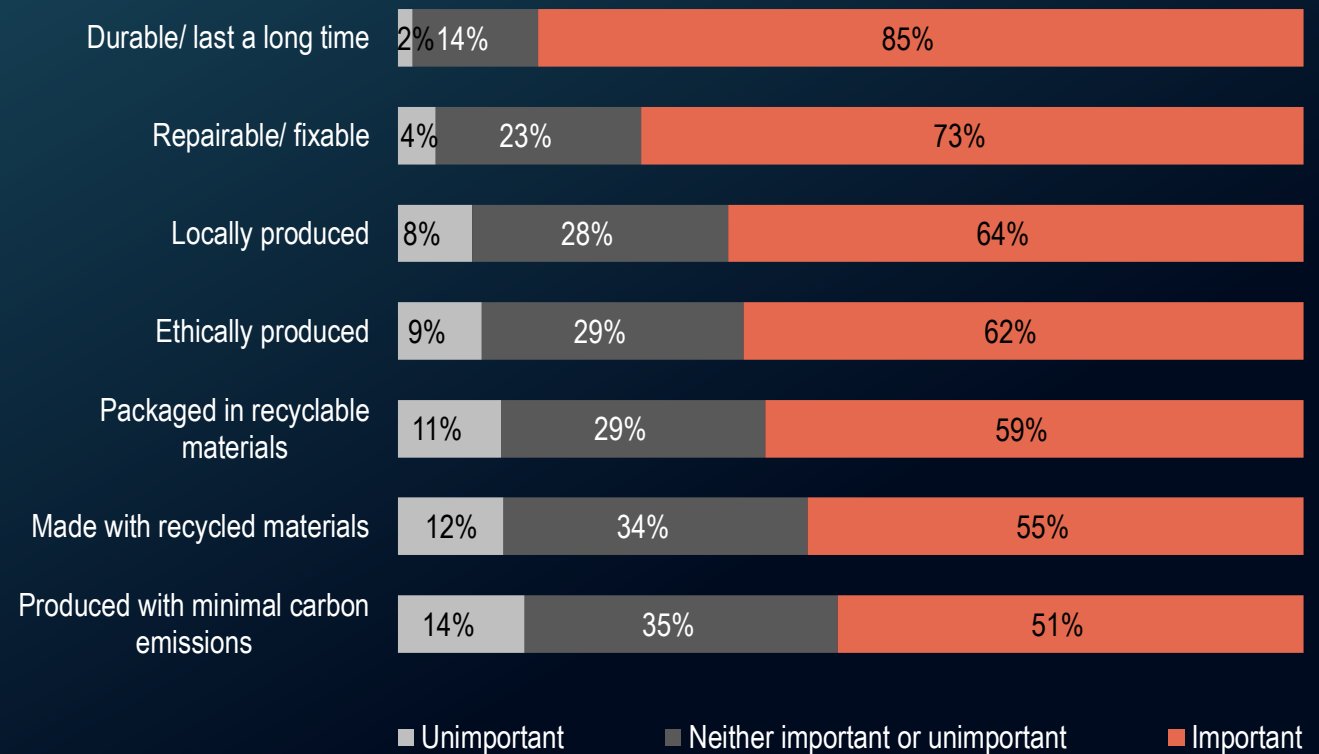
*Material* → *Mindful*



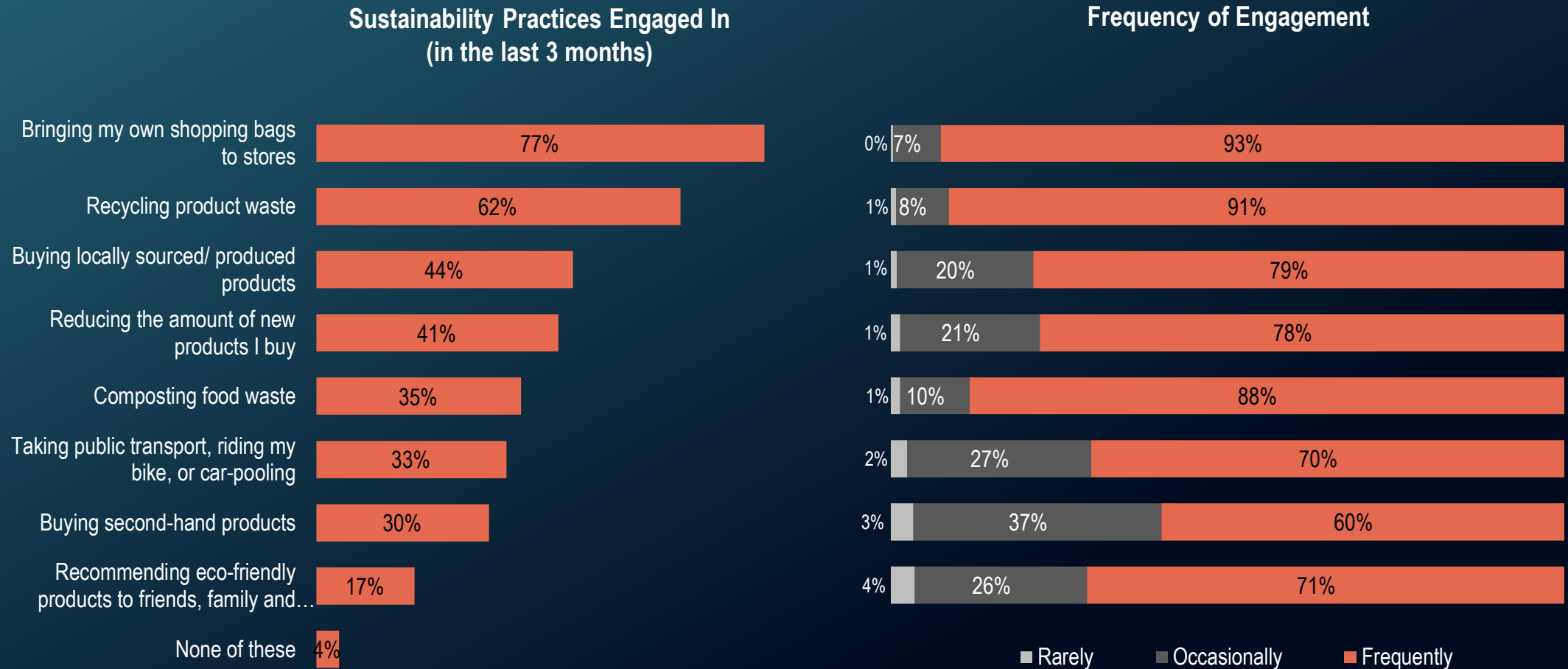
# CONSUMERS SAY PRODUCTS THAT ARE DURABLE AND REPAIRABLE ARE IMPORTANT TO THEM, AS WELL AS PRODUCTS THAT ARE LOCALLY PRODUCED, ETHICALLY PRODUCED, AND PACKAGED IN RECYCLABLE MATERIALS



## Important Factors When Making A Purchase Decision



# ALMOST ALL AUSTRALIAN SHOPPERS HAVE ENGAGED IN AT LEAST ONE KIND OF SUSTAINABILITY PRACTICE IN THE LAST THREE MONTHS, AND MOST WHO ENGAGE, DO SO FREQUENTLY



# CONSUMERS ARE WILLING TO PAY MORE FOR SUSTAINABLE CONSUMPTION CHOICES

A gauge consisting of a thick orange arc that is 52% of a full circle, with the percentage '52%' displayed in white text in the center.

52%

are willing to pay  
more for **locally  
produced  
products**

A gauge consisting of a thick orange arc that is 47% of a full circle, with the percentage '47%' displayed in white text in the center.

47%

are willing to pay  
more for **ethically  
produced  
products**

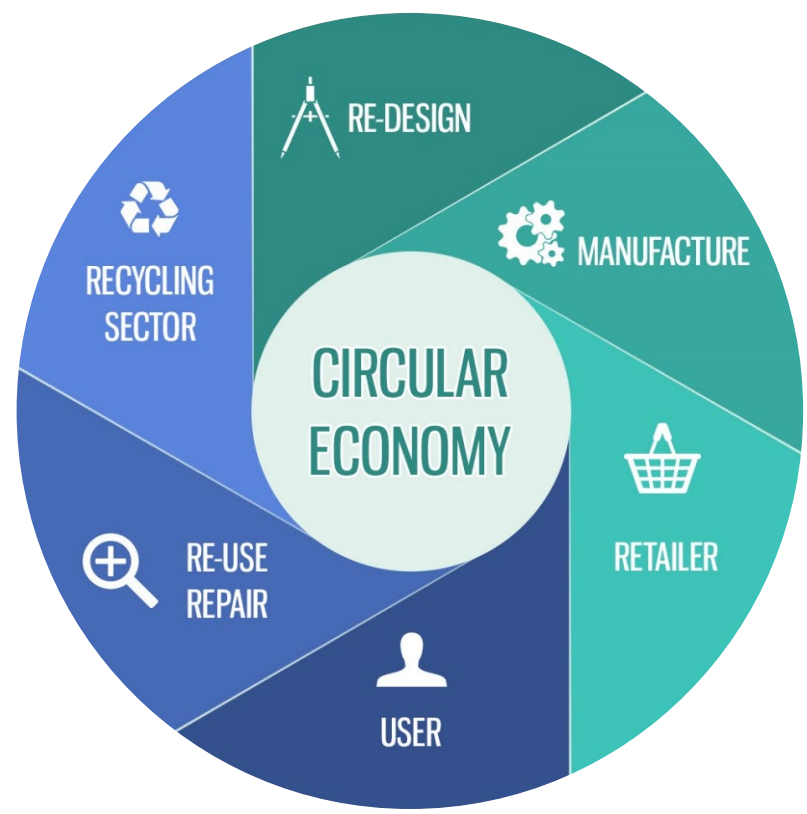
A gauge consisting of a thick orange arc that is 41% of a full circle, with the percentage '41%' displayed in white text in the center.

41%

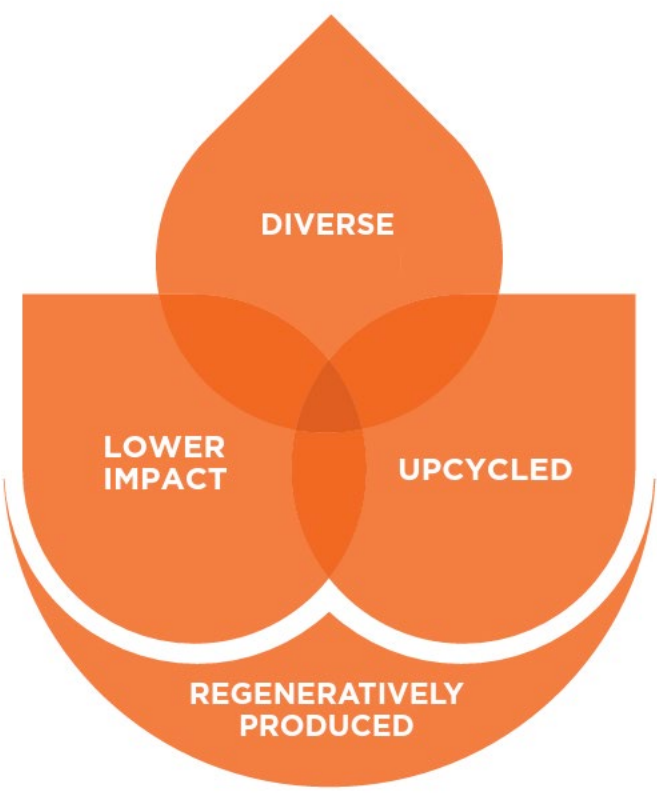
are willing to pay more  
for **products packaged  
in recyclable  
materials**

# BUSINESSES AND CONSUMERS ARE INCREASINGLY ENGAGING IN THE CIRCULAR ECONOMY AND DESIGNS

Circular Economy Model



Circular Design For Food





# 4. HEALTH & WELLNESS

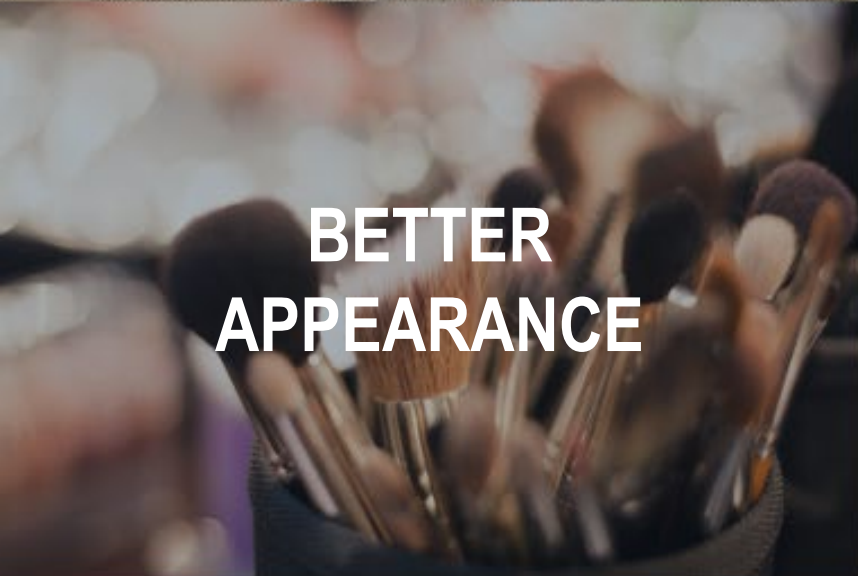
*Consumers are pursuing  
healthier lifestyles to maximise  
their quality of life*



*“Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”*

- World Health Organisation

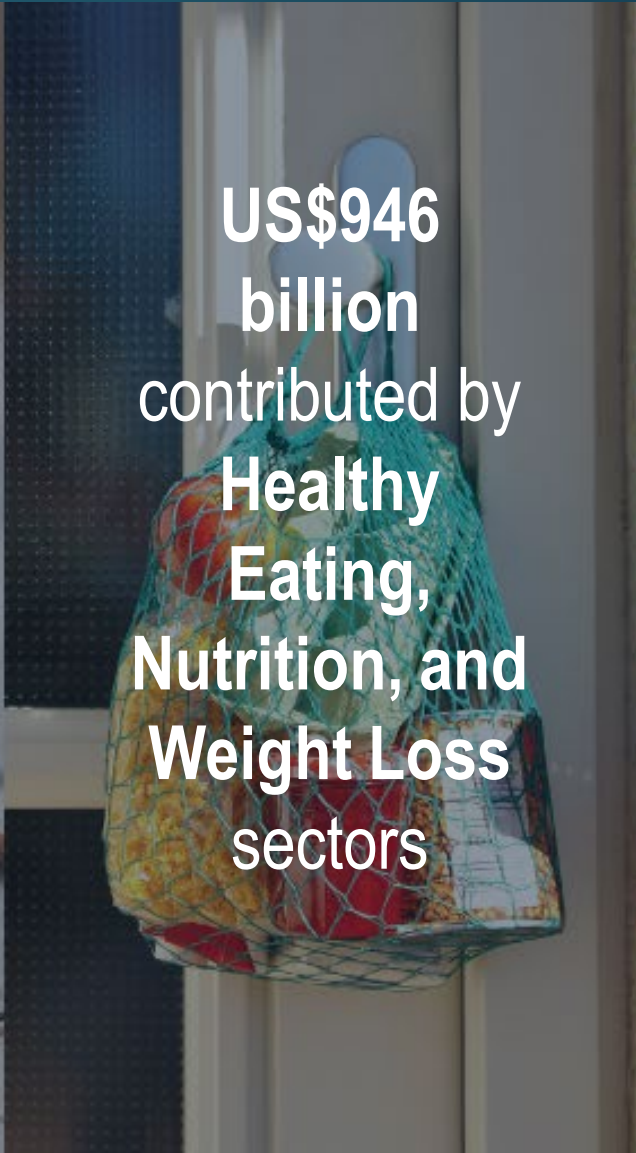
# WELLNESS FOR CONSUMERS CAN BE CLASSIFIED INTO SIX AREAS, ALL OF WHICH ARE AIMED TO IMPROVE ONE'S LIFE



# THE HEALTH AND WELLNESS ECONOMY IS BOOMING

A person is shown in a yoga pose, specifically a side plank, on a wooden deck. Their body is lifted off the ground, supported by one arm, with legs extended straight out to the side.

**US\$4.4 trillion**  
was the value  
of the **global  
wellness  
economy in  
2020**

A green mesh shopping bag filled with various fresh fruits and vegetables, including red tomatoes and green leafy vegetables, is hanging from a metal handle.

**US\$946 billion**  
contributed by  
**Healthy  
Eating,  
Nutrition, and  
Weight Loss  
sectors**

A glass display case filled with various colorful packaged snacks, including bags of chips and boxes of biscuits, is shown in a brightly lit setting.

**\$2.2 billion**  
revenue from  
the **Health  
Snack Food  
Production  
sector in  
Australia for  
FY23**

A person is performing a handstand on a rocky shore. They are balanced on their hands, with their legs extended high into the air, one leg bent and the other straight.

**US\$7.0 trillion**  
is the  
estimated  
value of the  
**global  
wellness  
economy by  
2025**



Rundle  
Mall

V I D A  
G L O W



# 5. SOCIAL COMMERCE

## RISING

*Consumers are increasingly using social platforms to inform and make their purchase decisions*

**SOCIAL COMMERCE TAPS INTO  
THE GROWING USE OF SOCIAL  
MEDIA PLATFORMS, WHERE  
BUSINESSES CAN PROMOTE AND  
SELL DIRECTLY TO CONSUMERS**



# SOCIAL COMMERCE IS ON THE RISE ACROSS THE GLOBE

A close-up of a smartphone screen displaying various social media and utility app icons like Facebook, Messenger, and Google Maps. The background is a dark, textured map.

**81% of Australians are active social media users, and users spend on average over 2-hours per day on social media platforms**

A woman with long brown hair is sitting at a desk, looking at a laptop screen. She is holding a small white object, possibly a shoe or a piece of jewelry, in her hands. The desk has some other items on it, including a small white box and a pair of black shoes.

**Over 25% of social media users have made a purchase after engaging with brands and influencers on a platform**

A hand is pointing at a laptop screen that displays a shopping website with various items and a 'SHOP' button. The background is a blurred indoor setting with a plant.

**Social commerce globally is expected to grow three times as fast as traditional e-commerce, from US\$492 billion in 2021 to US\$1.2 trillion by 2025**

A woman is smiling and looking at the camera. She is wearing a purple headband with large yellow and pink flowers. She is also wearing a purple top with a floral pattern.

**Millennials will account for US\$401 billion and Gen Z US\$359 billion, together accounting for 62% of global social commerce spend by 2025**



oreo

Follow

Message

1,541 posts

3.5M followers

47 following

Instagram

OREO

Playful moments from your favorite cookie.

oreo.com + 1



oreo • Follow

oreo Spooky recipes to fuel your Halloween courtesy of @yourcupofcake, @ashleyodae, @thecurlyspoon & @\_bakesbylorna 🍪

84 w

+

kzshowi love it!!  
79 w Reply

diorabelle These are cute little creatures 🥰  
81 w Reply

tang\_ke0812 OMG I'D WOULD DIE FOR IT

19,122 likes  
OCTOBER 21, 2021

Log in to like or comment.

POSTS

REELS

TAGGED



TikTok  
@cookingwithayeh

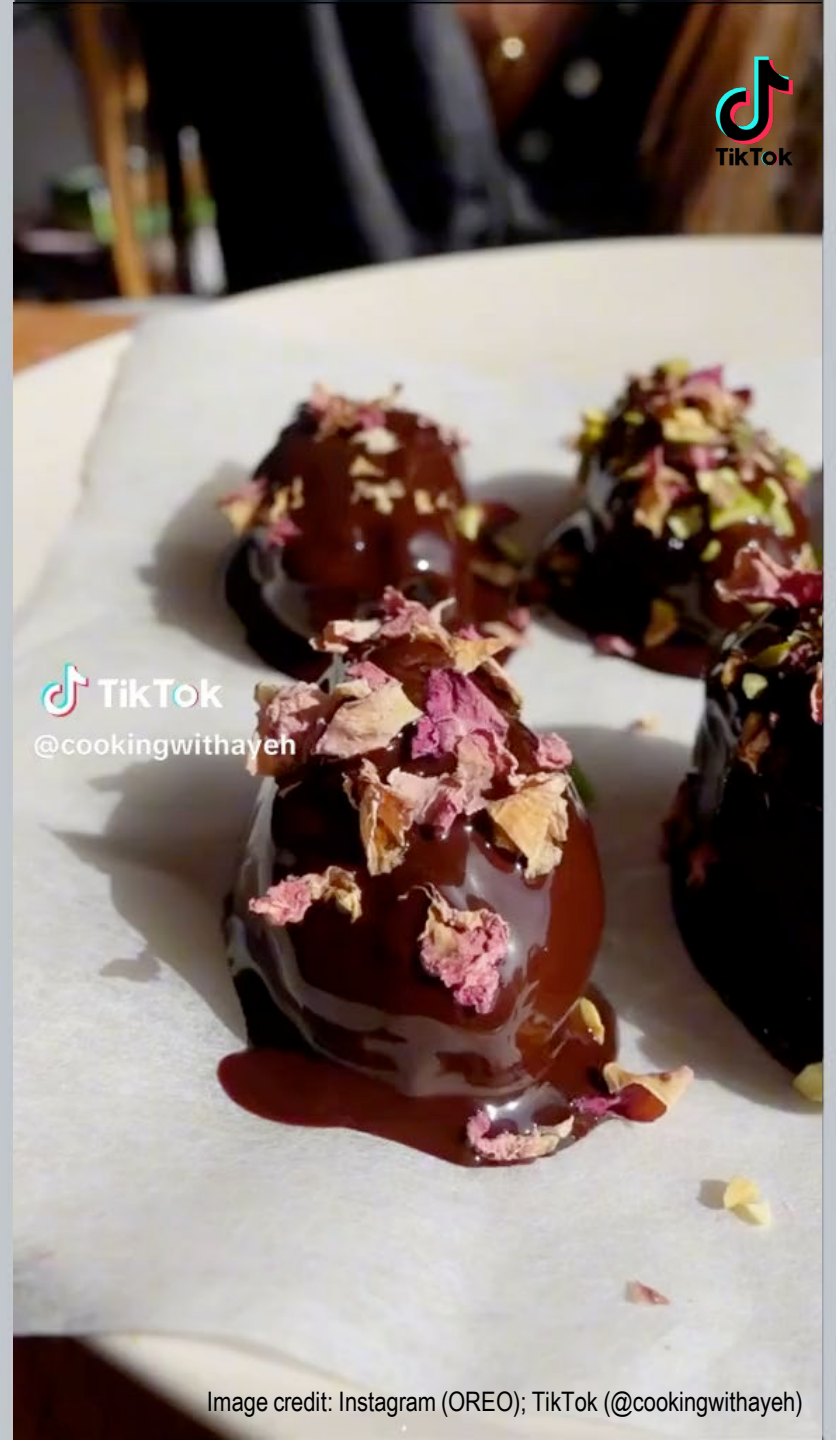


Image credit: Instagram (OREO); TikTok (@cookingwithayeh)

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