



# Consumer Trend Report

Leiden leads the way in building exciting consumer spaces.



### Introduction

Through our work with some top retail and consumer brands, we've discovered some trends that are shaping consumer experiences.

Take a look at some of the top trends — some we see now and others that are on the horizon. Hopefully, these will give you ideas, fuel your imagination, and maybe inspire your next project.

# Sustainability in Retail



## It's Easy Being Green

### A Shift Toward Greener Priorities:

Customers want to support businesses that are conscious of the environment, and businesses are responding to this call. Companies put out eco-friendly vibes to customers by choosing sustainable building materials, pushing recycling campaigns, and honoring the tenets of corporate-responsibility programs.



# Building for a Future That Lasts

## Sustainable Materials in Retail Fixtures:

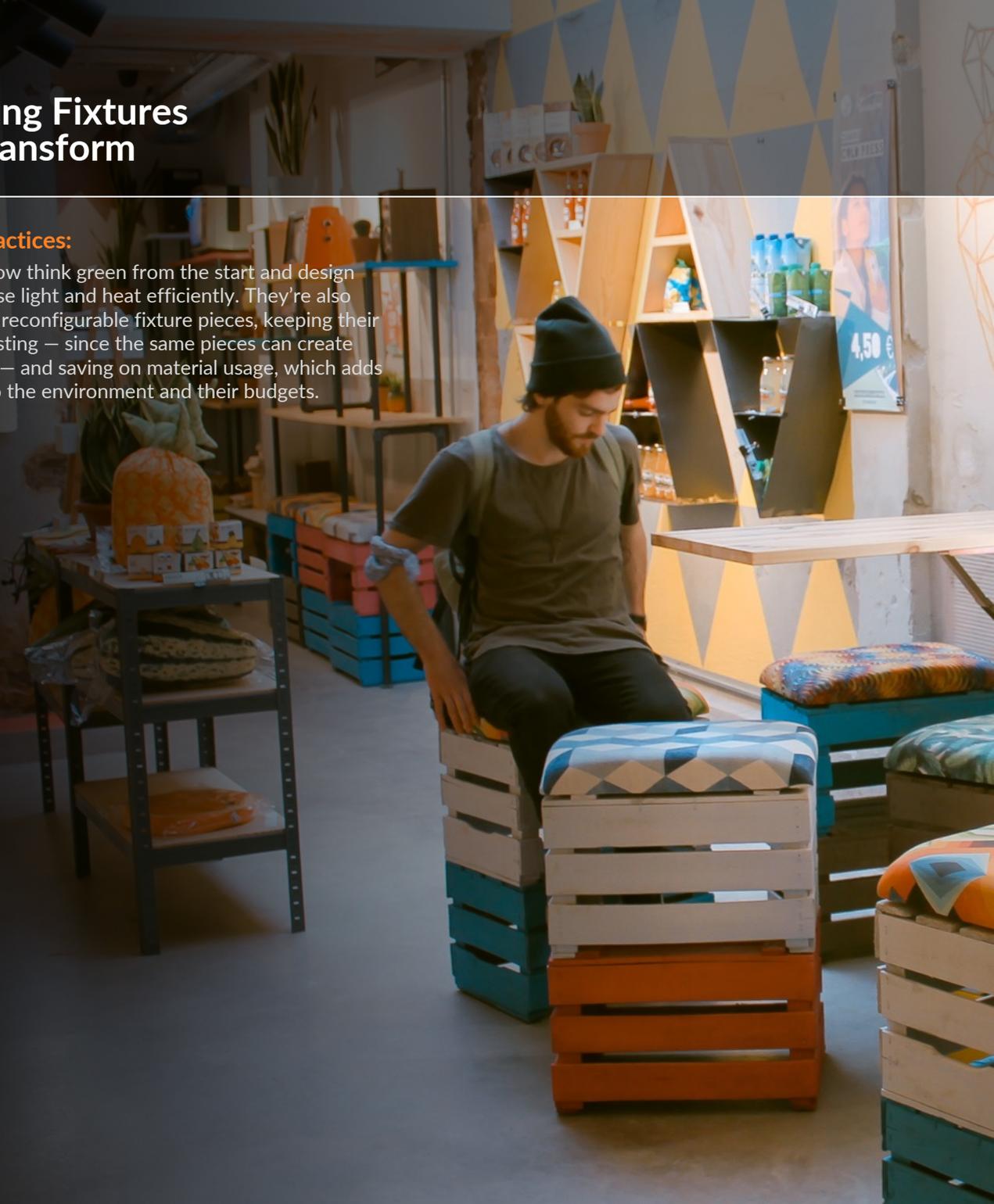
Companies looking to highlight a commitment to green practices work with suppliers who have sustainable production methods and use recycled materials in their fixtures. Plus, recycled materials lend a trendy vintage vibe to a space, and several retailers have found improved quality and reduced costs in using salvaged material.



# Designing Fixtures That Transform

## Building Practices:

Companies now think green from the start and design spaces that use light and heat efficiently. They're also opting to use reconfigurable fixture pieces, keeping their spaces interesting — since the same pieces can create several looks — and saving on material usage, which adds some relief to the environment and their budgets.



## Giving Used Materials a Second Lease on Life

### Waste-Reduction Practices:

In addition to building more sustainably, companies are tapping into recycled materials for utensils and flatware and are encouraging customers to recycle. These moves don't just pay dividends for the earth; using recycled material is often cheaper than new stuff, and recycling waste curbs substantial landfill costs.



# Rethinking Retail Experiences



## A Cool Experience Is the New King

### Retail Changes Over the Past 10 Years:

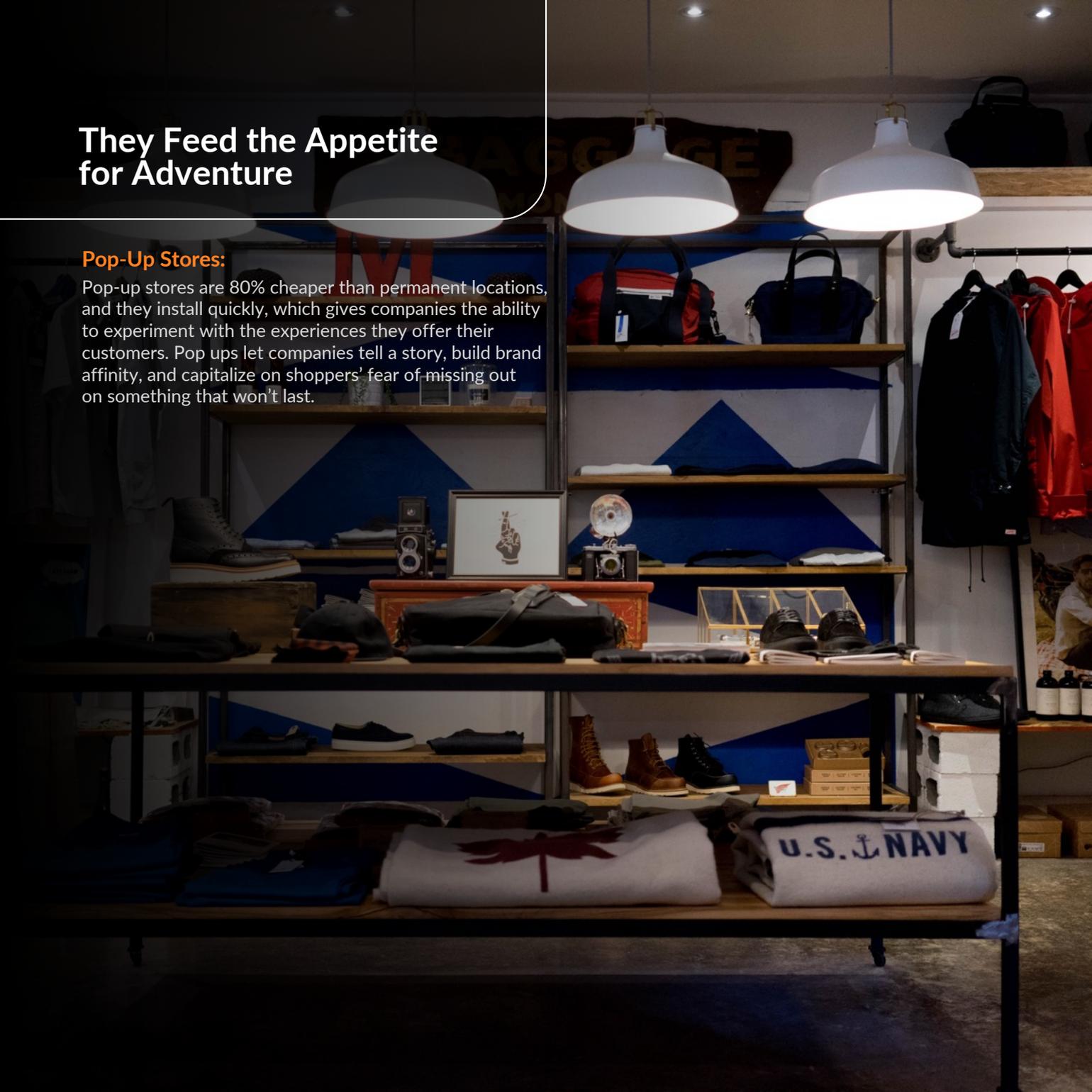
In the past 10 years millennials came of age, and they prefer to spend money on experiences over things. And, companies started looking for creative, low-cost strategies in response to the Great Recession. Reconfigurable fixtures in store spaces and pop-ups have become convenient solutions — making it easy to provide customers with new experiences and saving money for companies on tight budgets.



## They Feed the Appetite for Adventure

### Pop-Up Stores:

Pop-up stores are 80% cheaper than permanent locations, and they install quickly, which gives companies the ability to experiment with the experiences they offer their customers. Pop ups let companies tell a story, build brand affinity, and capitalize on shoppers' fear of missing out on something that won't last.



## They're Where the Farm Meets the Table

### Farmers' Markets:

Farmers' markets have become popular as consumers have taken an increased interest in their food and where it's from. They want to know about the farm where their produce grows, and they crave the farm-market experience because they can buy fruits, vegetables, and other local products that they won't find at supermarkets.



## Never Knowing What You'll Find Is Magical

### Flea Markets:

Flea markets entice because the experience they offer is one of uniqueness and surprise. Shoppers can do things in this space that they can't do elsewhere, like barter over price or discover something that is antique, valuable, or simply one-of-a-kind.



# Digital-Physical Integration in Retail



# In-Person Experiences Get a Boost from Technology

## Brick-and-Mortar Stores Integrating Digital Practices:

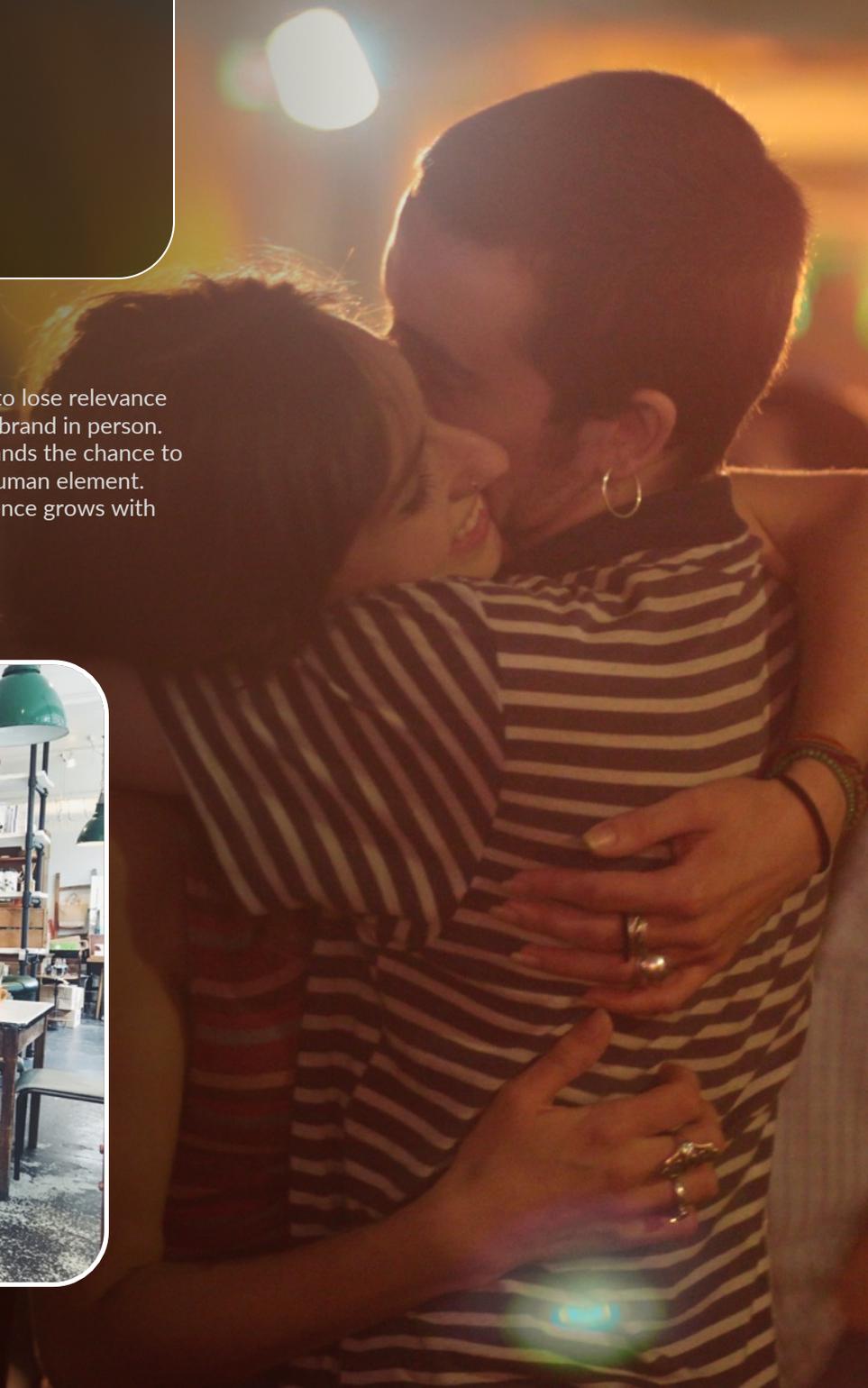
Thinking of shopping as either an online or an in-person experience is a thing of the past. Technology is improving shopper experiences at brick-and-mortar stores in lots of ways. Think about it ... social media informs shoppers when deals and sales occur online, and tablets and phones can help shoppers make purchases at the check out, look up coupons, and find out if items are in stock at specific locations.



## Digital Brands Add a Human Presence

### Digital Brands Adding Permanent, Physical Locations:

Successful digital companies don't want to lose relevance because shoppers can't experience their brand in person. A brick-and-mortar store gives digital brands the chance to cement their brand authenticity with a human element. Did you know that a brand's online presence grows with brick and mortar stores?



## Making a Shopper's Imagination Come to Life

### Augmented Reality (AR):

Technology isn't just improving the convenience of shopping, it's redefining the experience altogether. And while we don't know the full extent to which augmented reality will affect the world, a few clues indicate what's happening in retail. Augmented reality is about assisting shoppers — allowing them “see” furniture or fixtures in a space before they buy.





# The Excitement Is Building ...

Leiden is committed to staying ahead of the trends shaping consumer spaces and experiences. If you've noticed any that we missed we want to hear about them!

And if you want to jump in and take advantage of these shifts in retail, give us a call so we can start collaborating on your exciting new projects today.

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