

2024 Retail Predictions

'Average will be Punished'

We were recently lucky enough to host an event with Ian Jindal, Editor in Chief of Internet Retailing. Ian shared his thoughts on the key things retailers need to think about for 2024...

Rather like the beautiful Alpine slopes, the retail landscape is white, pristine and featureless. There's too much choice, too little differentiation which all makes it too hard for consumers to choose. Everyone is broadly doing most things quite well... With that in mind, these are my key four points to reflect on for the year ahead:



1. The thing isn't the thing
2. The link between sustainability and commerce
3. Ecommerce teams need to keep up
4. Authenticity and brand character

1. The thing isn't the thing

It's very rare to be the only brand selling a certain 'thing'. With multitude options, the 'thing' is not the 'thing' that consumers care about. They want a meaningful relationship with you. We are in the 'age of everything'. So what's your story? If you're not differentiating with your service and communications, how are you standing out?

2. The link between sustainability and commerce

Historically consumers were willing to pay a bit extra for your green credentials. Times have changed. Unsustainable practices are now very much viewed as the retailers fault. Consumers are looking to see your environmental commitments, and expecting you to fund it.

3. Ecommerce teams need to keep up

If we reflect on the last ten years of digital marketing, we'll all agree that the last couple have seen an explosion of new tech and channels. Welcome to AI (in its many iterations) and the metaverse to name just a couple. The pace of learning is insane - but e-commerce teams must keep up. This is no time to lag behind.

4. Authenticity and brand character

Your 'character' is what your best friends say about you behind your back. What does your brand character say about you? Consumers don't care? I disagree. Patagonia close their stores to allow staff to vote. One initiative amongst many. Their authenticity resonates, and consumers respond.