

The future of retail

Hyper convenience to hyper experience.

Anita Caras

Director, Data Solutions EMEA

yahoo!

The power of touch

yahoo!



The rise of e-commerce

\$900B

more was spent at online retailers
in the last year

30x

more was spent at online
retailers in the last year

46%

have turned to online to purchase
something we would have previously
bought in store²

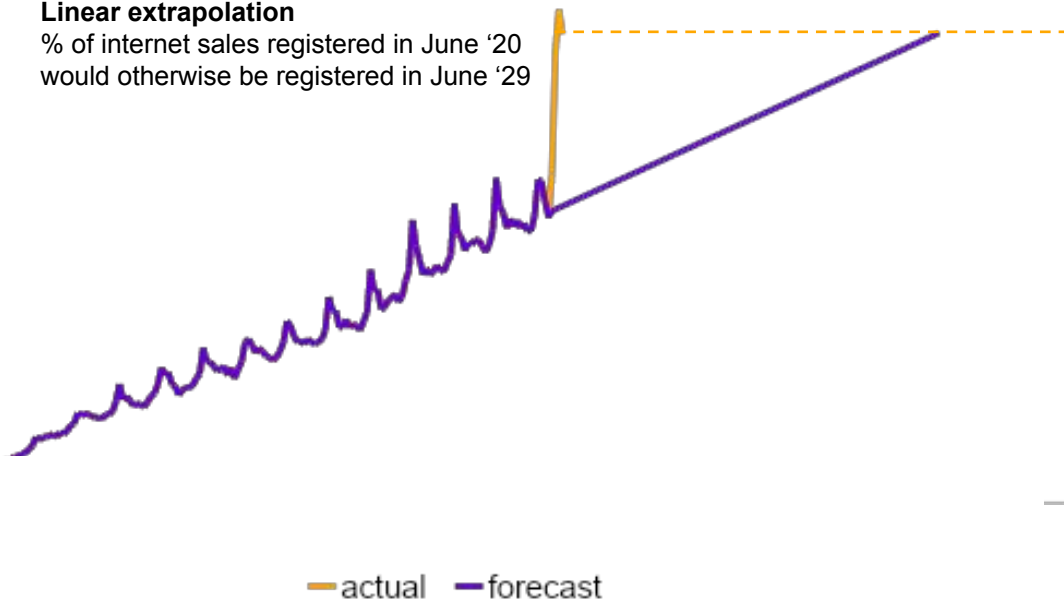
4 in 5

brands in retail, food & drink and FMCG
categories believe switch to e-commerce
will be permanent

The rise of e-commerce UK: 9 year leap in 3 months

Extrapolation:
UK Internet sales as
a percentage of total
retail sales (ratio) (%)

Linear extrapolation
% of internet sales registered in June '20
would otherwise be registered in June '29



Hyper convenience

What I want

When I want

How I want

Where I want

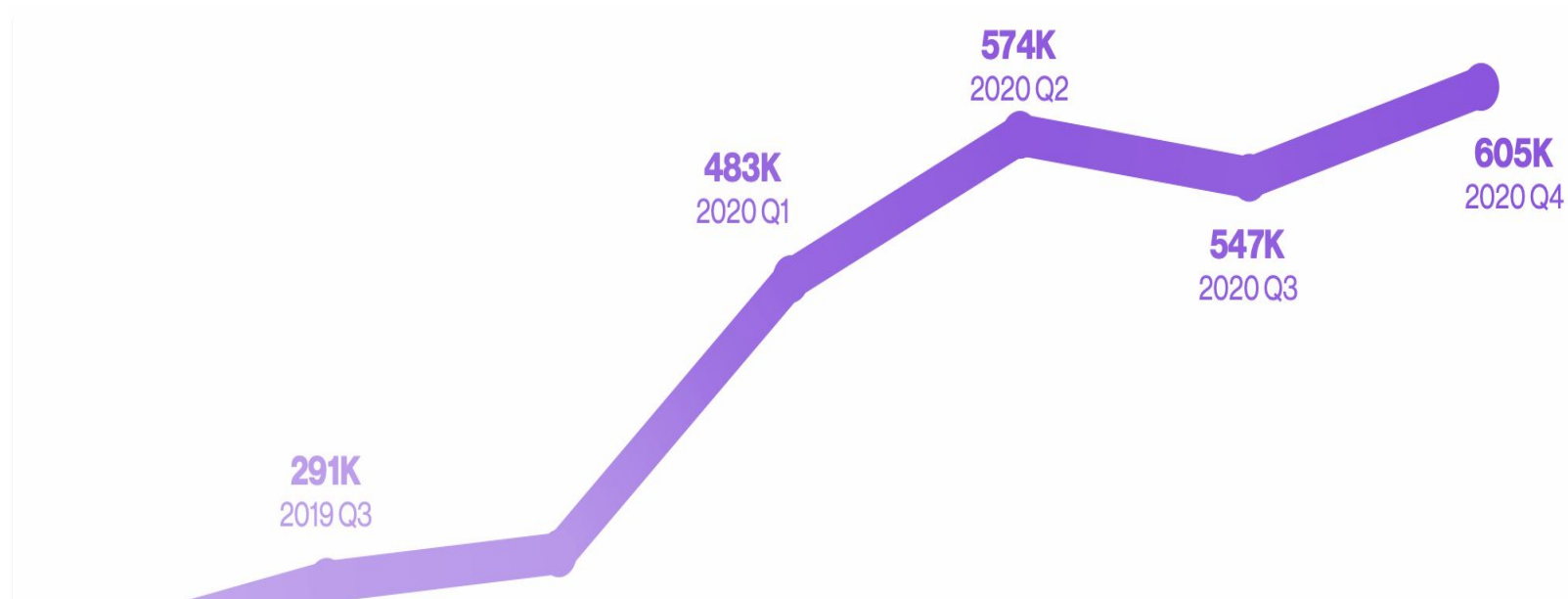
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What I want



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The number of brands we buy from online has doubled since the start of the pandemic



Diversification of audiences, products and services

85,000

UK businesses launched online stores/joined online marketplaces during the first 4 months of lockdown

45%

of non-grocery shopping is now bought online

65+

experienced 10 years of ecommerce growth in 6 months, and volumes are being maintained

30,000

predicted net store closers by the end of 2022

30%

increase in chain store closures on the High Street

When I want



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A photograph of a supermarket aisle with a person in a purple shirt pushing a shopping cart. The shelves are filled with various products, and the scene is brightly lit.

**25 years ago,
supermarket
chains redefined
convenience
stores.**

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25%

of Brits have used a
delivery service to get an
item delivered to a specific
location in less than 2
hours

yahoo!



Source: Foresight Factory

Now 'convenience' is your snacks, fresh fruit, vapes, pet foods and USB cables delivered in minutes



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How I want



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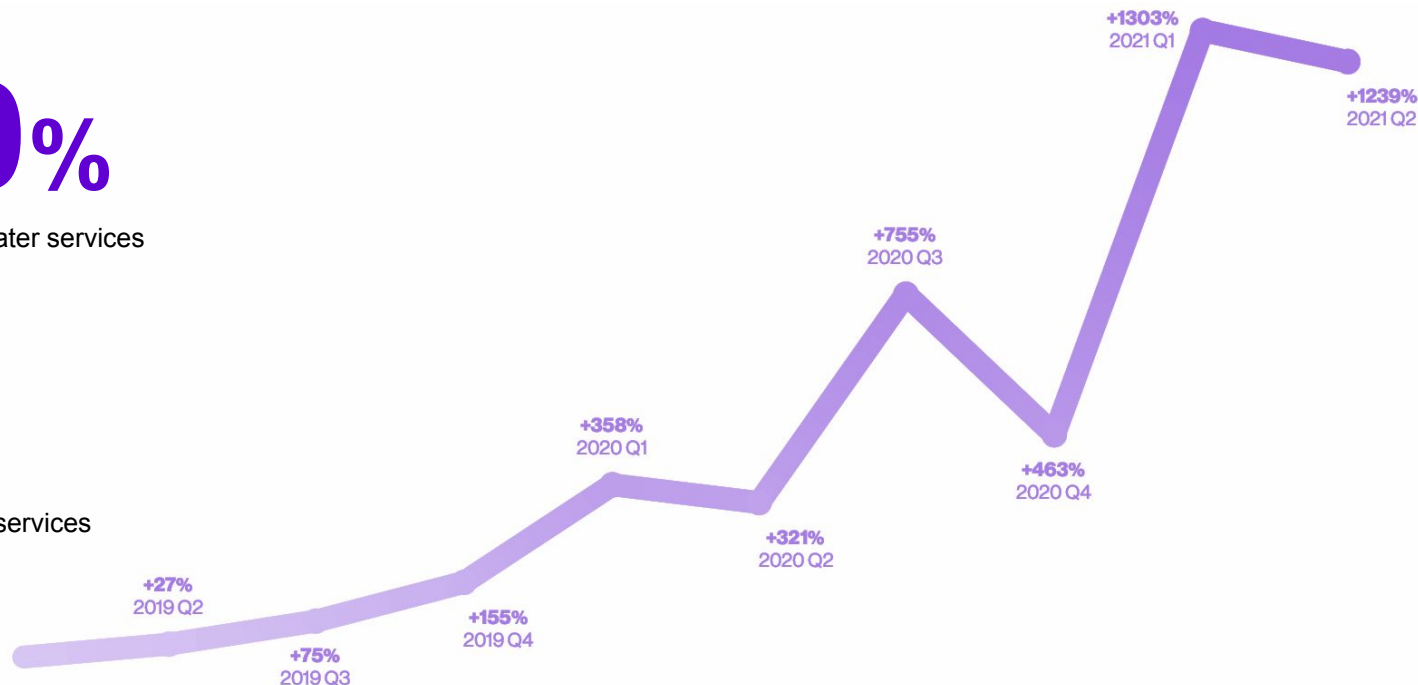
Buy Now Pay Later

1000%

growth in Buy Now Pay Later services
since 2019

10%

of population used these services
in the last month



Buy Now Pay Later moves to mainstream

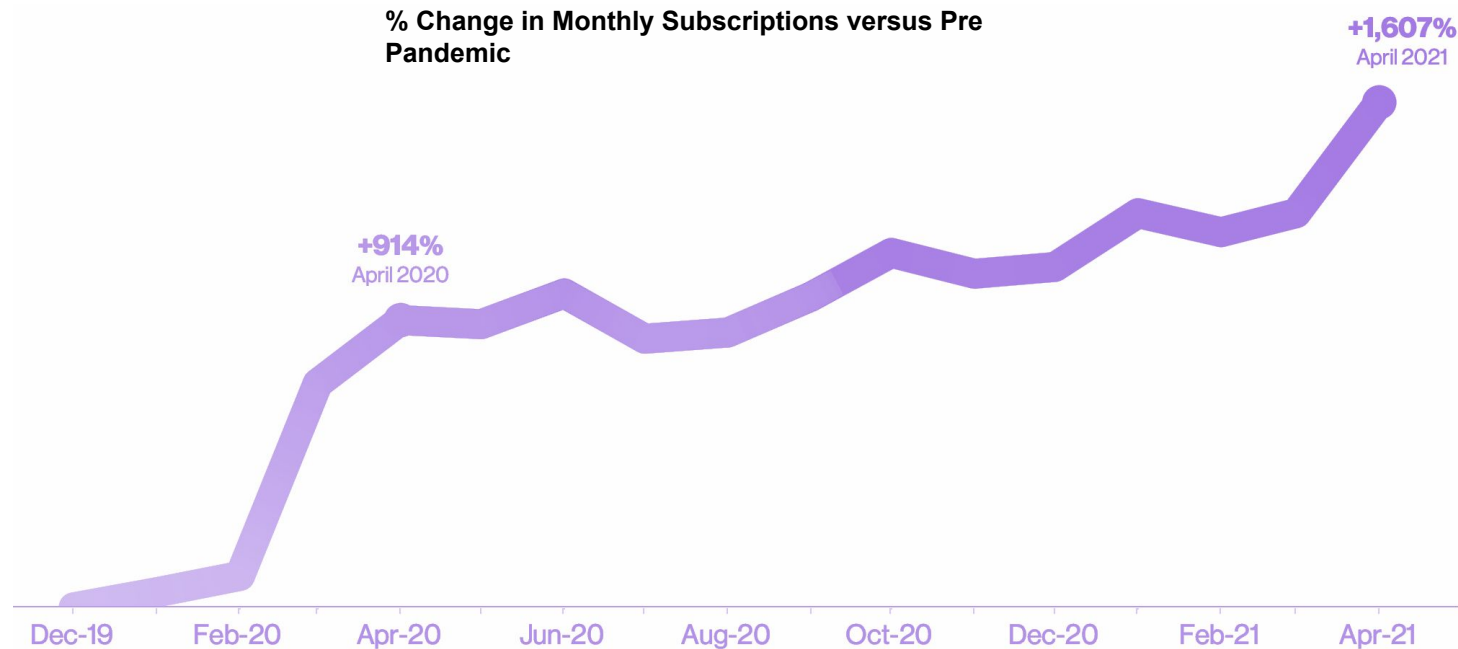


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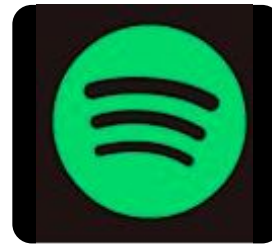
The rise of the subscription economy

2.6

new subscriptions
per person H1 2021



Subscriptions are not solely powered by entertainment



Retail is second only to cloud storage services.



Source: Yahoo Internal UK

Where I want



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Return rates — online versus bricks and mortar

~20%

Online

9%

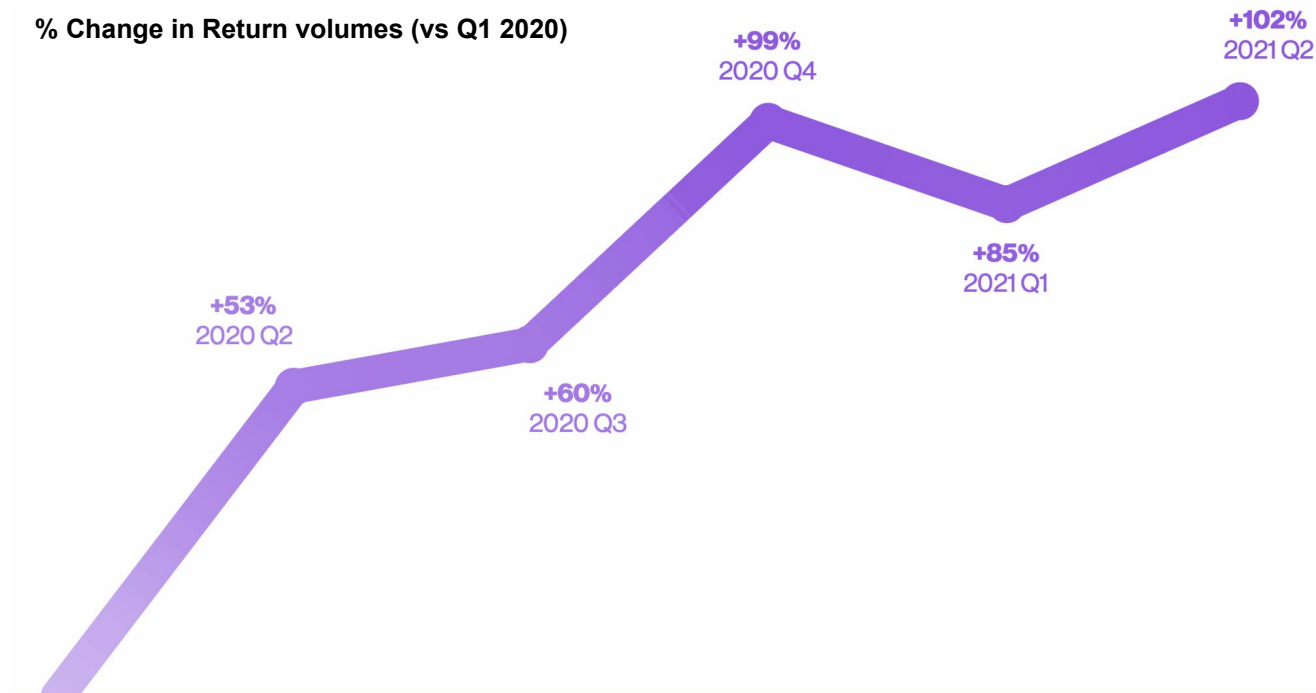
In-store

The volume of product returns has exploded

41%

of population have stopped buying specific goods or services from a company because we feel they conduct their business in an unethical manner²

% Change in Return volumes (vs Q1 2020)



Hyper experience

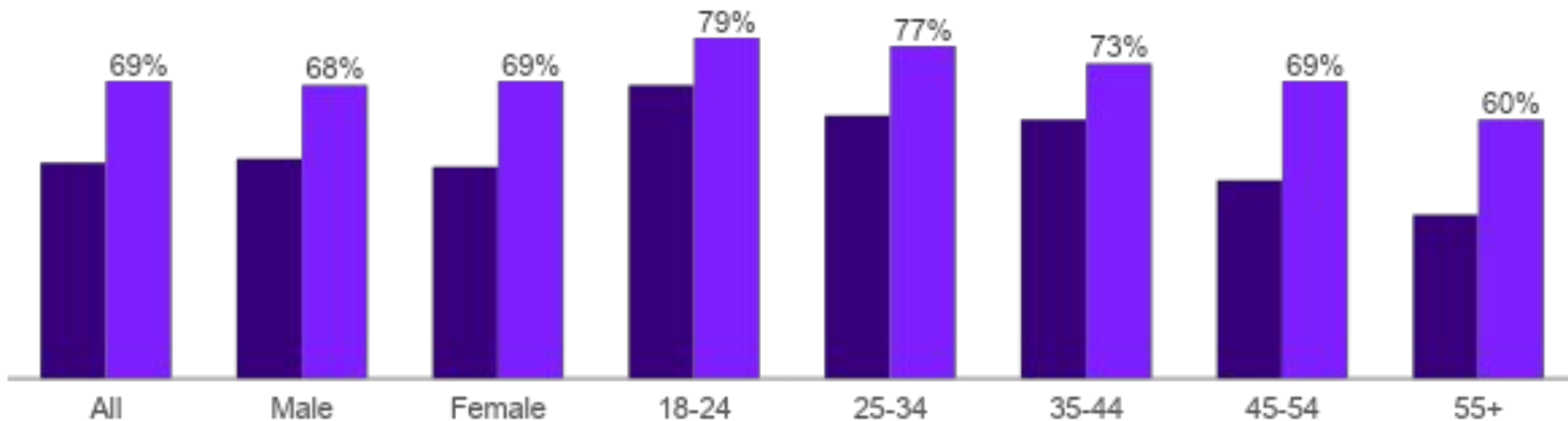


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Broader demographics

+23%pt shift amongst over 45s [from 41% to 63%]

■ March ■ September



66% of adults (86% GenZ)
now expect their
experiences with brands to
be seamless, innovative and
to enhance their real world

ELECTRICITY

CHARLI COHEN

POKÉMON

SELFRIDGES & CO

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Brandiverse™

Immersive Shopping Experience

Selfridges in-store pop-up

Selfridges window display

Scavenger hunt competition

Physical and digital wearables

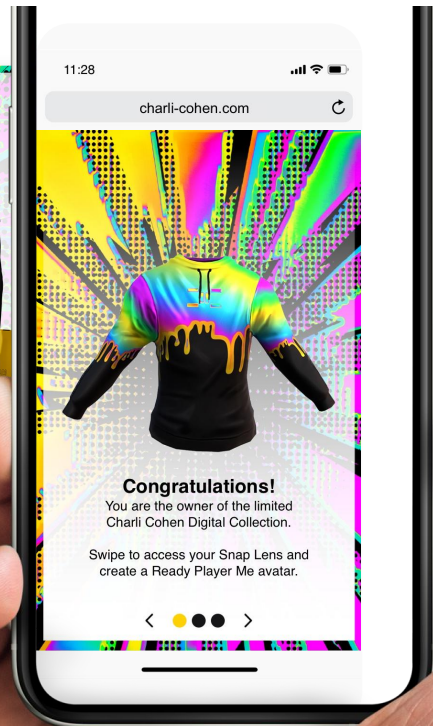
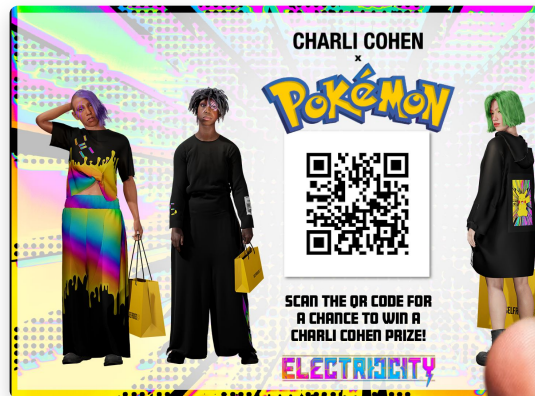
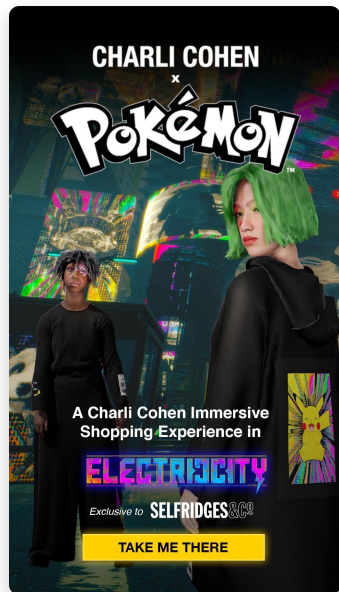
Blockchain integration + NFT

<https://electriccity.co/>

yahoo!



Electric/City: Where the physical meets the digital





The whole theme of the project is merging the physical world with the digital world, and offering clients the choice to either buy the digital or the physical garment. That's where the world is going now, where you have that choice of where you want to experience it.

Jeannie Lee

Womenswear buying manager, Selfridges

Electric/City: Driving footfall in-store



Electric/City: Igniting peoples imaginations in the social sphere

Bruno W Agra · 1st
Multi-Platinum, Multi-Awarded Producer/Composer. CEO Sunset M...
this is crazy my guy
Like · 1 · Reply

Alistair Leyland · 1st
founding partner @ Array of Stars // solving today's problems with ...
So great 🍌
Like · 1 · Reply

Edmund "Quintin" Anderson · 2nd
Streaming Unreal Engine Realtime Over Web at Scale
Outstanding!! Really well done.
Like · 1 · Reply

Ciara Sheahan · 2nd
Displacing 2D e-commerce with immersive 360/VR experiences th...
OMG it is phenomenal. Massive congrats on this project. It is the future of meaningful engagement and e-comm. Gen Alpha want to shop like this, not boring Amazon. Love it.
Like · 1 · Reply

Daniela Marx · 3rd+
Fashion & Trend Forecaster | Strategist Consultant
Congratulations for this amazing project! I always appreciate everything about Selfridges since the opening in 1909. It's incredible to see how you inovat across the years, for me it's the best store of the world. 🍌🍌
Like · Reply

pheonixb · 1st
This weekend I popped to @theofficialselfridges to checkout the @charlicohen x @pokemon capsule collection they made to... more
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Co-Founder @ MetaVRse
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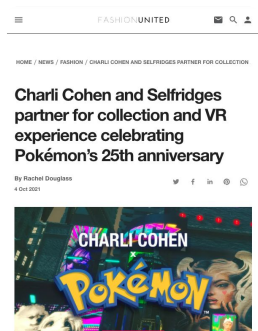
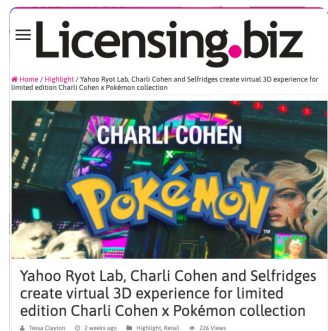
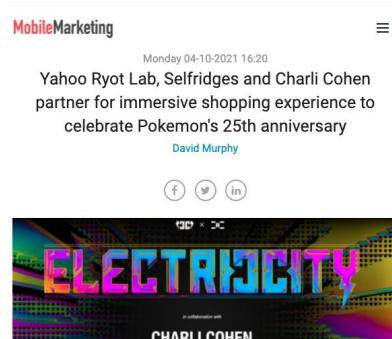
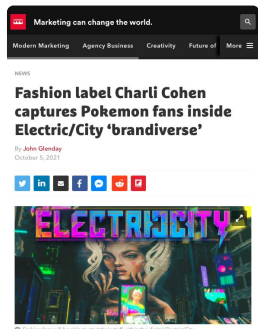
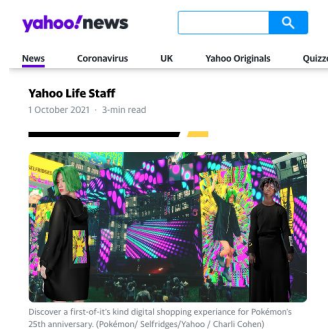
Alex 'Delz' Erinle · 1st
Web3 Founder Building For The Metaverse With Gaming, Crypto, A...
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Replying to @CharliCohen @Pokemon and 6 others
sick
2

yeethaw @yeethawitis · Oct 1
Replying to @CharliCohen @Pokemon and 6 others
SO COOL.. 🍌🍌
1

BoCTexLan.eth @Bo_Lane_ · Oct 1
Replying to @CharliCohen @Pokemon and 6 others
Dream come true! Excellent work
1

Electric/City: Taking the Trades by storm

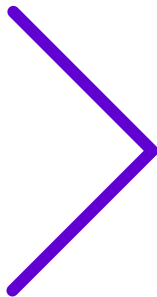


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The future of retail is where convenience meets experience

Today

Sales Assistants
Convenient Services
Shops



Tomorrow

Brand Ambassadors
Sustainable and Ethical
Brand Showcase

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