TWENTY
COMMERCE TRENDS FOR 2020
PRESENTED BY:
WPP + VMLY&R

THE NEW ERA OF COMMERCE

Data will drive content, product innovation, and future access to goods and services. There are four keys to the future of retail:

JOE KRAUS

Vc & Internet Entrepreneur

"The 20th Century mass production world was about dozens of markets of millions of people.

The 21st Century is all about millions of markets of dozens of people."

MANDATES FOR BUSINESS IN 2020

SECTION

1

CONNECTED COMMERCE

SECTION

2

WELL, WELL, WELL

SECTION

3

DISRUPTING THE DISRUPTERS

SECTION

4

HIGH TECH/ HIGH TOUCH

SECTION

5

EASY DOES IT

SECTION

1

CONNECTED COMMERCE

1. Unified Commerce
2. Personalization
3. V + V (Voice + Visual)
4. Shift to Replenishment Shopping

SECTION 1

CONNECTED COMMERCE

TREND 1

Unified Commerce

Walmart

Nike Predictive Analytics

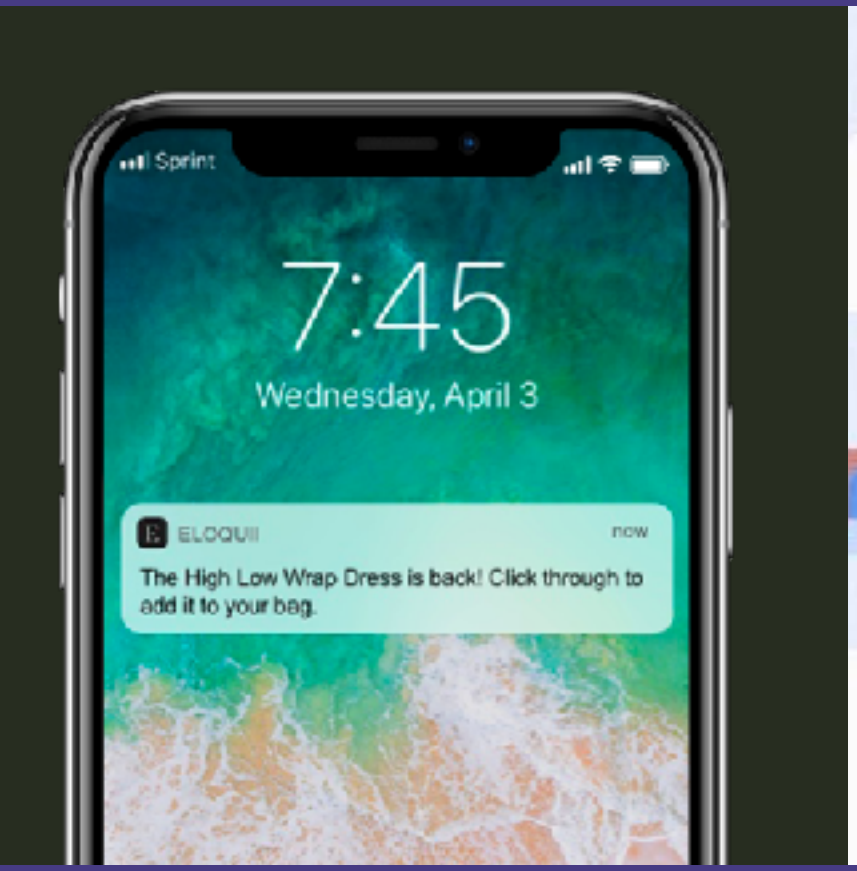
MediaMarkt

SECTION 1

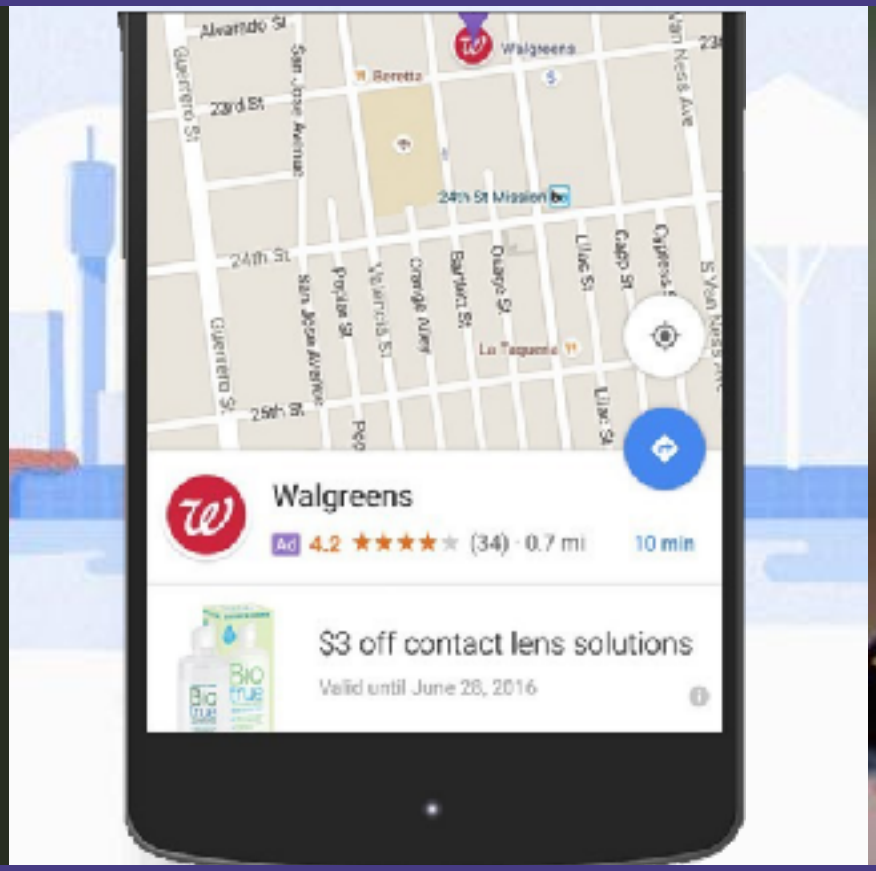
CONNECTED COMMERCE

TREND 2

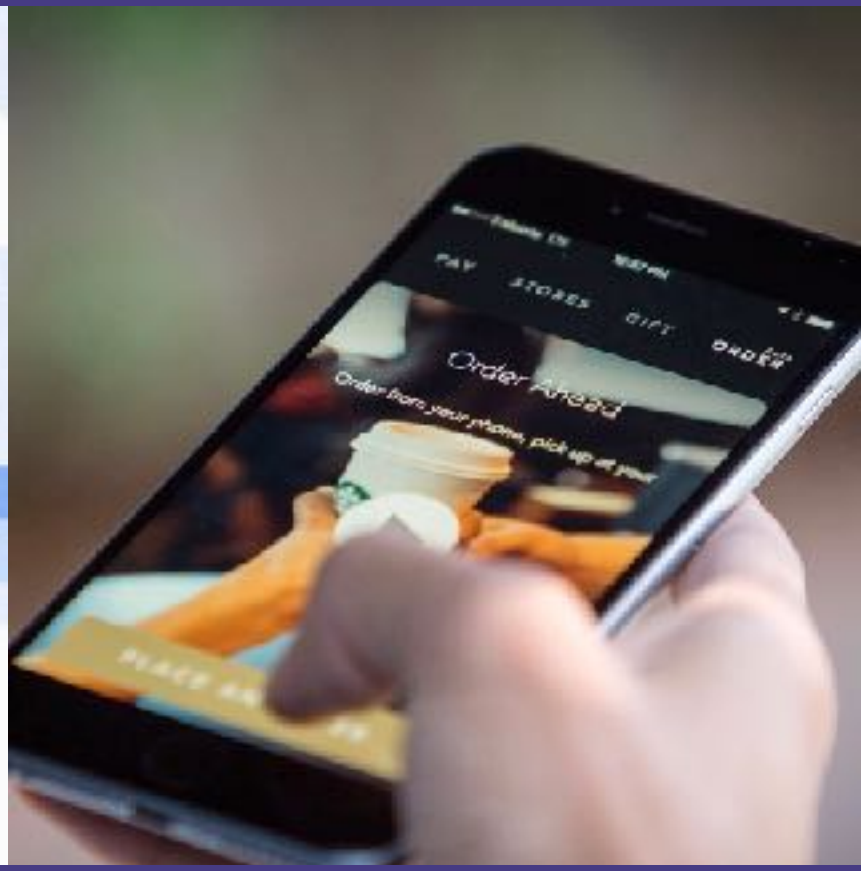
Personalization



Eloquii



Google Search Shopping Ads



Starbucks Rewards

SECTION 1

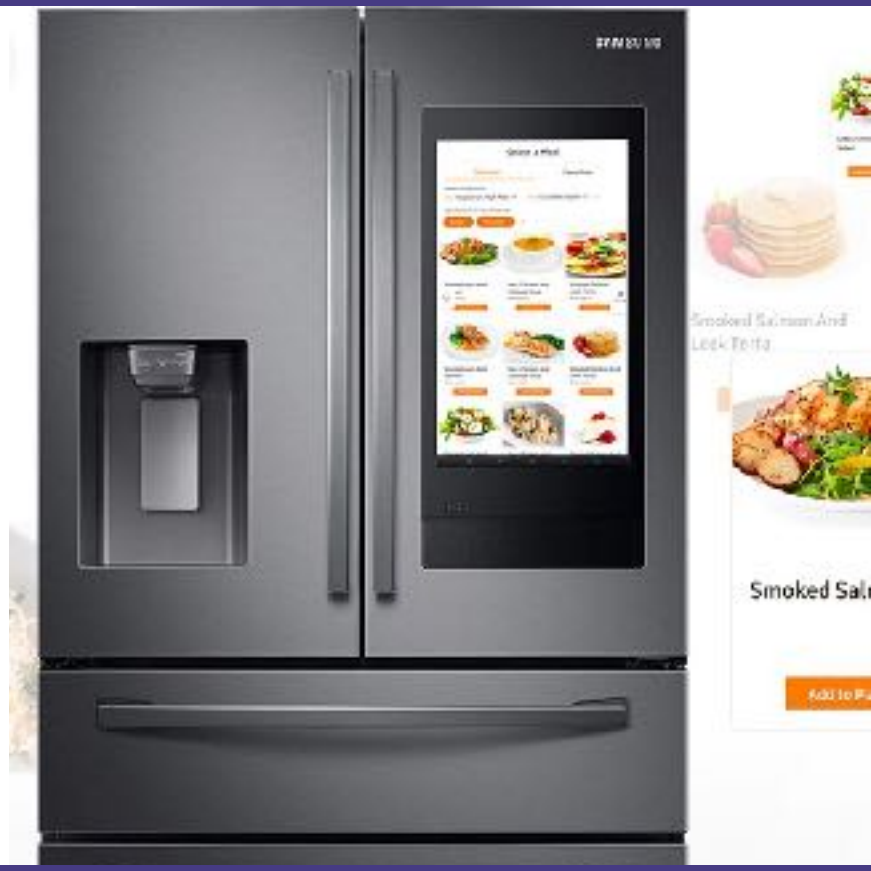
CONNECTED COMMERCE

TREND 3

V + V (Voice + Visual)

Google Nest Hub

Pinterest Visual Search



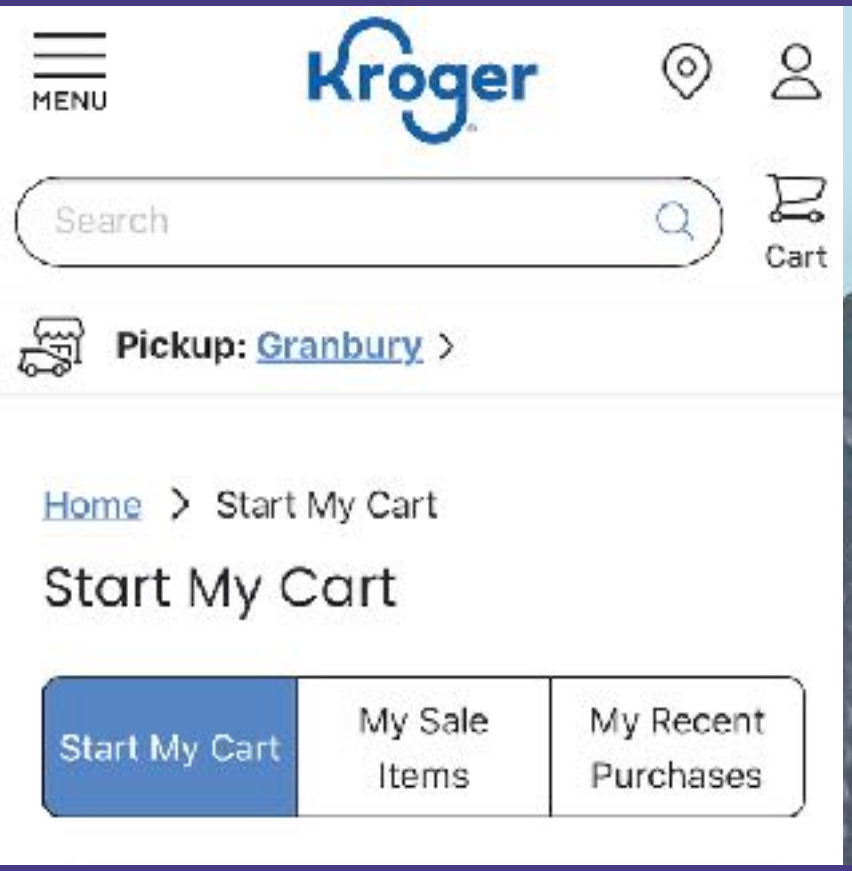
Samsung Family Hub Refrigerator

SECTION 1

CONNECTED COMMERCE

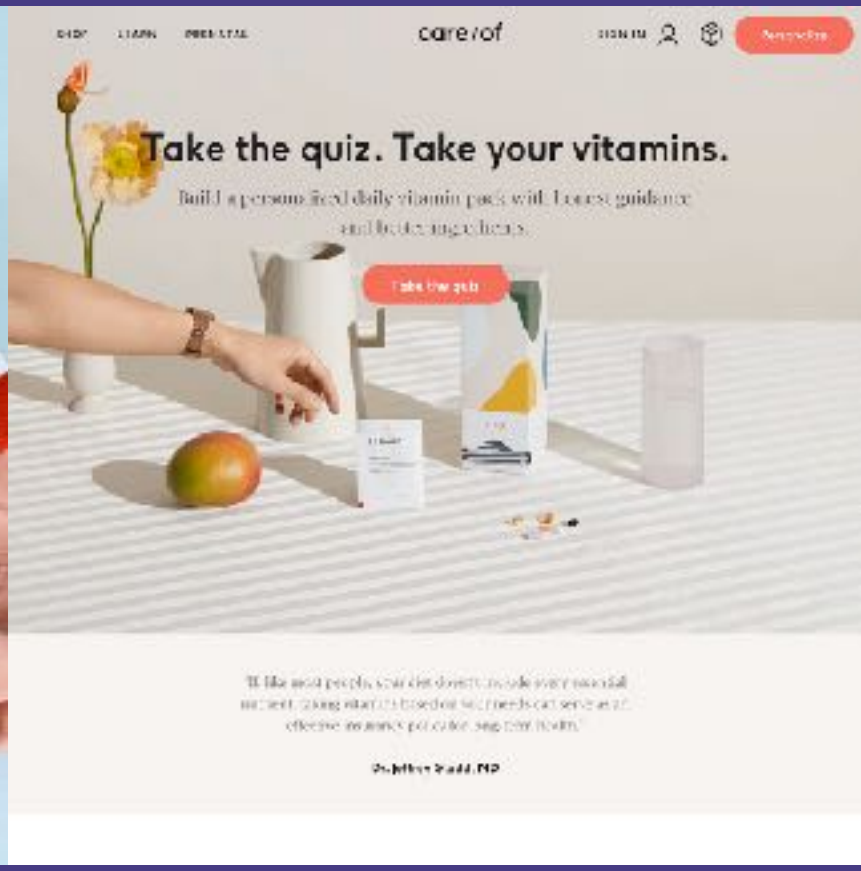
TREND 4

Shift To Replenishment Shopping



Kroger Start My Cart

Basic Man



Care/of Vitamins

SECTION

2

WELL, WELL, WELL

5. Health and Wellness Everywhere
6. Extending Fitness Communities
7. Linking the store to product authenticity, quality sourcing and food safety
8. The Voice of Brands as Personal Health Advocates

SECTION 2

WELL, WELL, WELL

TREND 5

Health & Wellness Everywhere

Equinox Hudson Yards

Quip Toothbrushes + Showfields

Goop Nashville

SECTION 2

WELL, WELL, WELL

TREND 6

Extending Fitness Communities

New Balance + Westin Hotels

Lululemon In-store Yoga

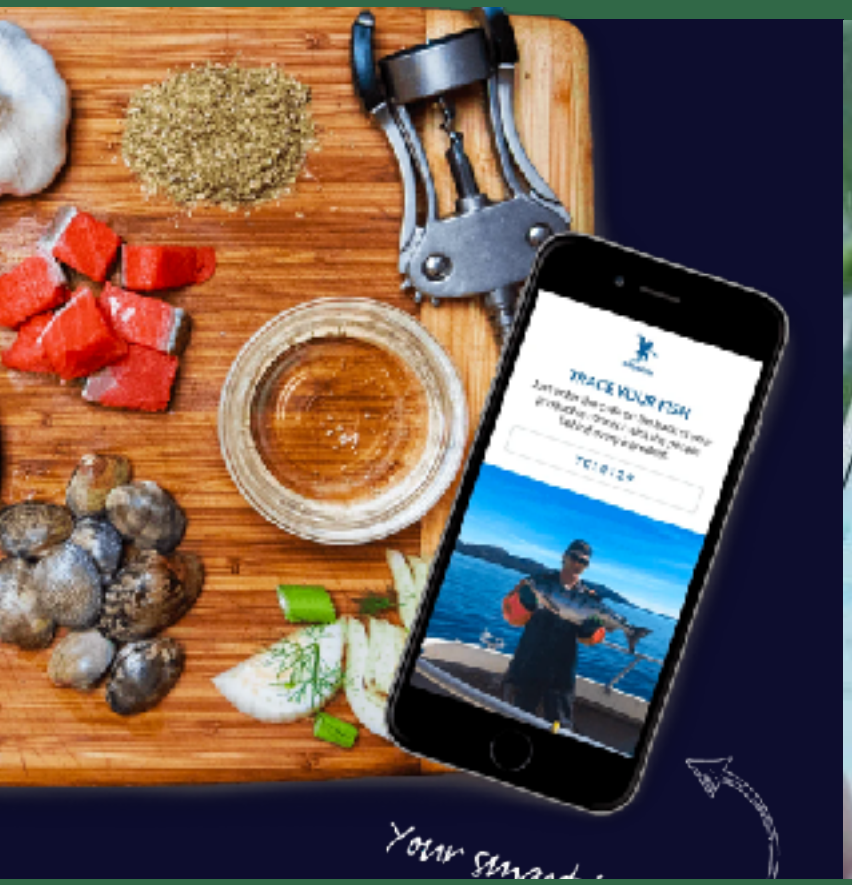
R-GOL Poland

SECTION 2

WELL, WELL, WELL

TREND 7

Linking The Store To Product Authenticity, Quality Sourcing And Food Safety



Fishpeople Seafood

Fresh Hippo Digital Food Safety

Digital Watermark Packaging

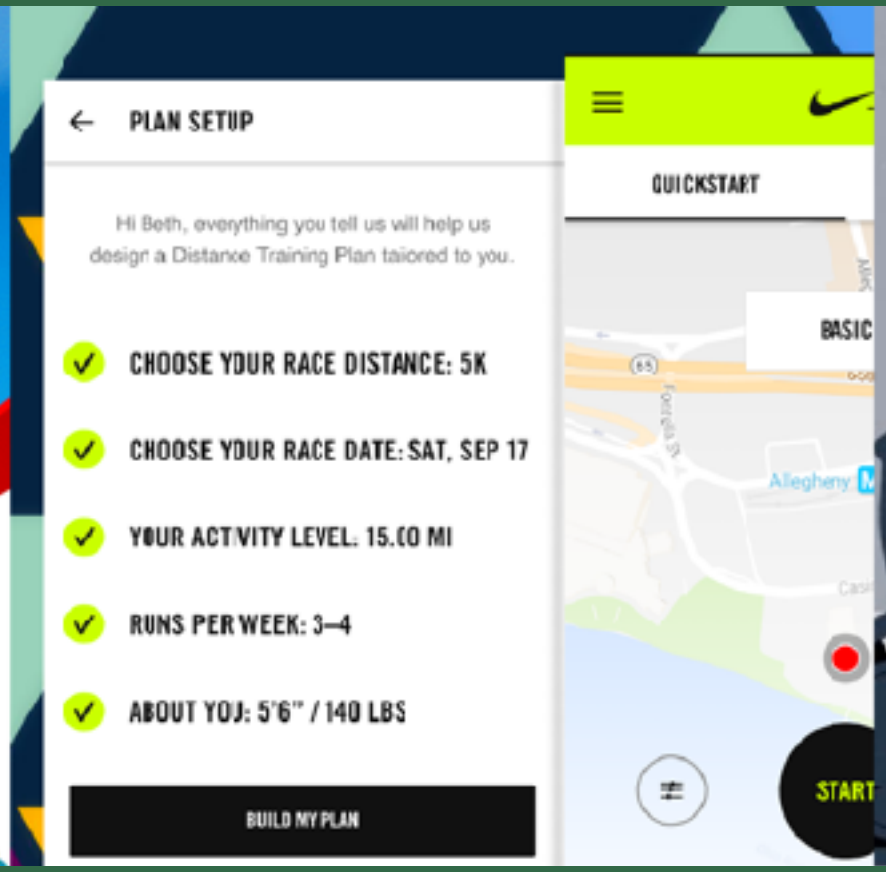
SECTION 2

WELL, WELL, WELL

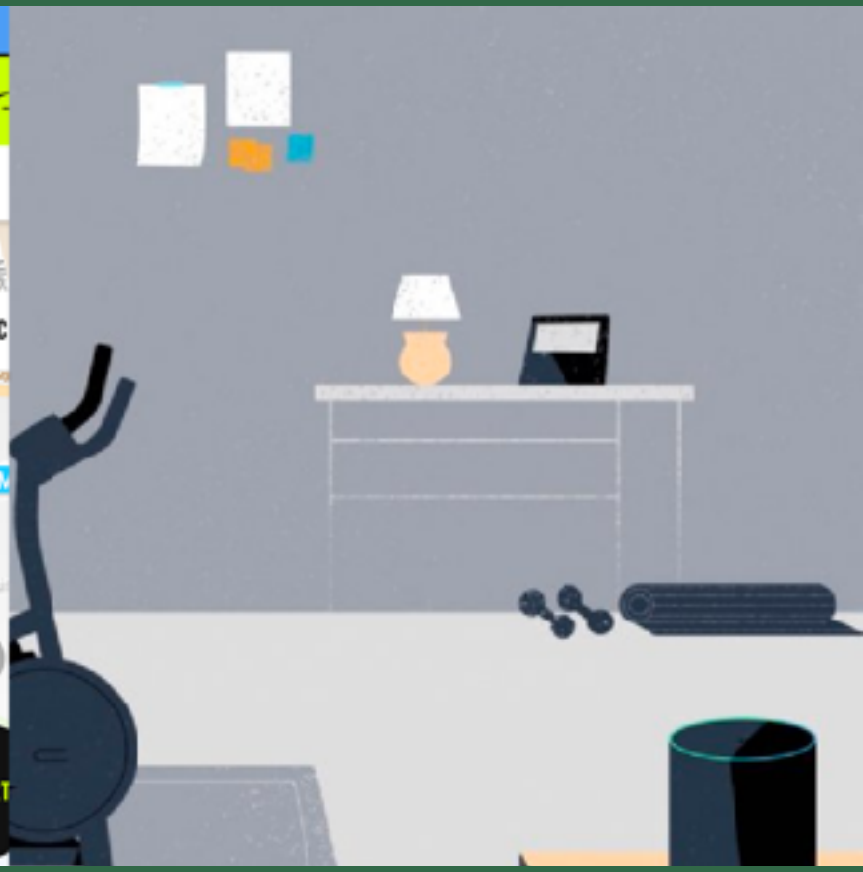
TREND 8

The Voice Of Brands As Personal Health Advocates

Colgate



Nike Run Club



Amazon Alexa Fitness Skills

SECTION

3

DISRUPTING THE DISRUPTERS

9. New Service Concepts
10. Partnering with Competitors
11. Multifunctional Store
12. Rethinking Convenience

SECTION 3

DISRUPTING THE DISRUPTERS

TREND 9

New Service Concepts

Nordstrom Local

IKEA Planning Center

Best Buy Geek Squad

SECTION 3

DISRUPTING THE DISRUPTERS

TREND 10

Partnering With Competitors

Walgreens + Kroger

Rent the Runway + Nordstrom

Hotel Honduras Maya Hotelbnb

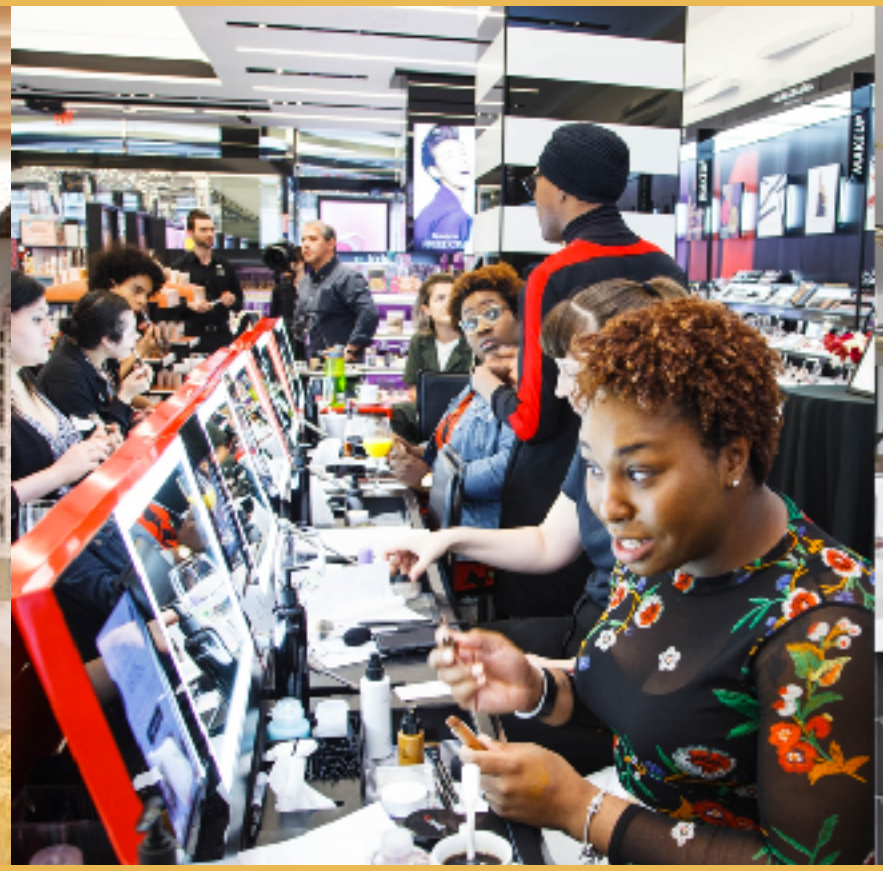
SECTION 3

DISRUPTING
THE DISRUPTERS

TREND 11

Multifunctional Store

Allbirds



Sephora

Crate & Barrel's The Table

SECTION 3

DISRUPTING THE DISRUPTERS

TREND 12

Rethinking Convenience

Target

Tesco

Walmart

SECTION

4

HIGH TECH/ HIGH TOUCH

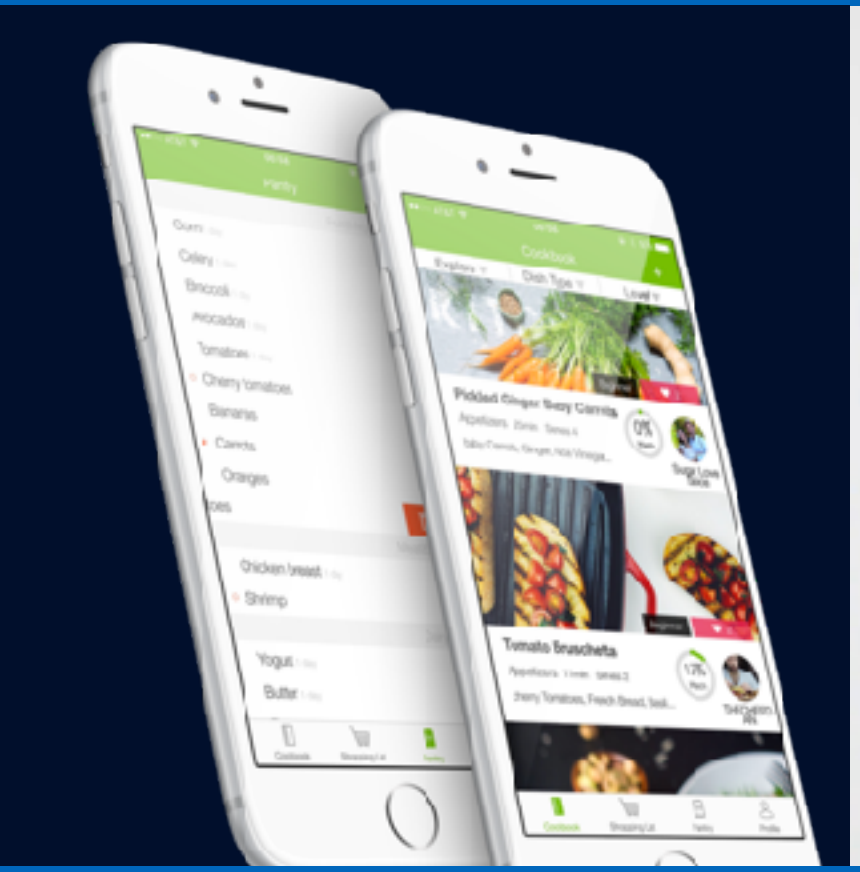
13. Linking Retail and Culinary Experiences
14. Physical Retail as an Experience Hub for Brands
15. Gamification of Retail
16. 3-D Printing Integrated into Retail

SECTION 4

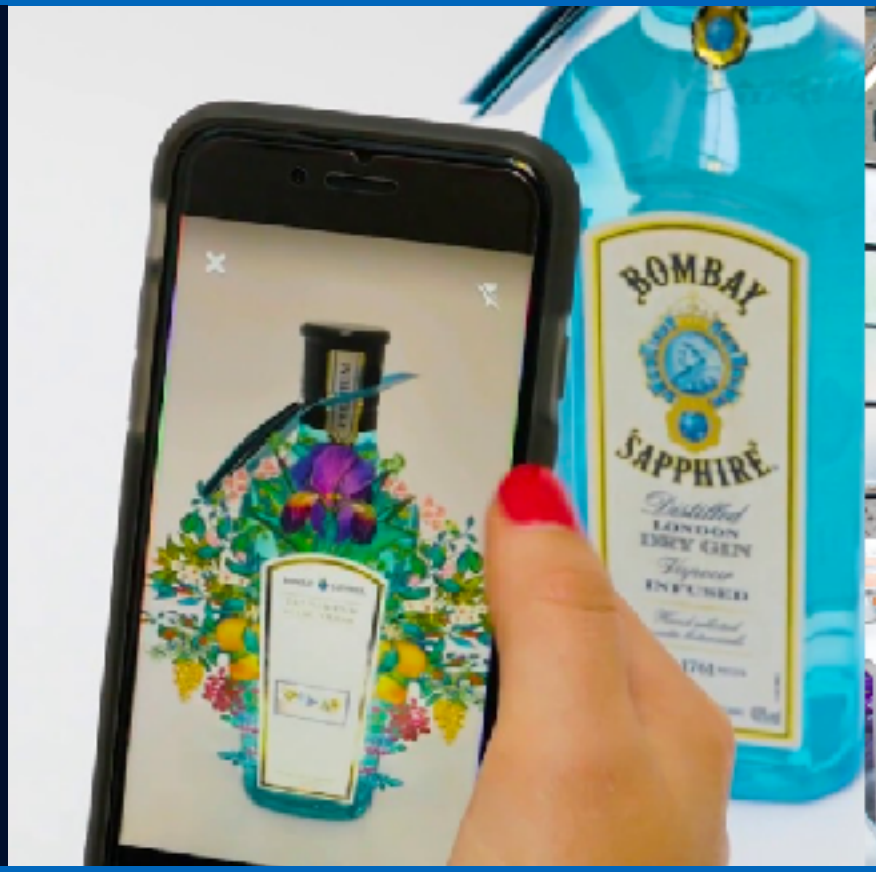
HIGH TECH/
HIGH TOUCH

TREND 13

Linking Retail And Culinary Experiences



Bosch + Chefling Connected Fridge



Bombay Sapphire

Milk Bar In-Store Baking Classes

SECTION 4

HIGH TECH/
HIGH TOUCH

TREND 14

Physical Retail as an Experience Hub for Brands

Bon Prix Germany

Candle Power Popup

B8ta

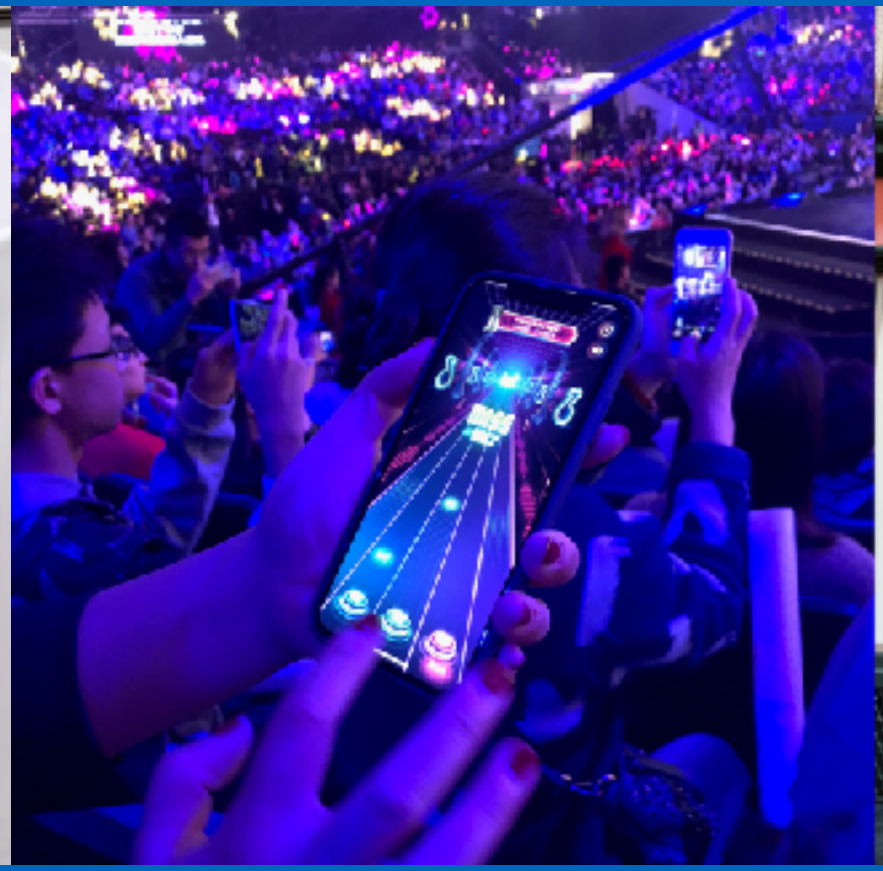
SECTION 4

HIGH TECH/
HIGH TOUCH

TREND 15

Gamification of Retail

HiPanda



Alibaba 11:11

Google Donut Popup

SECTION 4

HIGH TECH/
HIGH TOUCH

TREND 16

3-D Printing Integrated into Retail

Adidas Knit for You

Doob 3D Model

Janne Kyttanen + Cubify

SECTION

5

EASY DOES IT

17. Delivery on Demand
18. Autonomous Retail
19. Contextual Recognition
20. Data Driven Platform

SECTION 5

EASY DOES IT

TREND 17

Delivery On Demand

Nuro Delivery

Sainsbury's SmartShop

Twitch Wing Calculator

SECTION 5

EASY DOES IT

TREND 18

Autonomous Retail

Amazon Go

Wheelys 24/7

Zaitt Brazil

SECTION 5

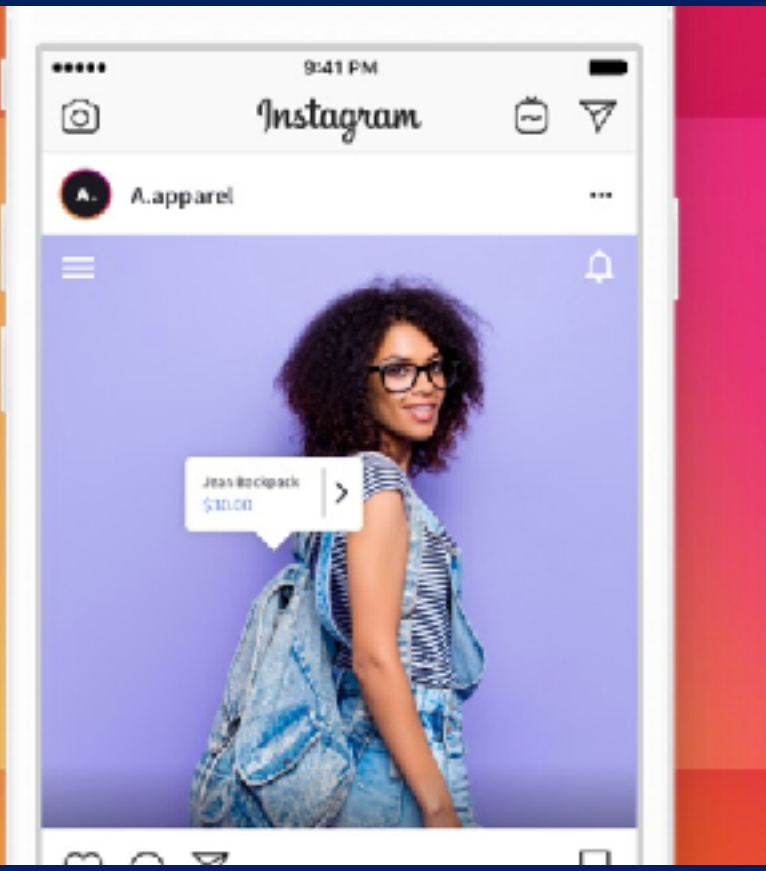
EASY DOES IT

TREND 19

Contextual Recognition

Small Genie Smart Mirror

7Fresh



Instagram Checkout

SECTION 5

EASY DOES IT

TREND 20

Data Driven Platform

Amazon

Alibaba

Tesco

RETAIL IS BEING REIMAGINED
Experiential
Social
Curated
Frictionless

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THANK YOU
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