



# FUTURE OF BRANCHANDISING

How covid-19 empowered the consumer?

2021 Trends

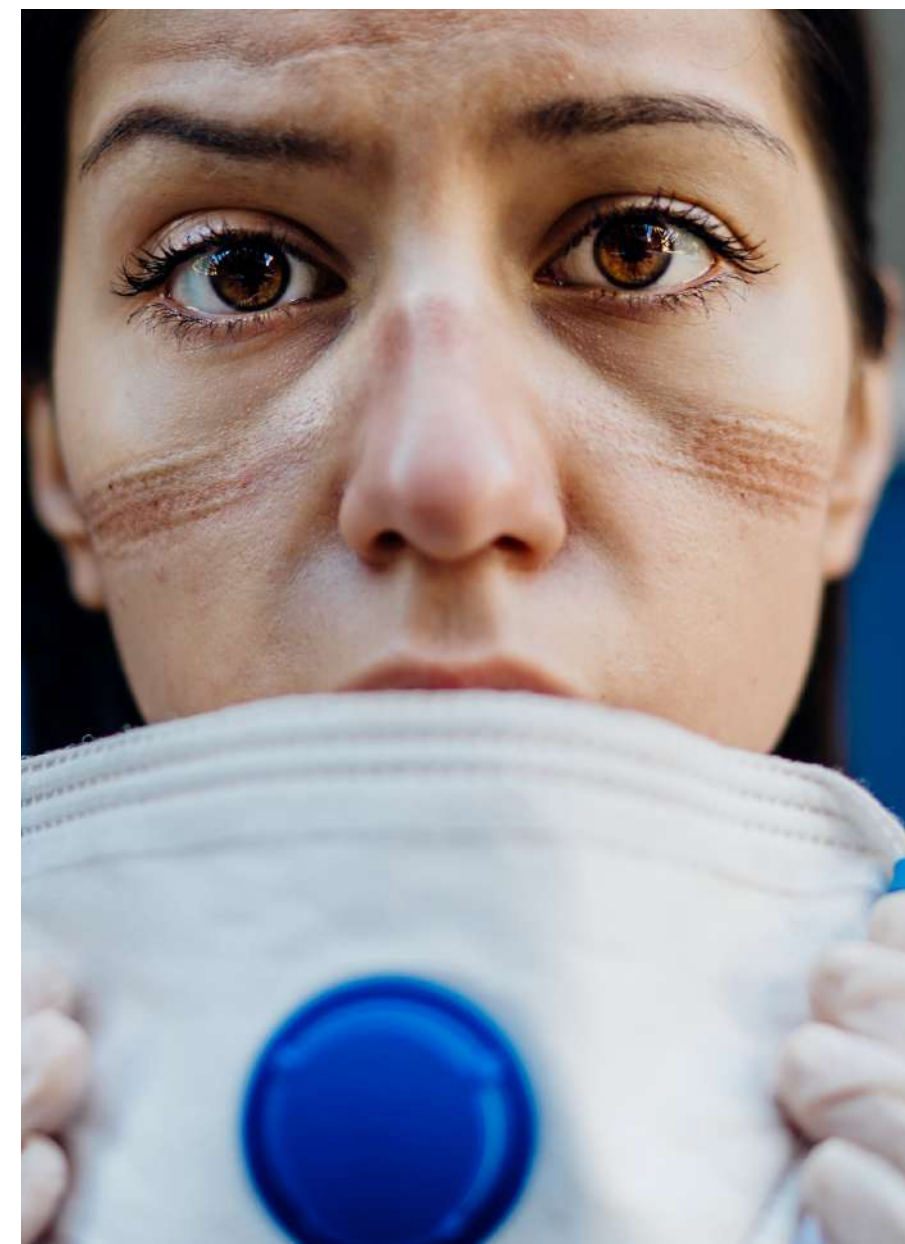
Adi Yoffe



December 2020







The Age of Disruption was  
really disrupted

Covid-19 took our ability  
to plan ahead.

It took away certainty.

Covid changed the future.

# THE COLLISION

The lethal crash brought us to a halt

This crash is our vulnerability

The gap between what we thought we  
are to what we really are

All our assumptions are disrupted

# Back to the Future



## Where were we in 2019?

We believed we won it all:

Man and Woman triumphed  
over nature

Over the machine

Nothing bad was ever going to happen to us

We were going 400 KM/H **AND WE FELT SAFE**

# THE TRAUMA IS DEEP AND WIDE

How did we switch from 400KM/H to 0?



# A CRISIS OF TRUST

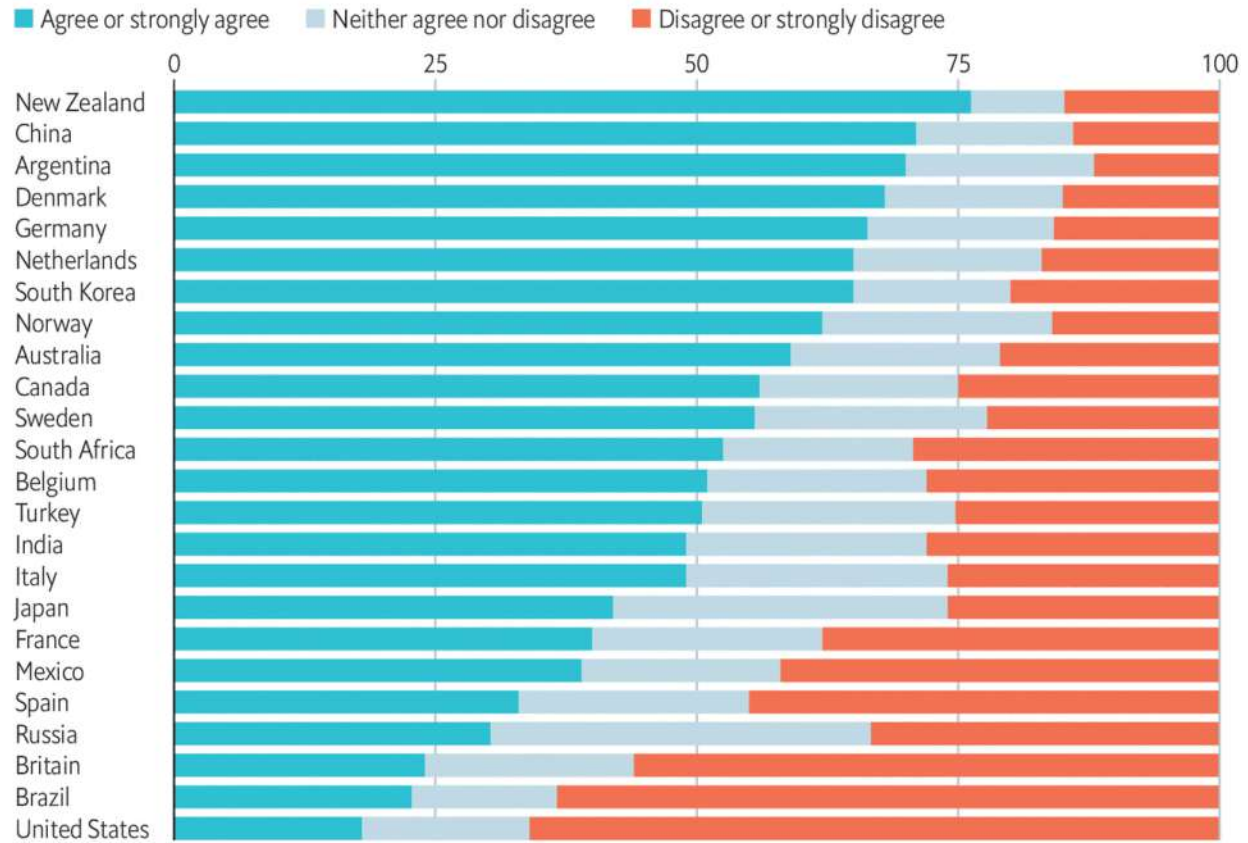
We know longer trust our leaders.  
But this rift goes far beyond our leaders,  
our prime ministers and presidents.



# IT EXTENDS TO SCIENCE

## The scientific method?

Policymakers have taken scientific advice into account during covid-19, % responding  
 Survey of each country's scientists\*, May-June 2020



Source: Frontiers in Public Health

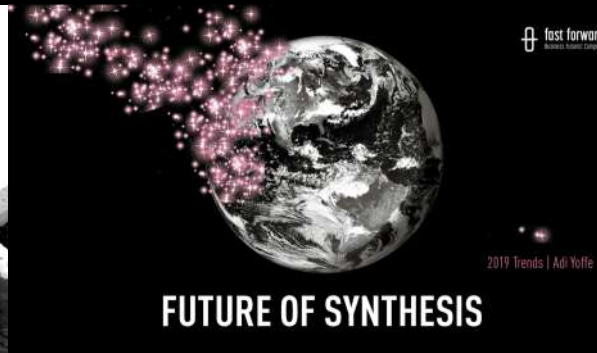
\*25,307 researchers affiliated with Frontiers, a Swiss publisher of scientific journals

The Economist

# What can we know?

The only thing we know that will continue into the future are the mega-trends. Even the new, distorted reality was an amplification of mega trends that we already knew before.

# Is Covid-19 the disruption we've been waiting for?



# FUTURE OF RE-OWNING 2020 — TRENDS



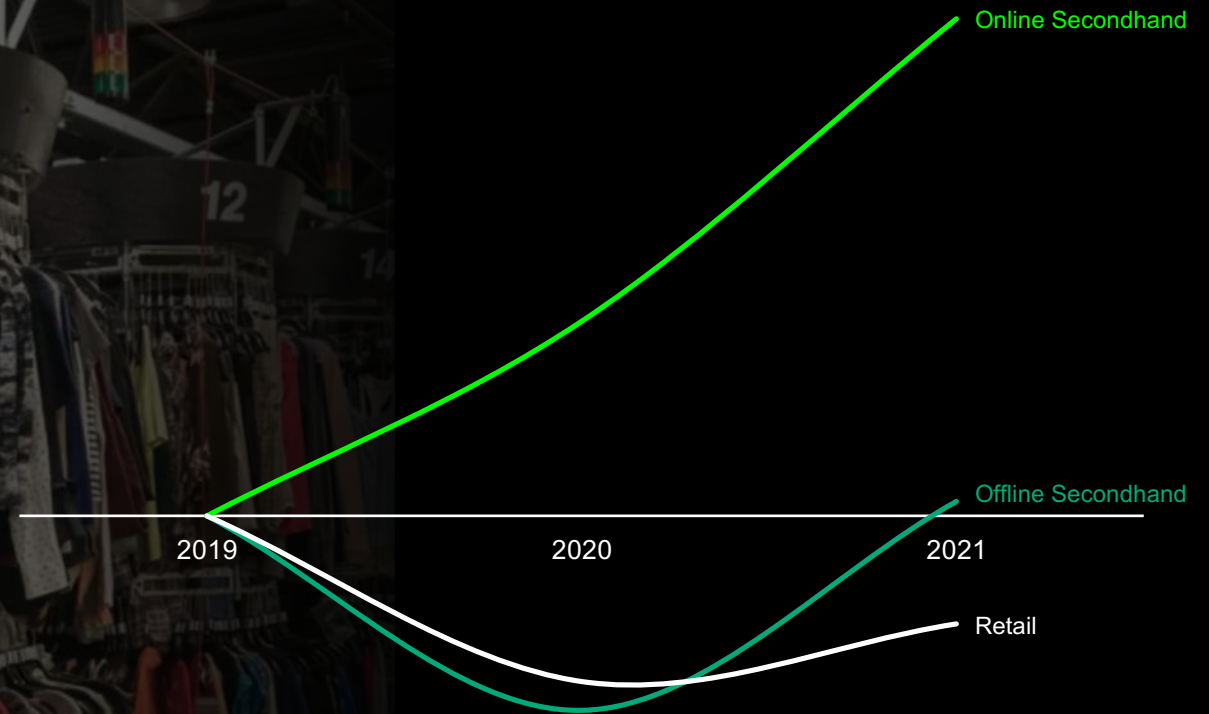
**MORE** Activism  
**MORE** people feel  
like they need to  
change the future  
BLM became the  
largest civil movement  
in history



# RE-SHOPPING: A constant rise in second hand

Online thrifting is a bright spot in broader Covid retail slump.

With consumers seeking bargains from home, online second hand is set to grow **69%** between 2019 and 2021, while the broader retail sector is projected to shrink **15%**



## IKEA and Walmart offer 2<sup>nd</sup> hand items

- Resale expected to be bigger than fast fashion by 2029
- June 2020: Walmart + THREDUP = 2<sup>nd</sup> hand magic
- THREDUP: During Covid-19 quarantines witnessed a rise of 60% in sellers
- October 2020: IKEA opens a 2<sup>nd</sup> hand store in Sweden
- Consumers prioritize value & online shopping over the Next 12 Months
- Most people plan to buy less in the next year

Source: <https://www.thredup.com/resale/#resale-growth>



By 2024 Textile will not be permitted in EU garbage

Where do we go from here?

Activism expresses our  
desire for change.

But what is this change?







# STATE OF CORONA TRENDS MAP

#1 version: 8.3.20

contact us



 MINIMAL FRICTION +  MINIMAL CERTAINTY

 MINIMUM PEOPLE +  MINIMUM GOOD MOOD +  MINIMUM INTERNATIONAL TRAVEL

 <h2>STERILIZATION</h2>	 <h2>LOCAL</h2>	 <h2>COCOONING</h2>	 <h2>REMOTE</h2>
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New Hygiene Standards

Indications of "Clean" Products & Places

Offline: Technological Sterility

Trusted Content: Officials & Traditional Media

Local Production

Solidarity

Communities / Volunteering

Local Travel & Experiences

Loneliness

Home Delivery

Accumulation & Hoarding

Hosting / Home Cooking

DIY: Learning / Enrichment / Leisure

Work / Management

Bots / Vending Machines

Mind & Body:

Exercise / Mental Aid / Spiritual Support

"No Audience" Content

We used to go out from  
our homes to central  
locations:

schools.

universities.

shops.

workplaces.



Everything is  
remote now

Some arrive via technology, some arrive via  
delivery people, some via hybrid solutions.

Schools and workplaces come to **our** home

Retailers come **to us**

Production comes **closer** to local production  
centers


the “normal”, pre-pandemic world, was characterized by centrality.  
the “normal”, pre-pandemic dynamics were that of centrality:

central shopping centers

Central productions

central government

central stage in demonstrations



In Covid-19,  
the center  
comes to us

# COLLAPSE OF HIERARCHIES

The Next Generation

# COLLAPSE OF HIERARCHIES

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Expressed the weakening of traditional power structures & models

Collapse of Hierarchies began  
with digital platform and cheap,  
contemporary, smart alternatives:

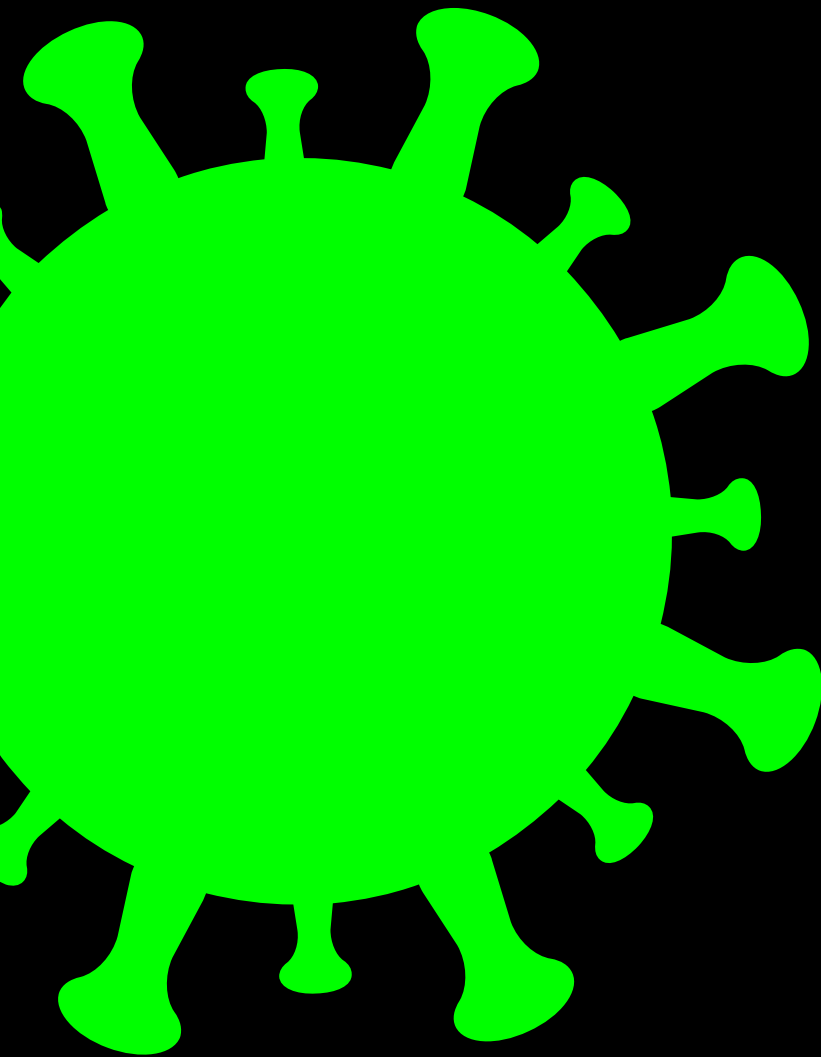
Retail  
vs.  
e-com

traditional  
media  
vs.  
social  
networks

educational  
systems  
vs.  
wikipedia and  
youtube

Hotels  
vs.  
AirBnB



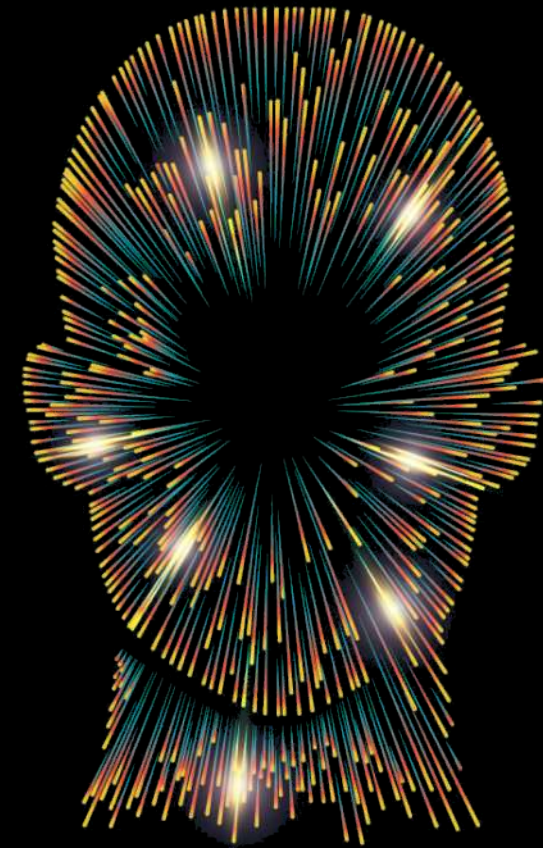


Covid pushed us to the  
next level > > > >

Covid-19 shattered reality in many ways.  
One of them was the centrality model

# Collapsing of Hierarchies AN EVOLUTION

THIS IS NOT A  
LOGISTICAL CHANGE



Perhaps...

**WE ARE THE NEW CENTER?**

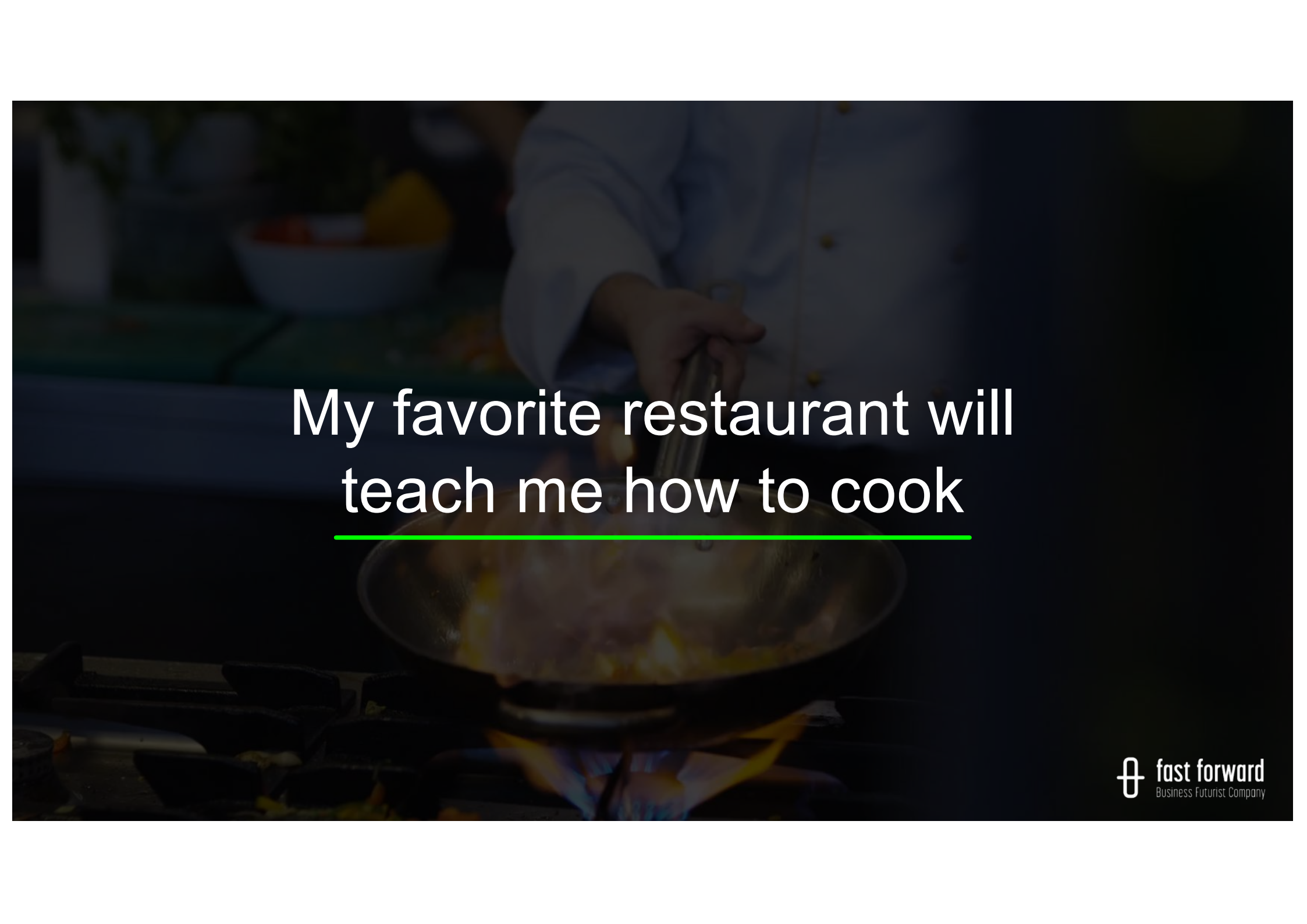
and the new, reversed flow,  
will change most business models?

Learn how to fish

The central hierarchy is indicating

**I WILL TEACH  
YOU HOW TO  
STUDY ON  
YOUR OWN**





My favorite restaurant will  
teach me how to cook

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Central entities are transferring everything they have - suicide by decentralization.

This, of course, weakens the hierarchy



but empowers the consumer



MORE THAN  
DECENTRALIZATION

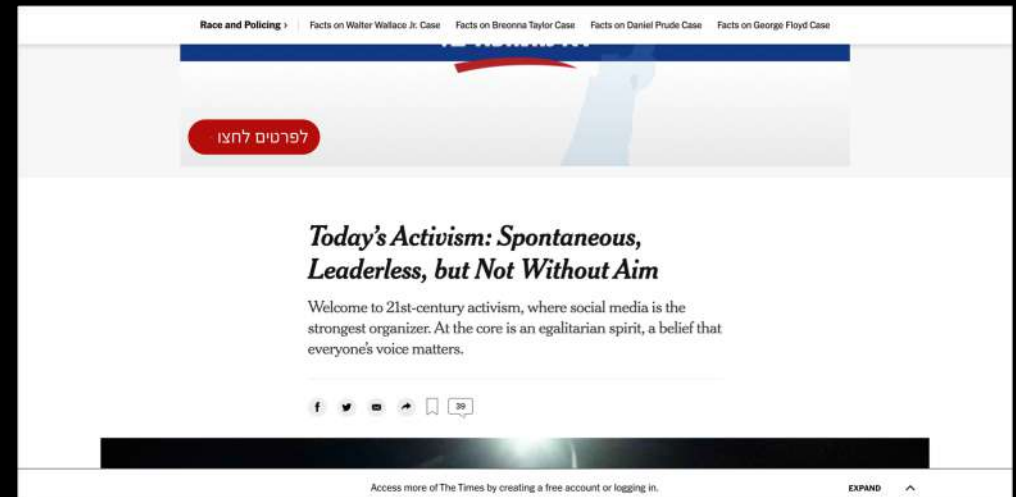
WE ARE WITNESSING A TRANSFER OF POWER

Knowledge moving from the center to the edges

THIS PROCESS WAS BORN IN NECESSITY

A will to survive in a particularly disrupted time

# THE BLOCKCHAIN OF PROTESTS: 2020 ACTIVISM



Our expectation - a central cause -  
was shattered into a variety of stages

Leaderless activism follows in the footpath of social media: everyone is equal, your voice can be heard as loud as Greta's, and you will be regulated as hard as Trump.

... 1. @Gr...  **Greta Thunberg**  
So ridiculous. Donald must work on his Anger Management problem, then go to a good old fashioned movie with a friend! Chill Donald, Chill!



1.  **Donald J. Trump**   
STOP THE COUNT!

 1.7M  448K  41.4K 

# 2020 Decentralized Manufacturing?

Zara suffered minimal damage from Covid:

e-com oriented

Low inventory  
in warehouses

Flexible  
production

Local  
production in  
Europe  
(rather than far  
east)

More companies moved production closer to home -  
global efforts can no longer be trusted

The pandemic was managed by local authorities,  
even neighborhoods

**facebook**

 **Nextdoor**

Facebook launched Neighborhoods

## Branchandizing lab tests

**Pre-covid**, central world: we go to the lab, we take the test, they send our samples to a bigger lab

**Now:** the lab comes to me, and even teaches me how to test myself and how to decipher the results



# THE WORKPLACE

Beyond remote: we need new skills,  
and we are granted new  
responsibility.

We do our job but also - IT,  
cleaning, lighting, branding, design.



# I AM MY OWN TEACHER

I LEARN how to perform medical tests.

I LEARN how to cook my own lunch.

I LEARN how to design my own presentation.





# MY OWN CINEMA



Sections

The Washington Post  
*Democracy Dies in Darkness*

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Business

## In major break from tradition, Warner Bros. moves to debut all its 2021 movies simultaneously on HBO Max and in theaters

Long-term impact on theaters is debated as owners voice disappointment

Home

Share

407

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 **fast forward**  
Business Futurist Company





# USERS BECOME THEIR OWN CENTERS

“Empowering patients is key for the future of healthcare, and testing kits can be great tools for people to take control of their own health data. The question is, how can the healthcare paradigm shift from reactive to proactive.”

*(The Medical Futurist)*



iQ+ ▾

COVID-19

Pricing

Enterprise

Ge

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NEEDLE

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from your place

luko




Decentralization



Knowledge / power transfer



A new business / operational / managerial model



What is the system left with?



Why do we  
need centers  
anymore?

If the centers give me the knowledge,  
power and values –  
why do I need them?

What is the new role of the centers?



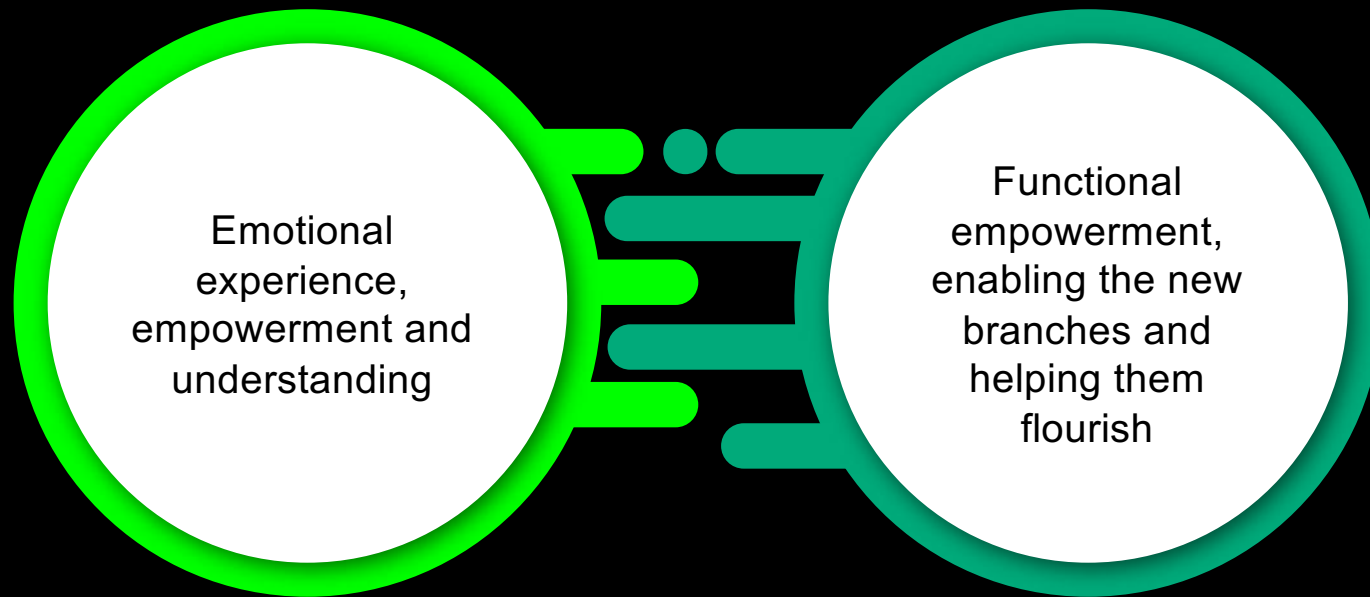
In some cases, the centers become regulators and logistical, operational units which set the standard

In other cases, it's something else

It's the  
potential for an  
emotional  
experience



Following the major shift in power relations between consumer and businesses, the consumer expects 2 things from us:



# THE NEW CENTER SHRINKS OR BECOMES MOBILIZED

The new center must be lean,  
efficient, agile and  
**REQUIRE AN ADDITIONAL  
LAYER OF KNOWLEDGE**



For these purposes,  
there is no longer  
a need for all the  
offices, shops and  
classrooms

The new centers must be lean, fast, cheap,  
accurate, approachable, and close

Prepare yourself for a year that will challenge last year's norms:

EVERYTHING IS  
ACTUALLY CLOSE  
AND EMPOWERING





# THE TRENDS OF 2021

- ❑ The distant is actually close
- ❑ The alternative of power: Decentralization
- ❑ The “center” weakens, shrinks and becomes mobile
- ❑ The consumer is empowered and becomes a “branch” of many functionalities
- ❑ The physical space is dedicated to emotional experiences

