

**NEW  
REPORT**

**TECHNOLOGY OF  
THE FUTURE 2014**

# ResearchFARM

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**Retail Analysts**

## **TECHNOLOGY OF THE FUTURE 2014** and its impact on consumers and retailers, operations and ranges

**From sentinel devices and  
AI to the makers' movement**

WHAT IS THE FUTURE OF CONSUMER BEHAVIOUR?

WHAT IS THE FUTURE OF HOME DELIVERY?

WHAT IS THE FUTURE OF LOYALTY?



September 2014

**INSIDE:**  
Key questions  
answered +  
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# Introduction

With the vibrant pace at which technology is developing, technology companies, retailers, brand manufacturers, service providers and startups are being forced to adapt and explore new avenues in order to stay in touch with consumers.

The selected technologies featured in this report therefore illustrate how consumer and retailer behaviour is changing. Both established companies like Tesco, Amazon, Google, Lego and Barilla as well as startups Argus Labs, Starcount and Radiate Athletics are all experimenting with innovative projects that aim to keep up with the modern consumer – tech savvy, active online and with higher expectations of brands.

The report also looks at consumer behaviour change and the role technology plays in this, with a specific focus on the maker movement. While people are consuming more technology, they are not necessarily understanding it and are missing out on the potential to be creative, produce their own stuff and see technology in a different light. With the growing familiarisation of etsy, press coverage on 3D printing and talks of introducing coding and electronics into school curriculums, the maker movement is slowly entering the mainstream and posing a new challenge.

This report offers a 360 degree view of how future retailing will take shape, how consumer behaviour will evolve and what the shopper journey of the future will look like.

On the one hand, the report covers some of the most innovative and disruptive technologies that companies are producing right now and on the other hand, a social movement keen to keep people's creative juices flowing by engaging and understanding how technologies work rather than just simply consuming them.

## Companies featured

Adidas, Amazon, Arduino, Argus Labs, Apple, Barilla, Dixons Carphone, dunnhumby, eBay, etsy, facebook, google, Kingfisher, Lego, Lick, Lululemon, LG, Maker Cafe, Maker Faire, MakeyMakey, Mimo, Nike, Radiate Athletics, RadioShack, Raspberry Pi, Reebok, Red5, Samsung, sculpteo, shapeways, Sony, Star Count, Tesco, Uber.

## Technology covered

AI, Arduinos, digital augmentation, digital tattoos, drones, internet of things, raspberry pi, smart clothing, sentient devices, wearables, 3D printing.



# Key Questions Answered

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- **What is the future of loyalty?** How can retailers move away from assessing shopping behaviour at the transaction stage to the vital emotional need states before? How can they gain deeper insights into consumers minds, feelings, motivations and what they love? How can they generate true loyalty?
- What role will artificial intelligence and sentiment technology play? How can an app tell how a user feels? And what are the retail use cases for that? What type of brands would be ideal clients?
- How will social media based loyalty programmes, such as Dunnhumby's new venture Starcount, develop? Why is it such a powerful tool for brands?
- **What is the future of wearables?** We have not seen a comparable impact in terms of consumer behaviour change from any other devices - especially around health. Who stands to win, who stands to lose out, when mass adoption is starting to happen? What is the leading product in wearables? What is the pressing issue surrounding wearables?
- What are currently the most important trends in digital augmentation?
- Why is start up Radiate Athletcis significant? How do digital tattoos work? In what contexts could they be used? Who are Mimo and what augmented product does the company manufacture?
- Why is the French retailer Lick so innovative and a glimpse into the future of retailing?
- **What is the future of home delivery** in terms of delivering to shoppers' smartphones? Will the uberisation of retailing begin? Is eBay the right company to invest into one hour delivery? Or does the first mover really need either a clear luxury USP or grocery ranges?
- Will drones work in combination with click & collect stations? Will they have a future in retail home delivery at all?

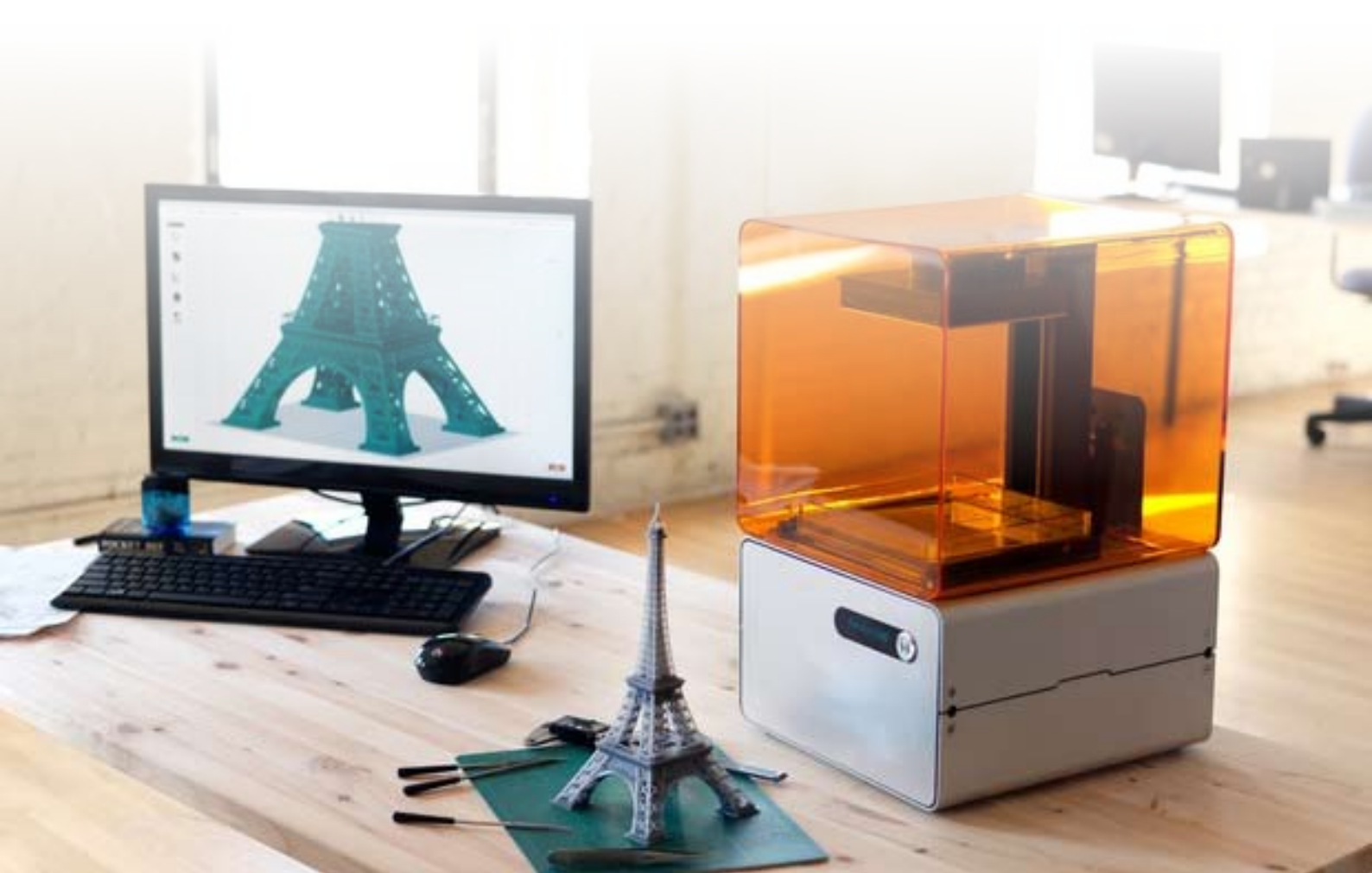




# Key Questions Answered

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- **What is the future of consumer behaviour?** How big is the maker movement, spanning from designers and entrepreneurs printing their own 3D prototypes, to kids programming their first apps, to hackers, to electronics fanatics using arduinos and raspberry pis?
- How will this movement change retail? What should retailers do?
- Has 3D printing finally entered the mainstream? How will the technology impact retailers, consumers and industry? How have Shapeways and Sculpteo taken advantage of the increasing profile of 3D printing?
- How do electronics companies MakeyMakey, Arduino and Raspberry Pi contribute to the maker movement?
- How can the maker movement help transform US retailer RadioShack?
- **What is the future of the shopper journey?** How will a shopper shop in future, when innovative technology is being used to influence behaviour, but shoppers also use their technology to influence the retailer? How can retailers serve the needs of those consumers who want to take control back over technology and make it work for them (rather than being tied to an ecosystem for example)?
- **What will be the impact of the described trends be on consumers, ranges, operations and the sector as a whole?**



# Features & Benefits

## FEATURES

- A comprehensive guide into technology trends of the future: disruptive technology and the maker movement
- Extensive analysis on some of the most innovative and disruptive technologies developed by established and upcoming companies
- Impact and predictions of how every significant technological development will impact consumers, ranges, operations and the sector as a whole
- Extensive, step by step, and actionable recommendations of how retailers should react
- An entire shopper journey of the future

## BENEFITS

- Understand how the technologies featured will change the behaviours of both retailers and consumers
- Become aware of the latest projects from the established tech giants like Amazon, google and powerhouse retailers such as Tesco as well as the disruptive technologies developed by startups.
- Gain insights into the opportunities and dangers posed by innovative technology, how shopper behaviour will change and how to respond to remain relevant with consumers.
- Get a clear picture of how retailing will look like in future and stay a step ahead of the competition



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## Testimonials - Our Clients Say It Best



«Research Farm publishes great reports every year, and each report brings a unique perspective compared to any other information available elsewhere: the analyses go deep, they are supported with data, but what I most value is that each report is built around a 'clear story', contains proprietary insights and even sometimes innovative projections into the future which help us to think out of the box.»

**Global Channel Category sales**  
**Nestle waters**

«For us the ResearchFarm reports are so useful. The information provided give us the opportunity to increase our knowledge about the retail industry and its key trends.»

**Rafael Florez - CEO GS1 Columbia**

«The discounters reports were and still are very helpful as we got lots of detailed information and figures we haven't found anywhere else. This has helped us to progress with our plans of expansion in the US and convince people internally of the market potential.»

**Marketing Manager - Bonifaz-Kohler**

«On DLF's (Danish Association of Fast Moving Consumer Goods Manufacturers) New Years Conference we had the great pleasure to hear ResearchFarm speak about future trends in on-line grocery retailing. The feed back from the conference participants was very positive as they gave ResearchFarm's presentation the highest score of all speakers, finding the analysis about the key success factors of chosen EU and US online retailers both very interesting and inspiring. We can therefore give ResearchFarm our best recommendation.»

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