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Trends and projects in retail

QR Code Shopping On Public Places

- China's largest online grocery retailer Yihaodian has QR code supermarkets in several subway stations opened in Shanghai.

- Advertising posters were made for this installed in the subway stations on which Groceries are pictured, with each product featuring provided with a QR code

- Procter & Gamble and Walmart have teamed up for a marketing campaign joined together in the converted trucks driving around the city in Chicago and New York

- The side walls are provided with QR codes. passers-by have the possibility to scan the QR codes with the smartphone to scan and select products at special offer to buy. The products will then follow you up within 24 hours free of charge delivered home.

Refill Stations And Local Food

- The Cornish "Spar Carnon Downs" in the United Kingdom was the first shop designed using Spar UK's new design standard.

- The supermarket, which has a floor area of over 240 square metres, stocks a broad range of local produce in many categories, with a particular focus on the origin of the food.

- Among the innovations is a refill station at which customers can fill their own containers with loose products such as nuts, grains, beans, rice and flour.

- In addition, they can buy baked goods supplied from a local bakery

- EDEKA in Germany is offering this refill stations in some particular shops since two years

Indoor Navigation

- Aisle 411 is an indoor navigation app that helps users navigate through stores and to find products.

- Users only need to enter the shopping list into the app and the navigation system takes the shortest route through the supermarket branch, so they can get all products conveniently

- This will make it possible for customers to take advantage of special offers

- to indicate when they are at a particular walk past the goods shelf.

- For example, if a customer is standing in front of the pasta shelf, they dealer can give him one special offer for tomato sauce on mobile phones end.

Shop Online - Pick Up On Site

- So-called "drive-through shopping" in France has grown in popularity in recent years

- With drive-through shopping, customers buy online and then pick up the goods in the supermarket

- a supermarket employee places the purchases already packed in the car.

- On the one hand, customers save money, time and on the other hand do not need to be at home to wait for the delivery of the goods

- The most popular Supermarket chains in France that offer these systems are

  - System U,
  - Intermarché
  - Leclerc.

Start Up And Innovation

- REWE Austria is supporting some local heros, start ups which are inventing new food products

- These product are offered only in region, some became famous and are available nationwide

- REWE Austria established an investment fond, financing and supporting start up

- Spar Croatia is doing competions with start ups, placing their goods in the shelfs, after a certain time consumers are able to vote for the best ones

- The best ones getting the chance to offer nationwide

Supermarkets As Places For Information Transfer And Training

- Supermarkets hiring dietitians To Help With Sales

- The US grocery chain Hy-Vee offers as a special additional service, advice on health and nutrition

- employed for this purpose Hy-Vee health experts working in stores as a sales consultant

- They advise the customers for example, what foods to lose weight

- or what foods for allergic are best suited

Mobile Shopping In A Grocery Box 24/7

- An Austrian grocery has a new concept

- Placing container shops, especially on country side

- Most needed products, fresh vegetables and fruits. Pasta and rice etc.
- Consumers are registering with an app, debit or credit card

- Entry only with registered card

- Scan and self buying

- 24/7 shopping

AI – Systems – Reducing Returns In Bakery Shops

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- New intelligent software solutions for bakeries

- Providing IT solution for bakery shops, managing the daily sales and reducing the food waste

- This AI software is connected with the merchandise system i.e. ERP / POS

- Learning every day about all circumstances which are influencing the daily business

- reduce returns

- Increase sales

THANK
YOU
for your attention!

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