

# Next-Generation Shopping Market Segmentation, & Market Analysis Research Report 2017

PUNE, MAHARASHTRA, INDIA, June 23, 2017 /EINPresswire.com/ --

## SUMMARY

WiseGuyReports published new report, titled "Trend Sights Analysis: Next-Generation Shopping".

"Trend Sights Analysis: Next-Generation Shopping" explores the new and emerging concept of next-generation shopping in the FMCG

industry, explaining what it is and asking why it is important. The report also considers the various actors involved and the impact of the trend on consumers, retailers, and supply chains. The conclusions reached are underpinned by unique blend of proprietary consumer insight and innovation knowledge.

The consumer desire for convenience has driven rapid technological change in the FMCG retail space, where self-service checkout systems and contactless payment technology provide consumers with a "seamless" shopping experience. The search for immersive consumption experiences, however, threatens to disrupt the primacy of convenience by challenging bricks-and-mortar retailers to create tangible in-store experiences for consumers to enjoy.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1474081-trendsights-analysis-next-generation-shopping-creating-next-generation-retail-experiences-in>

## Scope

- Digital lifestyles are leading consumers to seek tangible, physical experiences.
- The next 10 years will be crucial for bricks-and-mortar retailers as they attempt to balance competing consumer demands for convenience and enhanced in-store consumption experiences.



- Next-Generation Shoppers are likely to be digitally minded and experience-seekers.
- Food is experience-driven, and consumers enjoy researching it - not only with digital devices but with their senses also - preparing it, and using it for social occasions and moments of indulgence. This explains why online retailers account for only 15% of food and grocery shopping.

#### Key points to buy

- Understand which audiences are most affected by the Next-Generation Shopping trend and adjust core value proposition to suit.
- Compare the presence of this trend in each industry across the FMCG space, and learn what the key opportunities are.
- See the steps that key industry actors are taking to meet the demands of next-generation shoppers.

#### Table of Contents

Trend snapshot

What?

Why?

Who?

How?

What next?

Appendix

..CONTINUED

FOR ANY QUERY, CONTACT US @ <https://www.wiseguyreports.com/enquiry/1474081-trendsights-analysis-next-generation-shopping-creating-next-generation-retail-experiences-in>

#### About Us

Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

Norah Trent

Wise Guy Consultants Pvt. Ltd.

+1 (339) 368 6938 (US)/+91 841 198 5042 (IND)

[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/388488149>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire,

Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.