WESTFIELD HOW WE SHOP ~~THE NEXT DECADE~~ WHAT'S CHANGED?

HOW WE SHOP WHAT'S CHANGED?

In January 2020 we released 'How We Shop: The Next Decade', which surveyed 15,000 consumers across Europe and interviewed a number of industry experts to understand the experiences they wanted to find in a retail environment and the trends they expected to see play out in the ever-evolving retail space for the decade ahead. Little did we know then what was just around the corner. The global pandemic has affected every aspect of our lives – from working and socialising, to travel and home life. As a result, individuals and businesses have shifted their mindsets and values, reprioritising what's important to them. Given the paradigm shift we have experienced over the past 12 months we have revisited the trends that we predicted in the How We Shop report at the turn of the new decade, to ascertain how 2020 has impacted them, with a particular focus on the UK.

Through the eyes of 2,000 UK consumers and the largest 500 UK retailers, 'How We Shop: What's Changed' examines how the five key trends - Anti-Prescription, Upside-Down Retail, Self-Sustaining Stores, Retail Surgery and Locally-Morphed - have accelerated, pivoted, or indeed slowed down. The findings show how shopping and leisure habits have significantly changed over the past year. Statistics show that retail spaces will need to adapt in the long term to thrive in what is set to be a new era of retail, with community set to be at its heart. 96% of retailers are considering the introduction of community initiatives over the next 18 months and 52% of shoppers set to shop more locally than they would have before the pandemic. Our Retail Surgery trend also highlights the new importance of health as part of the shopping experience, with DNA set to be the future currency of retail. Almost half (49%) of millennials are now happy to share their DNA for a more personalised and impactful shopping experience.

The retail industry has shown such resilience over the last year, however now more than ever, Briton's crave physical experiences, albeit in a new and different way, and I am confident that we will be ready and well-equipped to navigate the coming months and re-emerge stronger than ever.

Scott Parsons
UK Chief Operating Officer for Unibail-Rodamco-Westfield

TRENDS AT A GLANCE

1 **ANTI-PRESCRIPTION** explores how shoppers are kicking back against prescribed retail experiences.

2 **UPSIDE-DOWN RETAIL** predicts that the entire retail model will turn on its head by 2025.

3 **SELF-SUSTAINING STORES** looks at how the consumer demand for more sustainable solutions will fundamentally change retail as we know it.

4 **RETAIL SURGERY** examines how retail choices of the future will be informed by more than a skin-deep understanding of the shopper.

5 **LOCALLY-MORPHED** reimagines the retail spaces of tomorrow as symbiotic community hubs.

FOREWORD BY HARRY WALLOP

When the pandemic took hold in March 2020, and all non-essential retail was forced to close, it looked as if the economy would fall off the edge of a cliff. With consumers retreating to the safety of their homes and families, many of them anxious about the future, it seemed Britain could be plunged into not just a recession, but a depression.

But then something curious happened. People started to spend again. It was not long before consumer spending bounced back to pre-pandemic levels, and carried on climbing. How was this possible when so many news headlines were full of gloomy reports about the state of the high street?

Well, many people were able to save money during lockdown. No longer commuting, unable to take a holiday abroad, most decided to splash out on things to make them feel better: garden furniture, home improvements, deliveries of cocktails and restaurant-quality food, digital experiences and bouquets of flowers.

But something more fundamental happened – people's spending shifted. And hundreds of brilliant retailers, many of them new businesses, were agile and swift enough to adapt to the huge changes in consumer behaviour. People rediscovered their local high streets and poured money into thousands of pubs that had morphed into food shops and local services. Hundreds of new transactional websites sprung up.

This report shines a fascinating light on how things changed so dramatically in 2020, and crucially which of these trends are likely to continue.

Some of the trends, bubbling along for some time now, have been turbo-charged thanks to Covid-19: the shift online, the emergence of contactless stores; digital innovations such as robot assistants and interactive mirrors – dismissed by many as a stunt – are now being taken seriously.

Consumers have long been keen to ensure their purchases do not damage the environment, but of course that now applies to their online purchases just as much as products bought from stores. And with so many people embracing subscriptions during lockdown, the idea of renting rather than purchasing is appealing to a growing number of consumers – not just to save money and help the planet, but to keep their homes looking fresh. Why spend a fortune on new furniture, when you could rent a different sofa or desk every year?

Crucially, as this report makes clear, consumers see great retail brands as not just a place to buy products from, but as places to share ideas and experiences with. They don't want generic advice. They want personalised products and specific recommendations. In the past, many consumers thought handing over their postcode was an invasion of privacy, but how many now would be willing to share their DNA if it meant a better shopping experience?

Those retailers that can offer not just brilliantly sourced products, but engaging experiences – and an excuse to leave home safely – are likely to thrive, as demonstrated by many retailers and brands in 2020.

Harry Wallop
Expert Retail Analyst

EXECUTIVE SUMMARY

ANTI-PRESCRIPTION

Last year consumers told us that they were frustrated by the inaccurate recommendations that were prescribed to them when shopping, often online, but this year their frustrations have eased.

That said, they continue to look to free-range browsing and discovery in-store with desire for digital bricks – those stores that merge the online and offline – rising. For example, almost double the number of shoppers would like to see robot sales assistants in store from 2021 onwards. In addition, 1 in 5 consumers would value in-store tech such as augmented reality to try out products without touching them (21%) and immersive digital experiences (18%).

UPSIDE-DOWN RETAIL

Last year we predicted the retail tipping point – the point in which retailers allocate more square meterage to experiences over products – as 2025.

As we enter 2021, UK consumers are looking for more when it comes to their retail experience to lure them back to the shops, with a greater proportion of shoppers predicting that this shift will take place sooner: since 2020, the tipping point prediction has shifted back to 2022 – demonstrating how customers are craving physical experiences even more.

We have also seen a rise in consumers expecting more health and outdoor experiences around retail, a clear impact of lockdown with people reprioritising what's important to them.

SELF-SUSTAINING STORES

In 2020 the most pressing sustainability issues for shoppers overall were single-use plastics, poor product durability and high carbon footprints.

In 2021 sustainability is still high on the agenda. With online shopping leading to consumer concern, 2021 will see 57% of Brits looking to be more mindful about online purchases due to their negative environmental impact. The Rental Living trend which has emerged over the last 12-24 months also revealed some interesting insights – whilst desire for renting products is still of interest, Londoners are twice as likely than the rest of the country to rent this year. A notable shift from fashion rental has seen home amenities, children's products and social spaces emerge as the most desirable products to rent in 2021 as Covid cabin fever takes its toll.

RETAIL SURGERY

We predicted that the retail surgery market, dedicated to prescribing products for specific personal needs, was set to be worth up to £40bn per month in the UK alone in 2020 and we're not seeing this trend slow down.

Our new research revealed that nearly half of all millennials would be willing to share their DNA for a better shopping experience. The impact of Covid-19 has shown up strongly in this year's research too with 78% of consumers now interested in health experiences in-store, up by over 20% from last year.

LOCALLY-MORPHED

One impact of the pandemic has been the restriction of our travel footprint – we've spent more time in our immediate local areas and in turn a growing sense of community has shone through in our updated research.

Over half (52%) of UK consumers are shopping more locally than last year, with Millennials and high-income households particularly likely to spend more locally in 2021. A similar proportion (49%) are also now buying more locally sourced or locally made products. In line with this, locally adapted, unique stores have become even more important to UK consumers since last year – 74% want to see retailers adapt to local areas and residents, up from 69% in 2019.

THE 5 TRENDS

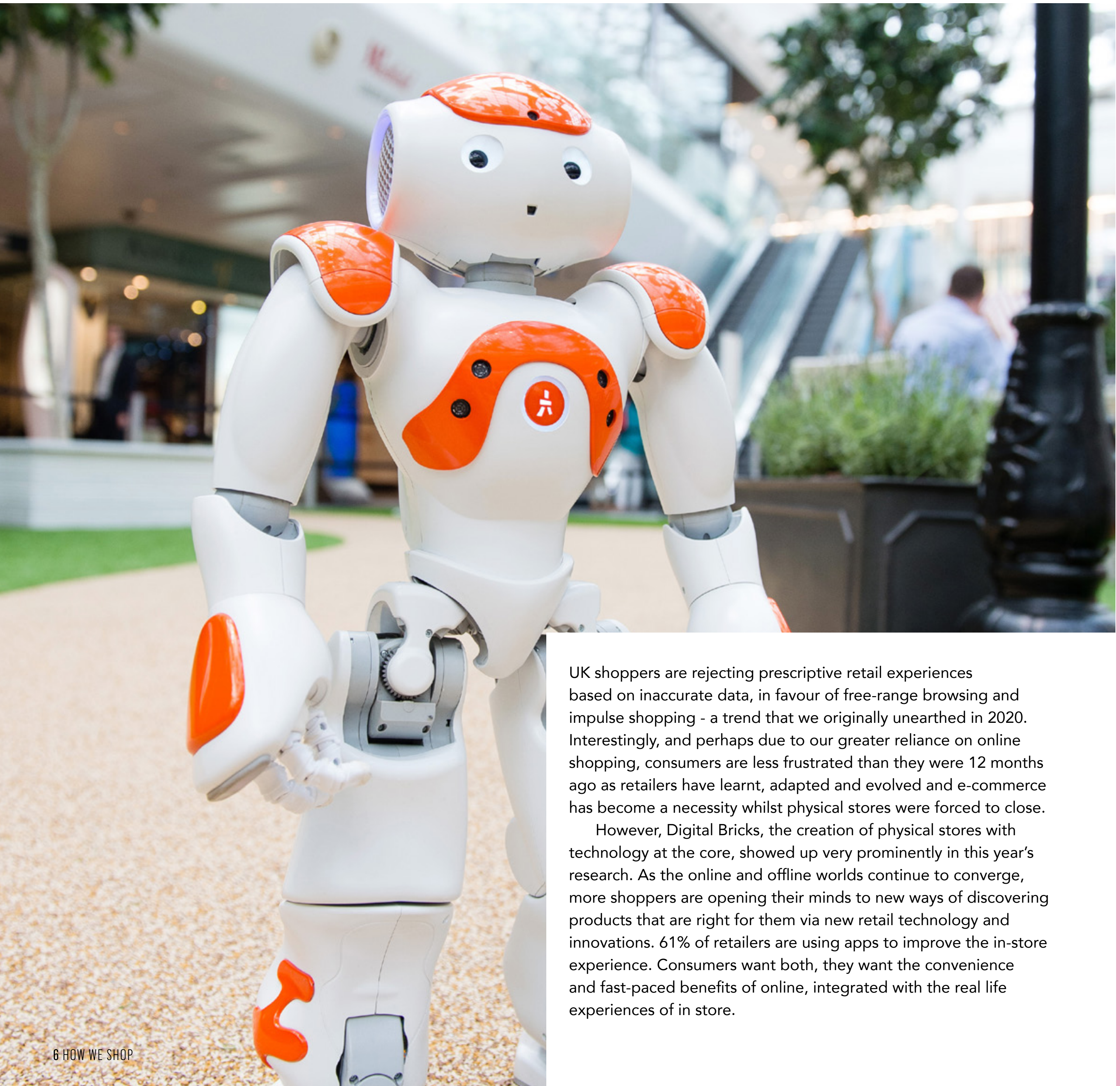
1 2 3 4 5

1. ANTI-PRESCRIPTION
2. UPSIDE-DOWN RETAIL
3. SELF-SUSTAINING STORES
4. RETAIL SURGERY
5. LOCALLY-MORPHED

TREND #1

ANTI-PRESCRIPTION

WELCOME TO THE AGE OF ANTI-PRESCRIPTION. FRUSTRATED SHOPPERS REJECT PRESCRIPTIVE RETAIL EXPERIENCES BASED ON INACCURATE DATA, IN FAVOUR OF FREE-RANGE BROWSING AND IMPULSE SHOPPING.



UK shoppers are rejecting prescriptive retail experiences based on inaccurate data, in favour of free-range browsing and impulse shopping - a trend that we originally unearthed in 2020. Interestingly, and perhaps due to our greater reliance on online shopping, consumers are less frustrated than they were 12 months ago as retailers have learnt, adapted and evolved and e-commerce has become a necessity whilst physical stores were forced to close.

However, Digital Bricks, the creation of physical stores with technology at the core, showed up very prominently in this year's research. As the online and offline worlds continue to converge, more shoppers are opening their minds to new ways of discovering products that are right for them via new retail technology and innovations. 61% of retailers are using apps to improve the in-store experience. Consumers want both, they want the convenience and fast-paced benefits of online, integrated with the real life experiences of in store.

KEY FINDINGS

38%

OF UK CONSUMERS ARE FRUSTRATED BY INACCURATE RECOMMENDATIONS ONLINE, **DOWN 11%** ON 2020, AS RETAILERS CONTINUE TO INNOVATE THE ONLINE SHOPPING EXPERIENCE.

21%

RETAILERS ARE CURRENTLY IMPROVING ONLINE ALGORITHMS AND RECOMMENDATIONS TO OVERCOME FRUSTRATION WITH ONLINE EXPERIENCE.

TECHNOLOGY INVESTMENT

66% OF RETAILERS BELIEVE THEY HAVE INVESTED SIGNIFICANTLY IN TECHNOLOGY TO IMPROVE CUSTOMERS' ONLINE EXPERIENCE.

SMART TECH INTEREST

MILLENNIALS ARE MORE INTERESTED THAN OTHER SHOPPERS IN **CONTACTLESS STORES (44%)**, SMART TECH INCLUDING **SMART INTERACTIVE MIRRORS (37%)** AND **DIGITAL IN-STORE INNOVATIONS (26%).**

X2

INTEREST IN ROBOT SALES ASSISTANTS HAS **MORE THAN DOUBLED** AMONG LONDONERS SINCE LAST YEAR **(17% IN 2020 VS. 6% IN 2019).**

37%

OF RETAILERS ARE CONSIDERING MAKING THEIR STORES CONTACTLESS IN THE NEXT 18 MONTHS, WITH A QUARTER **(26%)** LOOKING INTO USING MATERIALS THAT MAKE SHOP FITTINGS SAFER TOO.

IN-STORE SHOPPING TECHNOLOGY

89% OF LONDONERS ARE INTERESTED IN AT LEAST ONE TYPE OF IN-STORE SHOPPING TECHNOLOGY AND INNOVATIONS, WITH INNOVATIVE SANITISING METHODS FOR PRODUCTS AND SAFE SPACES AT THE TOP OF CONSUMERS' LIST POST-COVID-19.

1 IN 5

CONSUMERS WOULD VALUE IN-STORE TECH SUCH AS AUGMENTED REALITY TO TRY OUT PRODUCTS WITHOUT TOUCHING THEM (21%) AND IMMERSIVE DIGITAL EXPERIENCES (18%).

TREND #2

UPSIDE-DOWN RETAIL

THE ENTIRE RETAIL MODEL IS TURNING UPSIDE-DOWN, WITH AN ACCELERATED TIPPING POINT ANTICIPATED FOR 2022 WHEN MORE THAN HALF OF RETAIL SQUARE METERAGE WILL BE DEDICATED TO EXPERIENCES RATHER THAN PRODUCT.

Last year our data revealed that 2025 was the 'experience tipping point', when more than half of retail square meterage would be dedicated to offering experiences rather than selling products. This year, we move closer than ever to the 'experience tipping point', as consumers desire engaging escapes from their homes and a real reason to get back to the shops. Retailers need to offer more in terms of experience than ever before and when it comes to what that looks like, health and outdoor-related experiences are the most desired as consumers re-prioritise and alter their lifestyles for a post-pandemic day-to-day.

Being closer than ever to the 'experience tipping point', retailers are going to have to be even more agile in 2021 to execute on this consumer prediction and interest in demand.

KEY FINDINGS

IN-STORE EXPERIENCE DESIRE

LONDON'S DESIRE FOR IN-STORE EXPERIENCES HAS INCREASED SIGNIFICANTLY SINCE 2020 - THEY EXPECT STORES TO OFFER AN EVEN BALANCE OF PRODUCTS **(AVG. 52%)** AND EXPERIENCES **(AVG. 48%)** IN 2021.

91%

OF RETAILERS ARE CHANGING THEIR USE OF STORE SPACE, INTRODUCING MORE FOR EXPERIENCES.

EXPERIENCE KEY

RETAILERS ALSO EXPECT THAT EXPERIENCE WILL BE KEY TO SUCCESS IN THE NEXT FEW YEARS. THE VAST MAJORITY INTEND THEIR STORES TO BE AT LEAST **50% EXPERIENCE** BY 2030, AND SOME THINK IT WILL BE EARLIER (BY 2025).

OVER HALF

(52%) OF UK CONSUMERS ARE INTERESTED IN HEALTH SERVICES OR EXPERIENCES OFFERED IN-STORE OR AT SHOPPING CENTRES. AN INCREASE FROM 2020 WHEN JUST A THIRD OF LONDONERS WANTED EXPERIENCES TO BE HEALTH-RELATED, CREATIVE OR CULTURAL IN NATURE.

SOCIALLY-DISTANCED ENTERTAINMENT IS ALSO IMPORTANT TO CONSUMERS, WITH OUTDOOR EXPERIENCES, SUCH AS URBAN GARDENS OR OUTDOOR CINEMA, BEING THE SECOND MOST POPULAR EXPERIENCE OFFERING (VOTED BY **35%** OF CONSUMERS).

66%

OF CONSUMERS EXPECT STORES WILL USE MORE FLOORSPACE TO OFFER EXPERIENCES VS. SELLING PRODUCTS BY 2025, A **10% INCREASE** ON 2020, RISING TO **71% OF LONDONERS.**

COPING IN THE PANDEMIC

YOUNGER GENERATIONS ARE MORE LIKELY TO TURN TO NOSTALGIA TO HELP THEM COPE DURING THE PANDEMIC, WITH **67%** OF GEN Z AND **71%** OF MILLENNIALS SEEKING OUT NOSTALGIC ACTIVITIES AND EXPERIENCES.

ONE IN FOUR

INTEREST IN HEALTH EXPERIENCES THAT **FOCUS ON MINDFULNESS,** STRESS MANAGEMENT AND SPA TREATMENTS REMAIN STEADY SINCE 2019, WITH 1 IN 4 UK CONSUMERS EXPRESSING INTEREST.

51%

OF LONDONERS ARE INTERESTED IN MENTAL HEALTH EXPERIENCES WHILE SHOPPING.

NEW PURPOSES

RETAILERS ARE EMBRACING NEW USES FOR THEIR SPACE, WITH **96%** CONSIDERING OR ALREADY INTRODUCING NEW PURPOSES INTO THEIR SPACES. THESE NEW PURPOSES COVER THE SPECTRUM OF WORK, LEARNING, GAMES, CREATIVE, WELL-BEING, COMMUNITY OR SPORT.

Situ Live Venue Mock Up

SITU LIVE AT WESTFIELD LONDON

In Spring 2021 Westfield London will welcome a new experiential retail concept, Situ Live. This bold new approach to physical retail will allow consumers to connect with brands in more personal ways than ever before, picking products suited to their lifestyle, complemented by personalised advice. Warren Richmond, founder and CEO of Situ Live says: "We've done a lot of research into what consumers want from a physical and digital shopping experience. Tearing up the rulebook for traditional retail, Situ Live shoppers will be able to compare products in ever closer detail, before deciding whether to discover more or purchase direct from the manufacturer simply by scanning a QR code.

Situ Live will be the destination for people who want to discover and experience products as they would in real life and then speak to knowledgeable experts who listen and recommend products that improve their lives. Consumers have told us they want to browse and be inspired on the high street, and then purchase online. Situ Live allows exactly that, with our digital platform making it easy to compare complex product specifications and then consider a purchase at their own pace."

THE DIGITAL TRANSFORMATION FROM MATTHEW DRINKWATER, HEAD OF FASHION INNOVATION AGENCY, LONDON COLLEGE OF FASHION

"The pandemic has dramatically accelerated the need for digital transformation within the retail sector. Consumers have been forced to adopt virtual communication, virtual shopping and virtual events and that adoption has changed the expectation for physical retail. It was obvious long before Covid that the role of bricks and mortar retail in the consumer journey was changing, but lockdown and the ensuing restrictions that engulfed society finally forced both brands and consumers to question the necessity of stores. The experience economy, with participation becoming as important as purchase will underpin the future flagship.

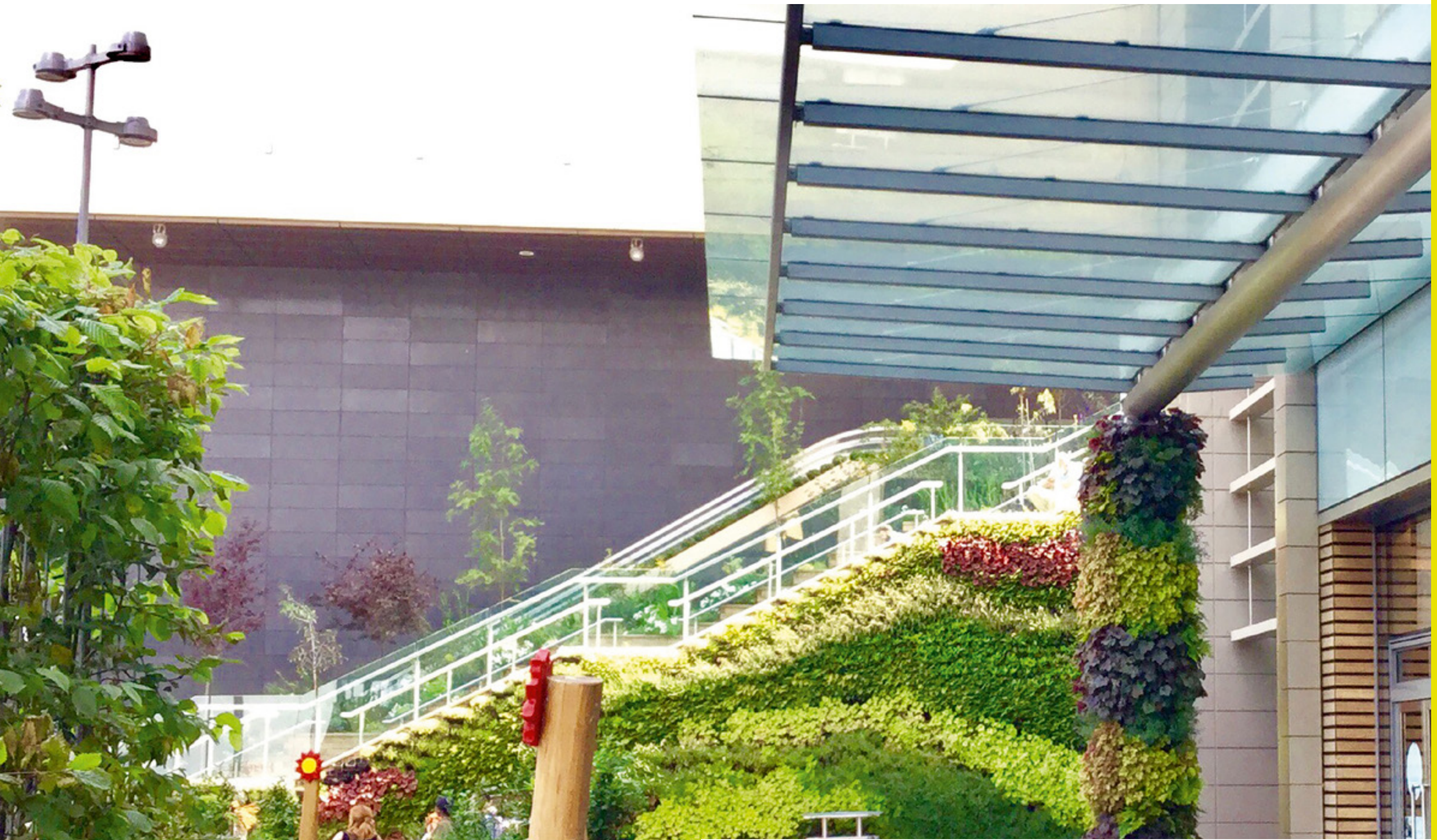
To harness this opportunity, it will be imperative for retailers to invest in immersive technologies (AR/VR/MR) and cloud-compute architecture (AR cloud). LED walls and virtual production techniques that are currently revolutionising the film and TV industries will become pivotal in creating next-gen retail theatre. Personalisation tools and creating a sense of ownership within these spaces will be incredibly important. Immersive retail will become a new frontier for personally-driven experiences.

The technologies that surround these immersive retail experience stores, like artificial intelligence, machine learning, augmented and mixed realities are already critical to how brands can manage different aspects of their business, from their supply chain to marketing and communications. So adoption is not so much a pivot but a deepening commitment to technology and its obvious impact on consumer's emotional connection to the store as a channel."

TREND #3

SELF-SUSTAINING STORES

RETAILERS WILL REIMAGINE THEIR BUSINESS MODELS FROM THE BOTTOM UP, TO CREATE FACTORY STORES THAT ARE 100% SELF-SUSTAINING. THE WHOLE SUPPLY CHAIN WILL COLLAPSE DOWN TO THE POINT OF SALE.



Sustainability remains a key concern for consumers when it comes to their shopping habits. Last year, single-use plastics, poor product durability, high carbon footprints and self-sufficient stores were at the top of people's agendas. Now, sustainability still remains a key concern, but rather than focused on the physical store, an increase in online shopping during the pandemic has led to consumer anxiety over the environmental impact this brings over shopping in store.

With consumers looking for more purse and planet-friendly ways to update their wardrobes, homes and lives, the Rental Living trend has been a particularly interesting concept that continues to emerge over the years. Emerging retail models such as subscriptions, which have boomed during lockdown with more small businesses coming into the market, have conversely seen consumer demand remain stable according to our research.

KEY FINDINGS

57%

OF UK SHOPPERS ARE GOING TO BE MORE MINDFUL OF THEIR ONLINE PURCHASES BECAUSE OF THE DISTRIBUTION AND PACKAGING IMPACT ON THE ENVIRONMENT.

DIVIDE

THERE'S A CLEAR GENERATIONAL DIVIDE WITH TWO THIRDS OR MORE OF GEN ZS AND MILLENNIALS AGREEING WITH THIS STATEMENT VS. LESS THAN HALF OF GEN X AND BABY BOOMERS.

RENTAL MINDSET

LONDON IS TWICE AS LIKELY TO HAVE A RENTAL MINDSET VS. THE UK **(40% VS. 25%).**

OVER 50%

OF HIGH-INCOME SHOPPERS NOW WANT TO RENT RATHER THAN OWN IN 2020 **(VS. 44% IN 2019).**

RENTAL LIVING WAS IDENTIFIED AS A KEY TREND IN 2020. THE PERCENTAGE THAT WILL LOOK TO RENT THIS YEAR, AS A MORE SUSTAINABLE WAY TO SHOP, HAVE EXPANDED THEIR HORIZONS BEYOND JUST FASHION, REVEALING THEIR TOP 10 MOST DESIRED RENTAL PRODUCTS:

	2020	2021
FITNESS EQUIPMENT	37%	39%
SPACES TO SPEND TIME WITH FRIENDS & FAMILY	23%	38%
TECH	42%	35%
SPACE TO WORK		32%
TOYS AND GAMES	18%	29%
GARDEN EQUIPMENT	32%	28%
CLOTHES	22%	27%
BEAUTY	12%	24%
FURNITURE	19%	23%
FASHION ACCESSORIES	18%	23%

WESTFIELD LONDON'S NATURE RESERVE

As part of Unibail-Rodamco-Westfield's CSR strategy, Better Places 2030, Westfield London opened a biodiverse Nature Reserve in September 2020 to bring more sustainable practices and wildlife to the West London destination. Created in partnership with Timberland, the Nature Reserve features fruit trees, vegetable beds and a pond area for local schools and residents to learn about sustainable food growing, biodiversity and leading a more ecological lifestyle. It's a pioneering space that represents Westfield London's ongoing commitment to the local area and shaping better communities, bringing more sustainable experiences and practices to all.

RENTAL RETAIL RISING

The rental retail trend, first identified by Westfield back in 2017, continues to rise and consumers are renting more and more products for both ecological and financial benefits. To meet this growing demand, in December 2020 Westfield opened the first ever Christmas rental store 'A Very Rental Christmas'. The store promoted the environmental benefits of renting items consumers use at Christmas such as trees and baubles. Westfield partnered with furniture rental platform Harth as well as Christmas tree partner Christmas on the Hill to stock everything you could possibly need for the festive period knowing that there was particular appetite for games and decorations. Rather than being disposed of, the potted trees, as an example, were then returned to a Gloucestershire farm to grow bigger for the next year, living out a circular lifespan during a traditionally throwaway time of year.

TREND #4

RETAIL SURGERY

FORGET RETAIL THERAPY. THE FUTURE IS RETAIL SURGERY. CREATING A MARKET THAT COULD BE WORTH MORE THAN 4 TRILLION EUROS PER YEAR IN THE FUTURE, RETAIL OUTLETS WILL BECOME MORE LIKE DOCTORS' SURGERIES, DIAGNOSING OUR PRECISE NEEDS BASED ON FACT, NOT PRESUMPTION.

Just over twelve months ago we predicted that the retail surgery market, dedicated to prescribing products for specific personal needs, would be worth up to £40bn per month in the UK alone in 2020, and whilst that figure may have been impacted by the pandemic the desire for DNA and health-led services remains strong according to our latest research. The retail surgery trend has seen much acceleration, with retailer and consumer attention more heavily focused on health and wellness than ever before – retailers have a role in making people feel safe and truly catered for according to specific needs, and consumers need the reassurance that when they come together in retail and leisure spaces their wellbeing is taken into consideration. There is also a growing desire for more integrated services – from mental health support as you dine, to air purification as you shop.

In addition, UK consumers are seemingly more comfortable than previous years in handing over their data following the likes of Track and Trace introduced in 2020 - in turn there is a willingness to offer up their own health data for a more health-oriented shopping experience. Retailers should consider innovative ways to introduce such offers to optimise the shopping experience.

KEY FINDINGS

NEARLY HALF

(49%) OF ALL MILLENNIALS WOULD SHARE THEIR DNA FOR A BETTER SHOPPING EXPERIENCE. FOR A DATA-SHARING CONSCIOUS GENERATION, IT'S SURPRISING TO SEE A WILLINGNESS TO PART WITH SUCH PERSONAL DATA FROM THIS AGE BRACKET (11% MORE THAN THE NATIONAL AVERAGE).

TAILORED SHOPPING EXPERIENCE

YOUNGER MEN (16-34) ARE THE MOST EAGER TO HAVE A MORE TAILORED SHOPPING EXPERIENCE BASED ON THEIR INDIVIDUAL DNA/HEALTH REQUIREMENTS WITH JUST OVER HALF **(52%)** AGREEING WITH THIS STATEMENT.

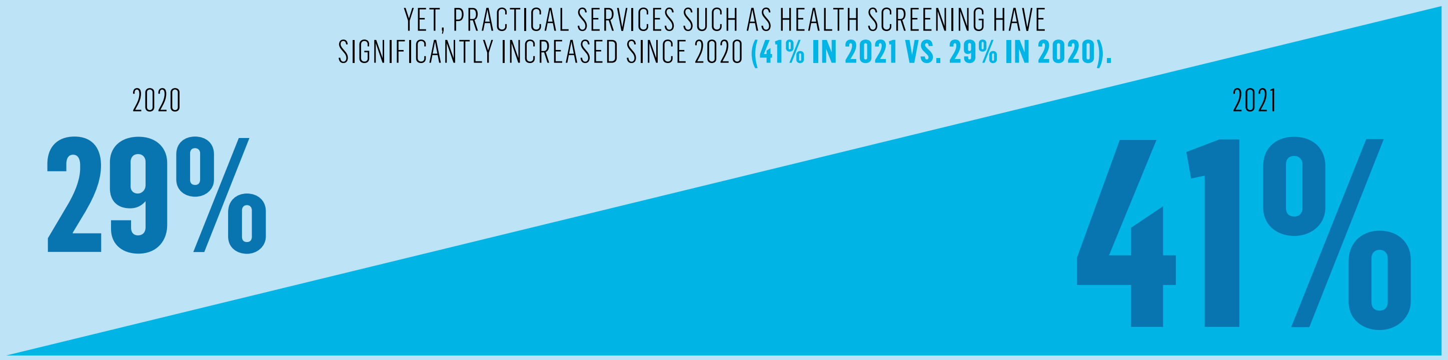
1 IN 5

(19%) LONDONERS ARE INTERESTED IN OXYGEN-BOOSTING SERVICES AS POLLUTION CONTINUES TO BE A CONCERN FOR THOSE LIVING IN THE CAPITAL.

1 IN 10

LONDONERS ARE ALSO INTERESTED IN COVID-RELATED SERVICES SUCH AS GERM DETOXING OF PERSONAL ITEMS **(16%)** AND TOUCHLESS DIAGNOSTICS **(13%).**

YET, PRACTICAL SERVICES SUCH AS HEALTH SCREENING HAVE SIGNIFICANTLY INCREASED SINCE 2020 **(41% IN 2021 VS. 29% IN 2020).**



ONE FIFTH

OF RETAILERS (19%) ARE CONSIDERING HEALTH SERVICES AND EXPERIENCES IN THEIR SPACES SUCH AS GPS OR OPTICIANS. THIS RISES TO **27%** OF RETAILERS IN THE BEAUTY SECTOR, **28%** IN THE JEWELLERY/ACCESSORIES SECTOR AND **32%** IN THE HEALTH AND WELLNESS SECTOR.

WESTFIELD CENTRES AS COMMUNITY HUBS

The COVID-19 pandemic has accelerated the way in which consumers will now receive healthcare treatments in public spaces. In July 2020 a plasma donor centre opened at Westfield Stratford City to take donations of blood plasma from those that had recovered from COVID-19. The site was chosen due to it being one of the largest urban shopping centres in Europe with high footfall and strong public transport links. Teams from the NHS and Westfield worked closely to turn the retail unit into a fully-functioning donor site that met all necessary requirements.

Through opening the site, Westfield Stratford City was able to support the local Newham community who had been heavily affected by the pandemic. A new COVID-19 vaccination site has just opened at the centre due to the popularity of the donor centre. The introduction of which will enable the community of Newham and wider East London to come back together following the pandemic.

RETAILERS SUPPORTING MENTAL HEALTH

As stores temporarily shut their doors, many of Westfield's retailers turned to digital means to provide experiences to their customers through the lockdown period. From workouts to mindfulness sessions many of these experiences tackled the issue of declining mental health in light of the pandemic.

Lululemon quickly rolled out their usual physical activities in digital form across Instagram with videos on yoga, stress management and meditation to continue to engage customers as they traditionally do in their adaptable retail environment where they designate space for wellness initiatives.

TREND #5

LOCALLY-MORPHED

RETAIL SPACES WILL MORPH TO FIT THEIR LOCAL ENVIRONMENT AND COMMUNITY, PROVIDING EVERYTHING FROM LOCAL BRANDS TO NOSTALGIC COMMUNITY EXPERIENCES.

During the pandemic, community has never been more important, with more and more people coming together to help support their local areas. Being restricted by our travel footprint, the growing sense of community has been ever more present as found in our updated research. Supporting local has been a key finding, with people wanting to support independent local businesses. In response to this, retailers are planning to see how they can help do this as well.

Connected to this and bridging into the Self-Sustaining Stores trend, consumers are looking to shop more locally to also reduce their carbon footprint. Retailers aren't missing a trick, with almost every retailer we questioned intending to introduce a local or community element to their stores or product offerings in 2021.

KEY FINDINGS

96%

OF RETAILERS PLAN TO CONSIDER OR INTRODUCE COMMUNITY EXPERIENCES OR SERVICES IN THE NEXT **18 MONTHS.**

52%

OF UK CONSUMERS STATE THEY'RE SHOPPING MORE LOCALLY THAN LAST YEAR.

LOCALLY ADAPTED STORES

AND UNIQUE STORES HAVE BECOME EVEN MORE IMPORTANT TO UK CONSUMERS SINCE LAST YEAR – **74%** WANT TO SEE RETAILERS ADAPT TO LOCAL AREAS AND RESIDENTS, UP FROM 69% IN 2019.

VARIETY

PRIOR TO COVID-19 **44%** OF RETAILERS SAID EVERY STORE HAD A UNIQUE FEEL. IN 2021, **56%** EXPECT THERE TO BE QUITE A LOT OF VARIATION OR EVERY STORE TO BE UNIQUE.

55%

OF LONDONERS WOULD LIKE TO BE MORE INVOLVED IN THEIR LOCAL COMMUNITY IN GENERAL, THAT'S ALMOST **10% MORE** THAN 2020.

OVER 60%

OF GEN Z AND MILLENNIALS ARE **MORE LIKELY TO BUY** FROM BRANDS AND RETAILERS THAT HAVE BEEN GIVING BACK TO THE COMMUNITY THROUGHOUT COVID-19.

2/5

OF RETAILERS ARE NOW CONSIDERING, OR ALREADY INTRODUCING, IDEAS SUCH AS **DEDICATED SHOPPING HOURS** FOR SHOPPERS SUCH AS THE ELDERLY, DISABLED OR THOSE WITH ANXIETIES.

36%

ARE CONSIDERING OR INTRODUCING **SHOPPING BUDDIES ASSISTING** THOSE WHO ARE UNABLE TO GO SHOPPING THEMSELVES, 30% WOULD OFFER WELL-BEING SUPPORT FOR VULNERABLE MEMBERS IN THE COMMUNITY.

RESEARCH METHODOLOGY

The Westfield How We Shop: What's Changed quantitative survey was carried out by two research agencies. STUDIO AAPT surveyed 2,000 consumers across the UK to find out how their attitudes towards shopping have changed in light of the global pandemic. 3Gem engaged 500 senior decision makers in retail businesses with over £3m+ turnover in the UK to examine the impact of COVID-19 on their enterprises. The surveys, both undertaken in October 2020, were designed to re-explore five key trend areas from Westfield's previous How We Shop: The Next Decade, with an updated perspective on how shopper attitudes and behaviours towards a variety of issues have changed over the course of the pandemic. The surveys investigated both consumer and retailers thoughts to see how the trends - Anti-Prescription, Upside-Down Retail, Self-Sustaining Stores, Retail Surgery and Locally-Morphed - have accelerated, pivoted, or slowed down in the UK.

UNIBAIL-RODAMCO-WESTFIELD

THE PREMIER GLOBAL DEVELOPER AND OPERATOR OF
FLAGSHIP SHOPPING DESTINATIONS

FOLLOW US