

## The Future of Retail Don Goodwin, Golden Sun Marketing







## Learning about trends

- Work with 16 companies, from seed to retail
- Working extensively with our clients
- Learning culture within our company
- Forward-thinking meetings



### Trend #1 - The Millennial Consumer

- Food curious
- Transparency
- Clean labels
- •Fresh food
- Eco-friendly options



## The Millennial Disruption

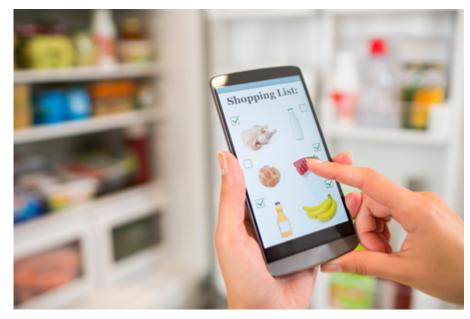
- Where they buy
- What they buy
- •How they buy



# Trend #2 – Direct to Consumer/Online Shopping

By 2025, 20% of all food by will be purchased online.

- Click and collect/Home delivery
- Phone, tablets or laptops
- Produce is winning
- Meat/Protein is winning



## Disruption of Direct-to-Consumer

#### Less Impact:

- Display
- Signage
- People
- Demos
- In-store marketing



#### More:

- Geotargeted digital
- Event marketing
- Retailer online ecosystem

# Trend #3 – Food consumed at home will be purchased in more places than ever











## Trend #4 – Format Disruption

#### Who will win:

- Box stores will gain share (Lidl/Aldi)
- Regional players (HEB/Wegmans)
- Niche Players (Trader Joes)

#### Who will lose:

- Middle market
- Undifferentiated



\*Massive store closings

## Trend #5 – Retail Technology

- Customization & personalization
- Cashless checkout
- Automatically replenished
- Amazon Echo
- Seamless shopping





## Retail Technology Opportunities

#### More:

- Personalization
- Service
- Sharing
- Knowledge
- Education
- Transparency
- Solutions



### Trend #6 – Health & Wellness

Intersection personalized medicine and deep nutrition

We will shop by affliction

 High blood pressure, cognitive issues, special diets, heart health, diabetes

Growth in organics





## Health & Wellness Opportunity

#### Address holistically

- Easier to shop
- Knowledgeable people
- Clean labels
- Credible information sources



## Trend #7 – Urban Agriculture

- Greenhouse technology
- Aquaponics
- Hydroponics
- Converted warehouses





## Urban Ag - New Products

- Tomatoes
- Peppers
- Lettuces
- Salad Greens
- Cooking Greens
- Berries
- Melons
- Eggplant



## Disruption of Urban Ag

- Land values and Salinas
- Inflow of private equity funds
- Localization of fresh produce
- A shift in power of produce





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