

Our Marketplace

Macro-customer trends

DIY to DIFM

Consumers are increasingly moving from a 'Do It Yourself' to a 'Do It For Me' mindset. Our research shows that 70% of people are too time-poor or lack the necessary skills to carry out DIY tasks. As cars become increasingly complex, we expect this attitudinal shift to intensify further; resulting in increased demand for specialist knowledge and equipment.

Link to strategy

2

Convenience

Consumers' lifestyles are getting busier, free time is becoming more valuable, and consumers want retailers to fit around their routines, at some levels wanting everything at the click of a button. Our customers want the problem with their car or bike fixed as easily as possible and when it suits them, even if the convenient solution comes at a higher price.

Link to strategy

2

Sustainability

Sustainability is a rapidly growing trend in the world of Retail with consumers being increasingly mindful of 'Green' living, reduction of plastic consumption and ethical recycling. The impact that we are having on the world and the footprint we are leaving behind is a concept that is set to shape markets in the future.

Link to strategy

3

Less Brand Loyalty

Online searching and comparison is challenging traditional notions of brand loyalty. Alternative products offering better value or convenience can be identified within seconds; making brand loyalty harder to earn and maintain without possessing a compelling unique selling point.

Link to strategy

3

Personalisation

Personalisation is a key way of standing out from the vast array of competitors. Enabling customers to feel valued through personalised communications or products is a good way to build strong relationships and drive loyalty.

Link to strategy

1

Move from Owning to Using

Economic uncertainty and Brexit-related nervousness reduces consumer willingness to purchase 'big ticket' items. Instead, consumers are choosing to rent these items rather than buy, a good example being leasing and driving a car under the terms of a PCP scheme instead of purchasing up front.

Link to strategy

1

Omnichannel Shopping

Modern consumers expect a seamless shopping experience across all channels. We want to ensure that our increasingly popular online proposition also continues to entice customers into our stores. Our aim is to support the continuation of a frictionless customer journey via the provision of additional service and expertise by our in-store colleagues.

Link to strategy

1 2

Experiences over Product

The popularity of experiential shopping is continuing to increase. Retailers and retail parks are building non-core concessions and entertainment concepts, turning one-off 'impulse' visits into 'destination' shopping experiences.

Link to strategy

1

Key to strategic link

1 Inspire

2 Support

3 Lifetime



Read more about Our strategy on pages 24 to 27