



MODEBRANSCHEN EFTER PANDEMIN



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INTELLIGENCE INSIGHT STRATEGY



**happy[®]
homes**

KlarSynt.



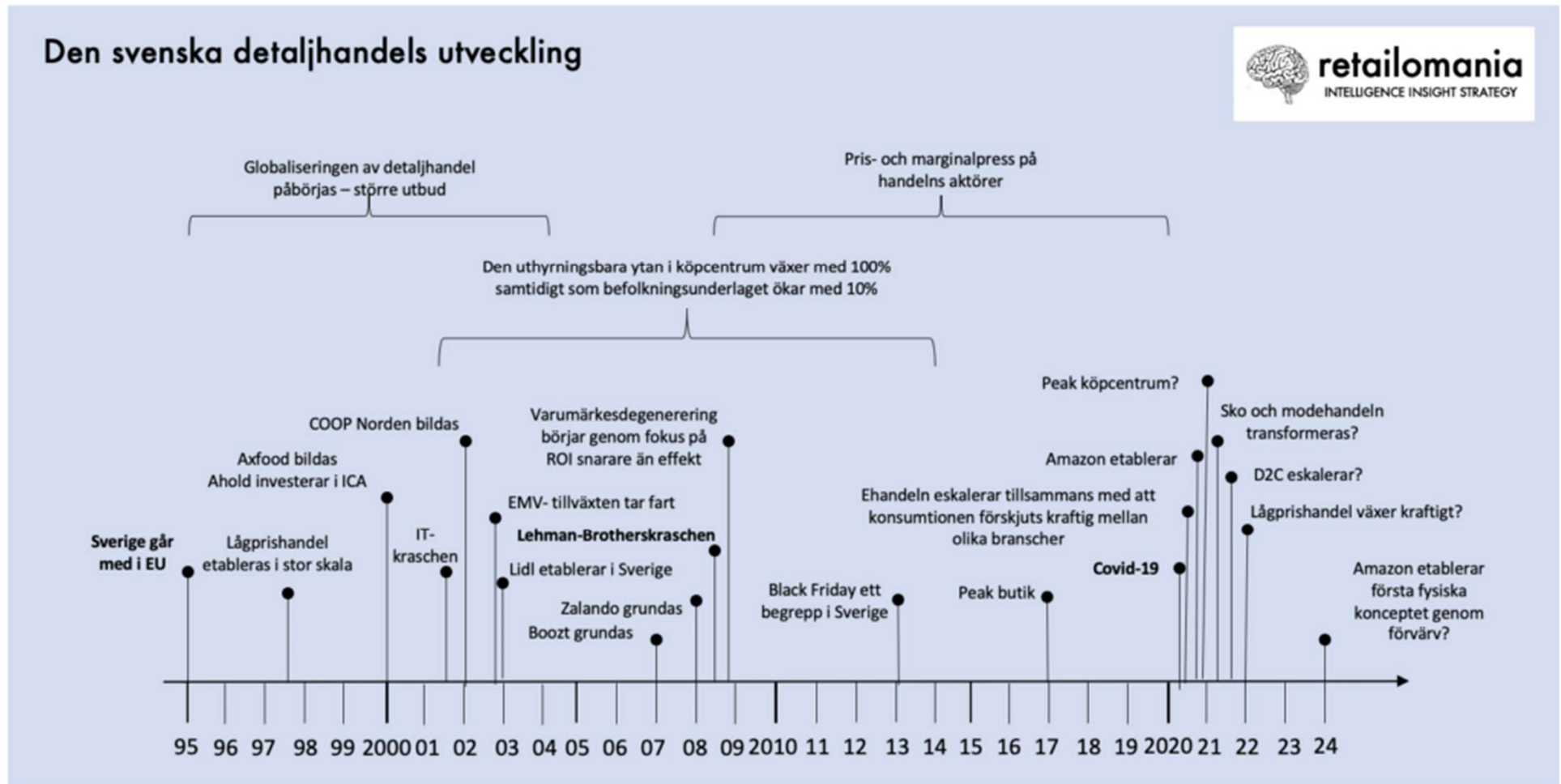
AGENDA

Den gamla goda tiden

Pandemins påverkan på konsumtionen

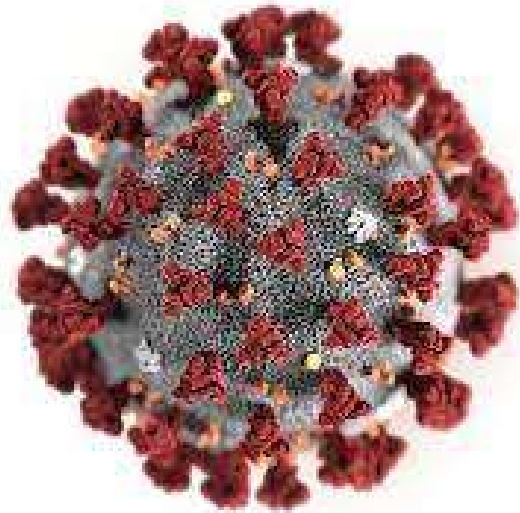
Modebranschens framtid

Den gamla goda tiden var rätt tuff den också...





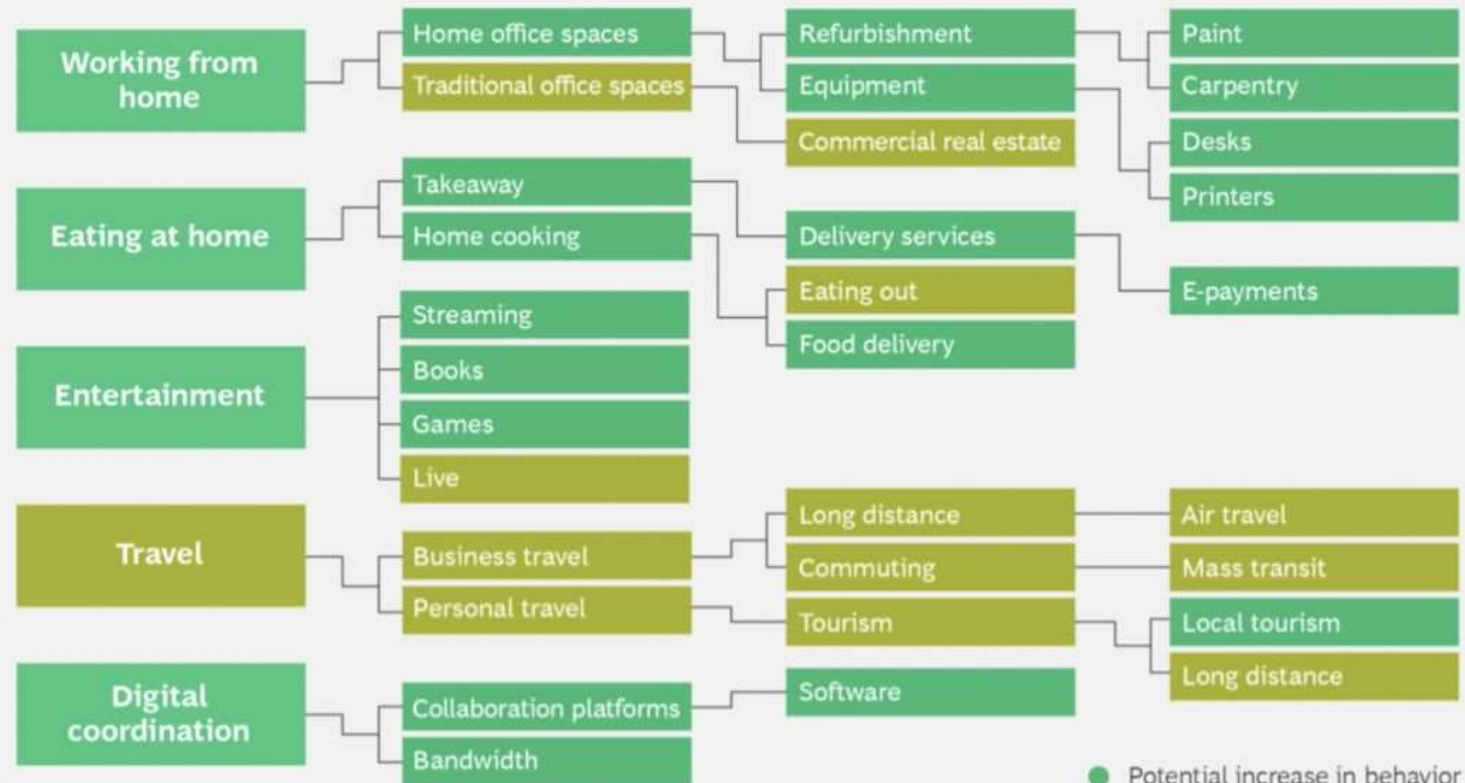




PANDEMINS PÅVERKAN PÅ KONSUMTIONEN



TIME
AT HOME



Source: BCG Henderson Institute.

● Potential increase in behavior
● Potential decrease in behavior

Blir de dopade, drabbade?



Pandemins slutdatum

Containerbrist

El/ råvarubrist

Inflation

Irreversibla beteendeförändringar

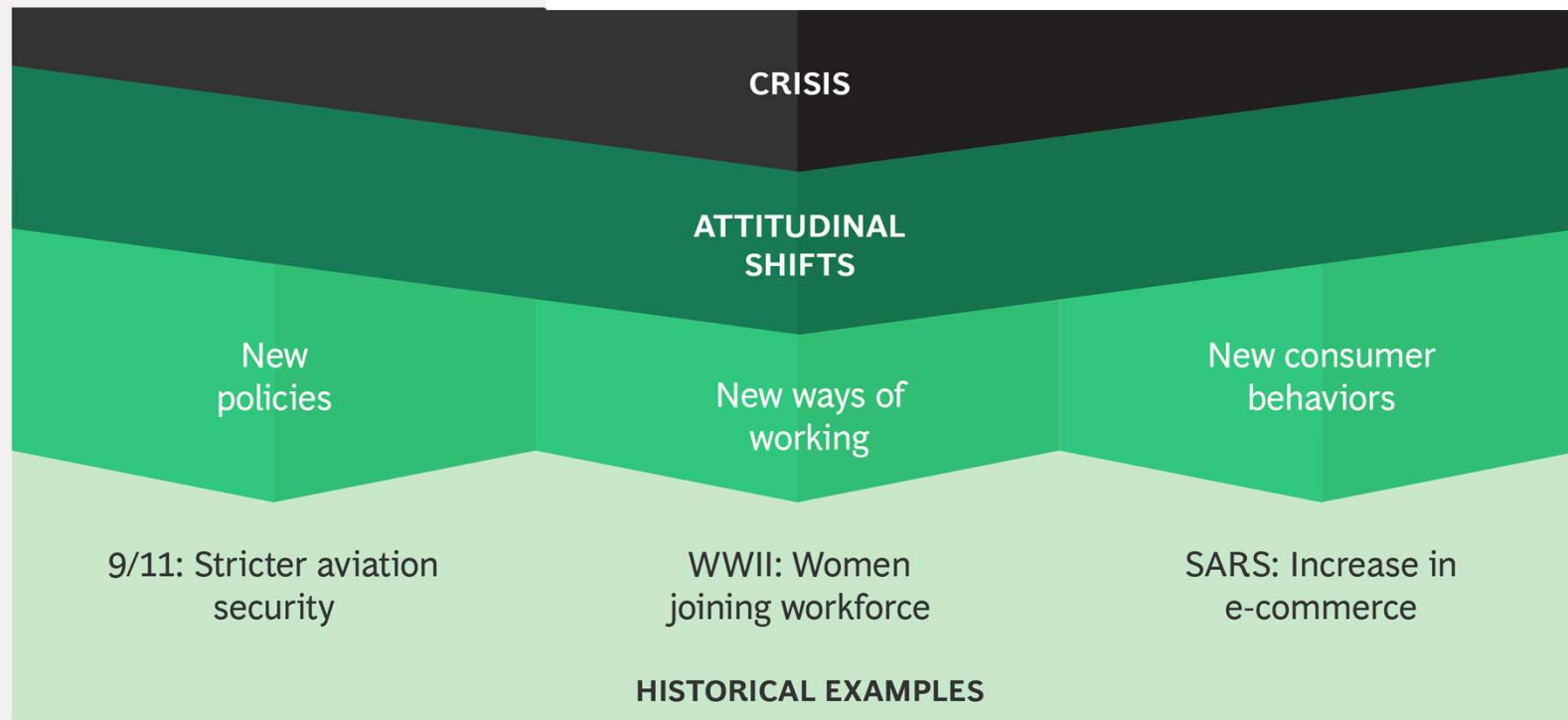


RELATED EXPERTISE: STRATEGY

Sensing and Shaping the Post-COVID Era

“

We must distinguish between temporarily postponed, accelerated, or disturbed consumption, and new, more permanent patterns of consumption.



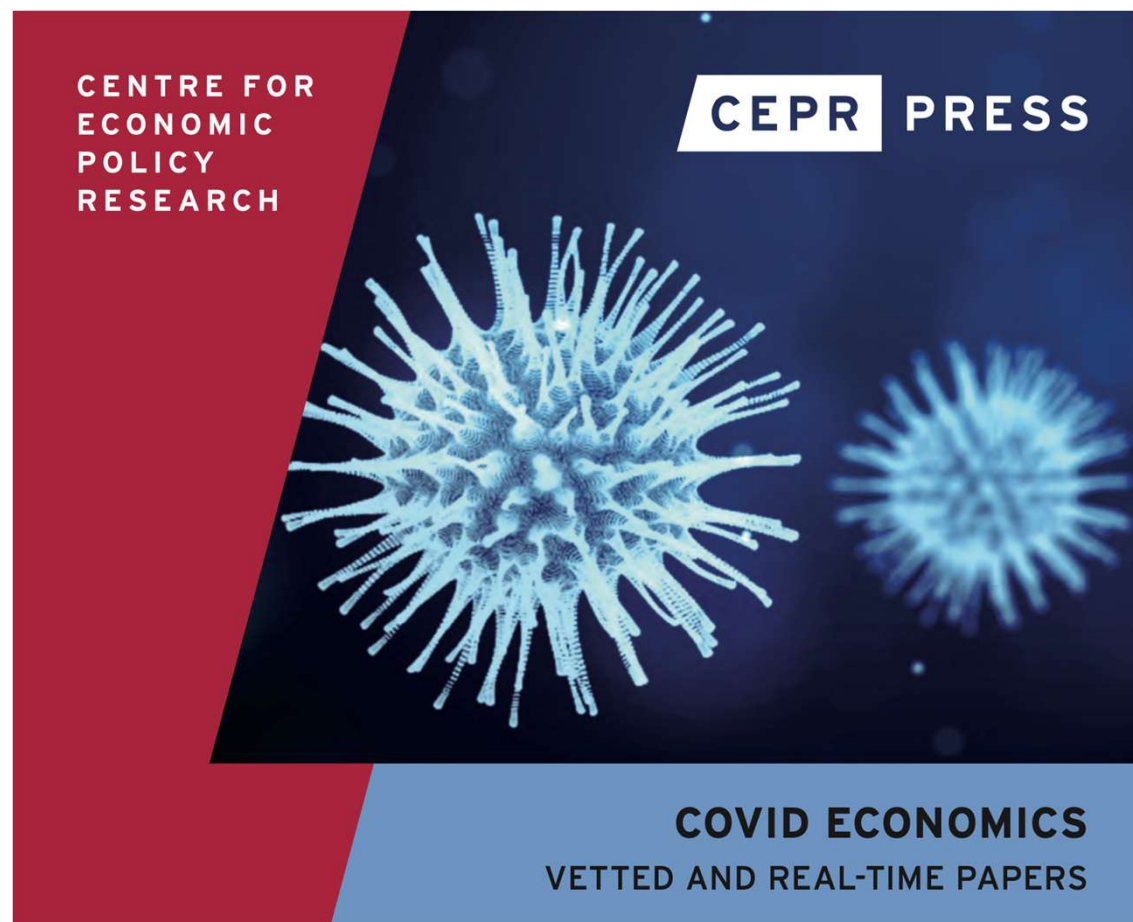
Source: BCG Henderson Institute.

Historical perspective

Throughout recorded history, there have been at least 15 large pandemic events with at least 100,000 deaths.

Event	Start	End	Deaths
Black Death	1331	1353	75,000,000
Italian Plague	1623	1632	280,000
Great Plague of Seville	1647	1652	2,000,000
Great Plague of London	1665	1666	100,000
Great Plague of Marseille	1720	1722	100,000
First Cholera Pandemic	1816	1826	100,000
Second Cholera Pandemic	1829	1851	100,000
Russia Cholera Pandemic	1852	1860	1,000,000
Global Flu Pandemic	1889	1890	1,000,000
Sixth Cholera Pandemic	1899	1923	800,000
Encephalitis Lethargica Pandemic	1915	1926	1,500,000
Spanish Flu	1918	1920	100,000,000
Asian Flu	1957	1958	2,000,000
Hong Kong Flu	1968	1969	1,000,000
H1N1 Pandemic	2009	2010	203,000

Sources: Alfani and Murphy (2017); Taleb and Cirillo (2020); and https://en.wikipedia.org/wiki/List_of_epidemics and references therein.

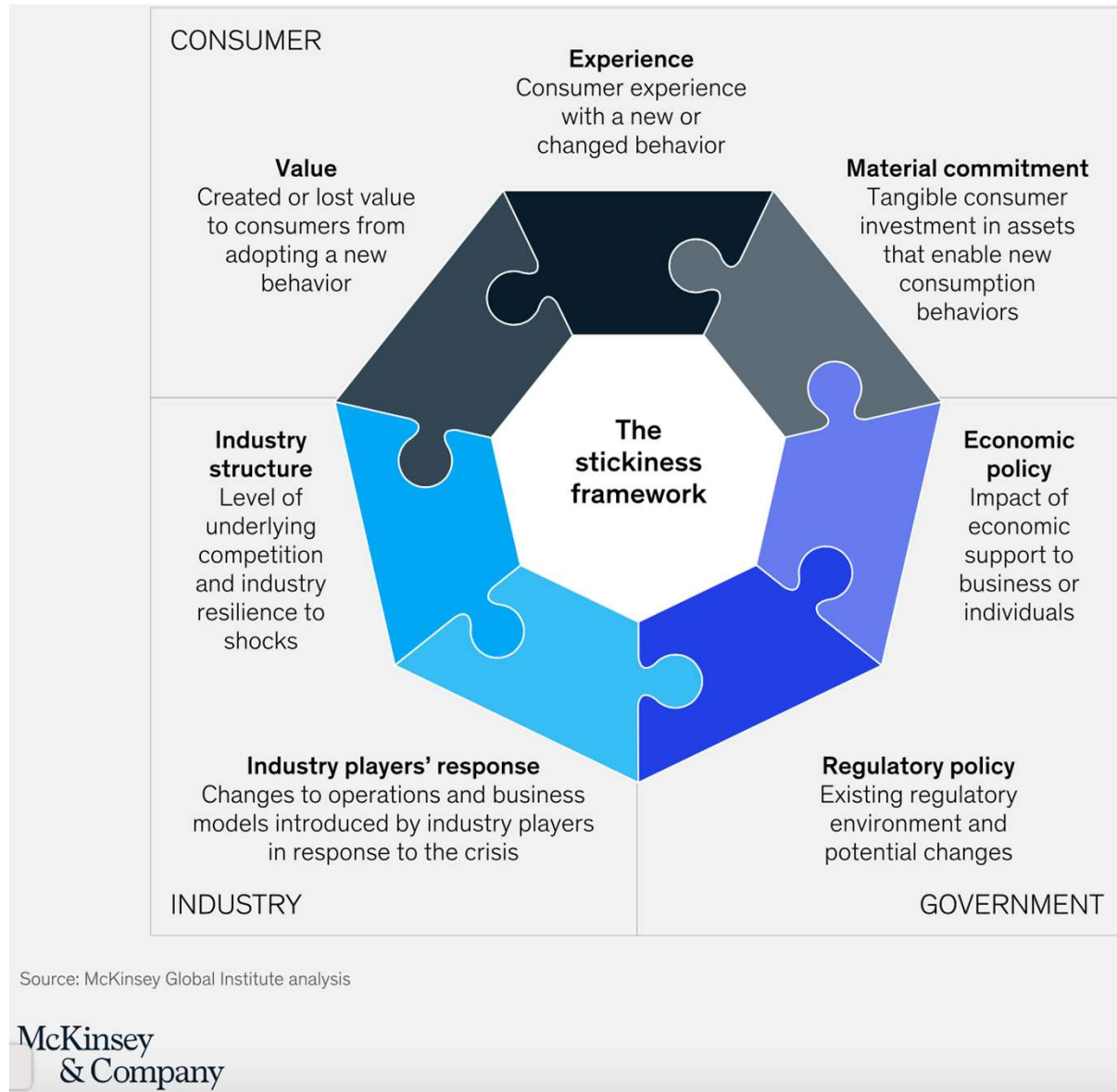


10-20% gick inte tillbaka till sitt tidigare konsumtionsbeteende helt enkelt eftersom det inte saknade det!



"The virus has broken through cultural and technological barriers that prevented remote work in the past, setting in motion a structural shift in where work takes place, at least for some people."

McKinsey Global Institute



WELCOME TO SHIPAGGEDON



HUR SER HANDELN UT 2025?

Ehandels FORTSATTA TILLVÄXT



Mobil för nybörjare! - Distanscirkel

Lär dig mer om den smarta telefonens grunder, säkerhet, videomöten, spara bilder & filmer m.m. Vi kommer att jobba med tv-serien Seniorsurfarna -Säsong 2 - film och handledarmaterialet. Upplägget utgår från lustfyllda uppdrag från programmet och är



Fler konsumenter i marknaden
En väsentligt bättre last mile



Svenskarnas nätfavoriter

- 8 av 10 startades som renodlade e-handlare
- 4 av 10 är marknadsplatser
- 2 av 10 är utländska nätbutiker
- 2 av 10 är traditionell retailer
- 1 av 10 från livsmedelshandeln

Källa: E-barometern

	Företag	Röstandel	
1 (1)	Apotea	15,3 %	↗
2 (2)	Zalando	5,0 %	↘
3 (5)	H&M	4,1 %	↗
4 (4)	Adlibris	3,9 %	↗
5 (3)	CDON	3,2 %	↘
6 (7)	Webhallen	2,6 %	↗
7 (6)	Tradera	2,3 %	↘
8 (10)	Bokus	1,8 %	↘
9 (29)	ICA	1,6 %	↗
10 (8)	Amazon	1,5 %	↘
11 (15)	Netonnet	1,5 %	↗
12 (16)	Matsmart	1,5 %	↗
13 (9)	Boozt	1,4 %	↘
14 (18)	Lyko	1,4 %	↗
15 (12)	Asos	1,3 %	↘
16 (11)	Wish	1,2 %	↘
17 (20)	Åhléns	1,2 %	↗
18 (14)	Ellos	1,1 %	↘
19 (21)	Inet	1,1 %	↗
20 (22)	Skincity	1,1 %	↗



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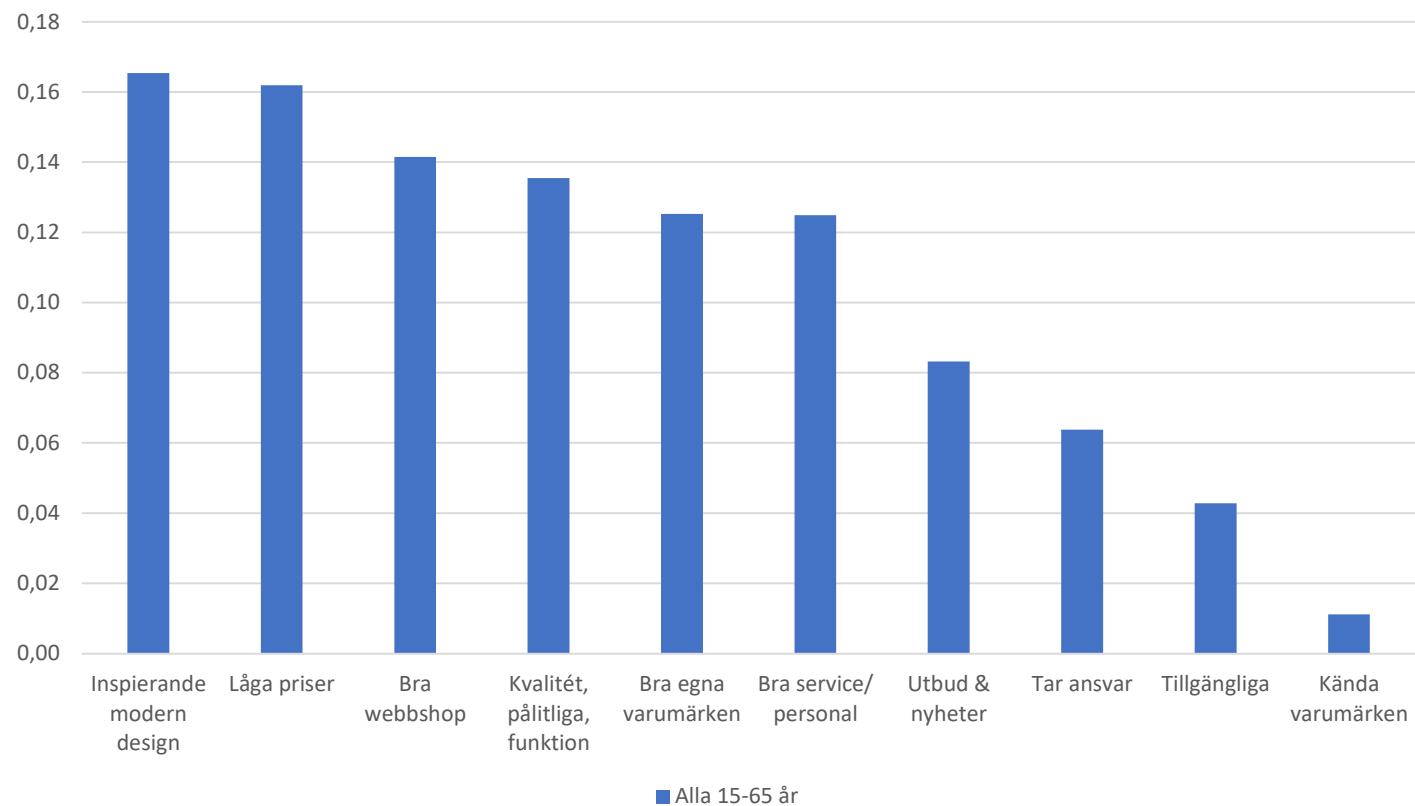
Digitaliseringen GYNNAR NYA AKTÖRER



LÅGPRIS VINNARE UNDER PANDEMIN – MEN VAD HÄNDER I EN VÄRLD MED VARUBRIST OCH ÖKAD FOKUS PÅ HÅLLBARHET?

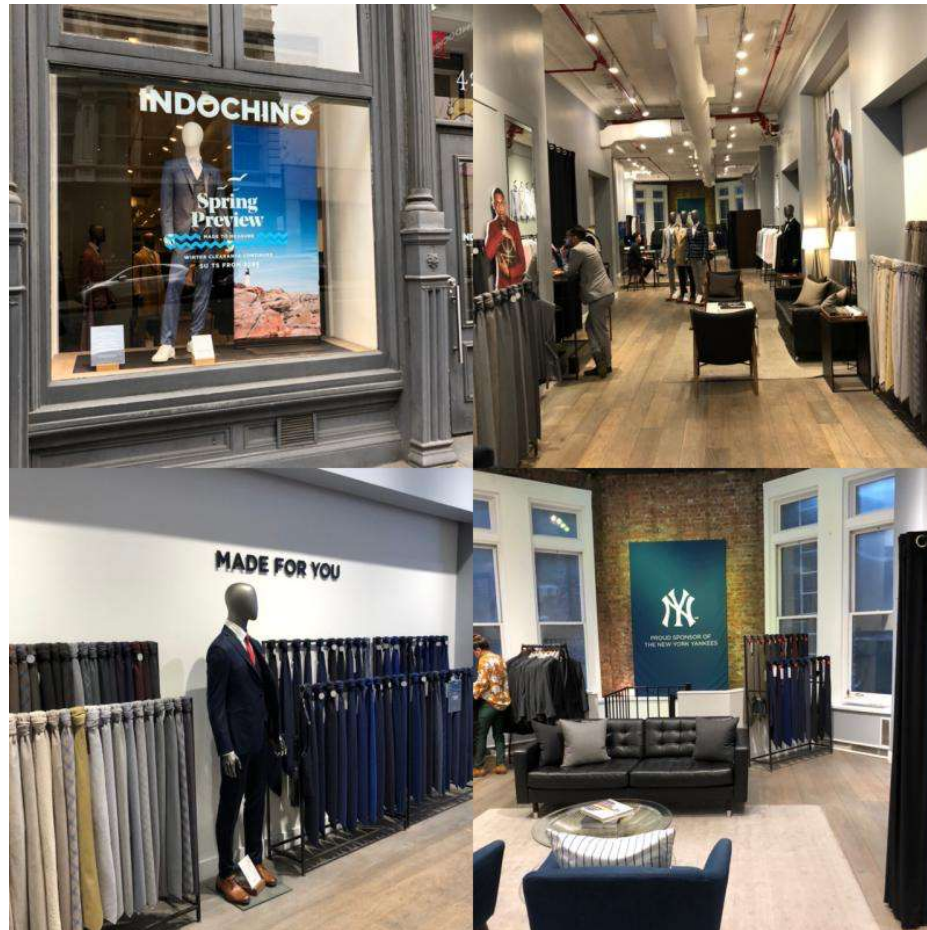


DRIVKRAFTER INOM MODESEGMENTET



TRE KRITISKA FRÅGOR FÖR MODEBRANSCHEN

BYGG ETT STARKT KUNDMÖTE I EGNA KANALER



BYGG ETT STARKT KUNDLÖFTE
RÄTT POSITIONERAT
VÄRDESKAPANDE
UTNYTTJA KANALENS FÖRDELAR



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MILJÖFRÅGAN...

Why Fast Fashion Has to Slow Down

Much of the fashion industry trades on speedy design-to-sale and a culture of disposability. Although this business model is seductive and profitable, it isn't sustainable.

Tima Bansal and Gareth Gransauli • November 18, 2021

READING TIME: 11 MIN

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Report: China emissions exceed all developed nations combined

 7 May



LOGISTIK OCH LAGERRISK



ESG IMPACT

The future of Ralph Lauren's iconic polo, and retail, may be coloring your own clothes in the store

PUBLISHED SUN, OCT 31 2021-9:00 AM EDT | UPDATED SUN, OCT 31 2021-10:31 AM EDT



Eric Rosenbaum
@ERPROSE

WATCH

KEY POINTS

- Jim Fitterling, the CEO of Dow, a key Ralph Lauren partner on new color-dyeing technology, recently told the CNBC ESG Impact summit that the retailer's flagship stores in New York next year will have the technology to let consumers have polo shirts dyed in-store.
- New and unique retail experiences are critical to apparel company efforts to bring shoppers back post-pandemic.

Explained: Why the shipping container crisis will not end soon

In the pre-COVID days, the movement and turnaround of containers were pretty efficient. The pandemic changed all that. There are no easy fixes to the problem, and experts say that the crisis may persist for another year.

TINA EDWIN

NOVEMBER 21, 2021 / 08:03 AM IST



Fashion's Future May Rest On An Old Technology: Glue

From hip design house Dyne to major brands Nike and Patagonia, the use of adhesive is revolutionizing fashion—and how clothing of the future will be made.



Dyne]





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