



THE FUTURE OF THE NEXT GENERATION

RE-IMAGINING PHYSICAL RETAIL
STORES

INTRODUCTION

Do you understand who Generation Alpha is and what they will expect from brands moving forward? Anxiousness aside, this generation is the future of our world and consumer profiles are changing as values shift within cultures.

For fashion retailers, this is your next customer on the way to 2030. The Alpha Generation, representing the youngest group of people now in the market. Technology has shaped their lives since birth and will continue to do so in both the digital and physical worlds as they collide in the face of community connection.

How will you redefine your strategies for the next global force of shopping purchasers? This report looks at generational patterns and behaviors to form predictions for retailing success. The generation is observed in a new lens as the 'Revivalists' of the future.



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**A REPORT TOWARDS
THE YEAR 2030**

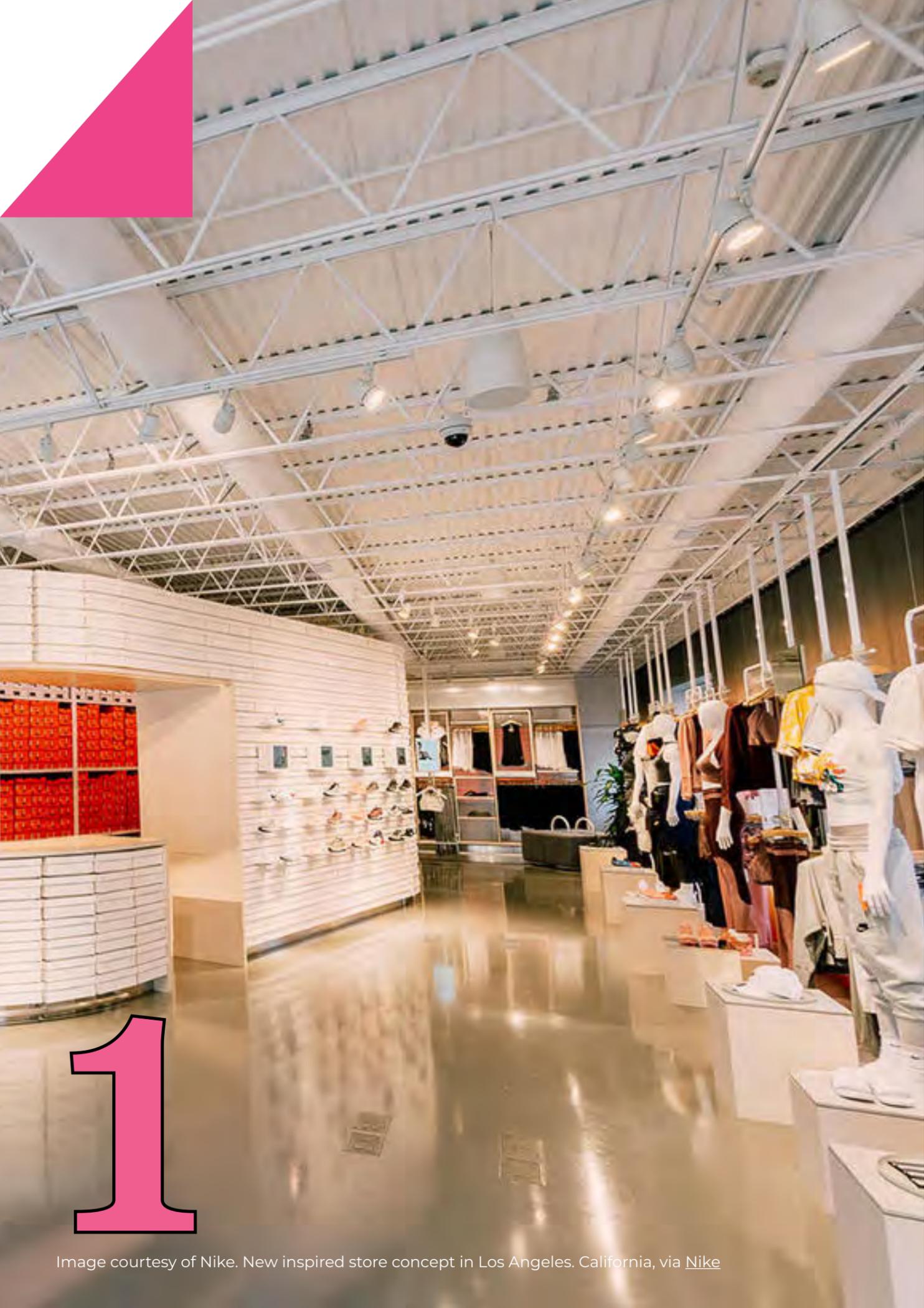


Image courtesy of Nike. New inspired store concept in Los Angeles, California, via [Nike](#)

OVERVIEW

In analyzing generation behavior and macro trends driving the future forward, retailers will prepare to change their physical settings for capturing the market in the next ten years.

Major disruptions are perceived economically and socially for the new generation, greatly shaping values on how retailers engage, entertain and digitalize. Adaptation involves increasing robust omnichannel techniques, delivering products, information, and services in a localized setting.

Generation Alpha Disruptions

- Advancing Technology
- Hyper-Individualism
- Instant Gratification
- Gender Fluidity
- Environment Concern
- Need for Entertainment
- Family & Community

A new world of digital reality; prompting for digitality. Innovation and imagination among the youngest generation will prosper alongside technology. With that, the need for human connection and family importance are still lively.

WHO ARE ALPHAS?

Generation Alpha are those born starting from 2010-2025. For the purpose of these insights and for the future of retailing in the physical setting this group is labeled as the Revivalists. Signifying the entrance of a new group making change.

PREPARATION

The newest generation of cohorts is disrupting the field of retail to purchaser needs in the face of emerging macro-environmental trends shaping the landscape.

The Revivalists are digital fluent super children. Australian social researcher Mark McCrindle was the first to coin the term Generation Alpha, believing they needed a fresh identity from Generation Z (Augusto dos Reis, 2018).

The New Generation

Entering the world in the same year as the release of the first iPad. This generation is born starting from 2010-2025. Time of the 4th Industrial Revolution encompassing artificial intelligence, machine learning, Internet of Things, 5G and the future 6G bandwidth. Building new experiences, robotics, virtual reality, and advancing driverless cars. Technology for them is considered an expected rather than pioneering.

Given this, they are well informed early on and consume information more rapidly than previous generations. Creating a rise in problem-solving and multitasking abilities. Decoding the psychological and sociological characteristics of digitality,

Revivalists will seek new influences, values, and individualism. Foretelling what will unfold as we head to 2030, it is clear a cyborg filled future is not in the playing cards as of yet for consumer concerns.

Tech Obsessed or Growing to Resent?

It could be predicted that the new generation will follow their Millennial parents and enjoy tech-enabled products over traditional forms. Or as history has shown what happens around a parent and their child's generation is the opposite way of doing things. Over 49 percent of [Revivalists surveyed](#) by Beano Studios (2019) spend time away from their devices compared to just 29 percent of Generation Z.

Social media usage may be seen as an ordinary part of life or become resented growing older as devices become objects they compete with for attention. It is speculated that as a new generation they will place more value on genuine human connections as they get older.

Making future technology a more necessary tool for easing human concerns in life. A thought that retailers could optimize for purchaser offerings when shopping. Technology will without a doubt remain a fundamental feature moving forward but it may be essential practicalities and devices that focus on bettering human health and the environment.

The Future is Changing

The landscape is evolving and shifting in response to global differences. More people will be older than young by the year 2030. City infrastructures will benefit from widespread architecture and development. In contrast, future innovation may decline from a lack of new workers.

Negative tech will become an issue for the public as countries and brands use power play to influence or hack cyberspace. A concern for retailers who must carefully navigate the use of appropriate customer data in a genuine manner.



Image courtesy of Kate_Sept2004, via [Huffington Post Canada](#)



Image courtesy of [Australian Spinal Research](#)

RETAIL FUTURE FORECAST

Identifying the developing trends for the future of Revivalists is understood in more depth with a backcasting approach. Analyzing the data of Millennials and Generation Z and comparing it with the potential outcomes for the future will build practical and profitable outcomes for retailing.

Insight Meaning

Mel Alexenberg (2011), in *The Future of Art in a Postdigital Age*, describes postdigital as the humanization of digital technologies through the interplay of digital, biological, cultural, and spiritual systems.

These relations are explored in a backcasting strategic problem-solving framework, searching for answers to reach the outcome (Robert & Jonsson, 2006). Mingling the past, present, and future to visualize the year 2030. Expect insight on the market and social structure for changes in design, technology, culture, and the purchaser.





Image courtesy of Mattel. Customizable gender-neutral doll, via [Teen Vogue](#)

MACRO ENVIRONMENT

The Revivalists will become the wealthiest, technologically advanced and highest educated group of our time. Emerging changes in future leadership styles, job expectations along with influences affecting retailers. A world that will alter to what they want.

Cultural Movements

The Revivalists will be a smaller group of cohorts compared to Baby Boomers and Millennials. The United States Centers for Disease Control released that the birth rate in 2018 was the lowest recorded in 32 years. In 1982 the median age for women having babies was 25-years-old, whereas today, the age is now 31-years-old. With fewer babies being born, the future will see a burdening economic crisis and widening gap between the rich and the poor.

The Future of Tech

Technology like machine learning for personalization will emerge forward as a necessity for brands who want to retain customers as we advance forward. In purchasing items, Revivalists will expect the best and want it fast. Will Amazon stand alone as the sole retailer? No, brands just need to utilize Amazon's product and shipping tactics to create one-of-a-kind experiences for customers in-store and online.

Genderless Society

Looking at culture, toys can reflect patterns of change in society. Mattel is already engaging with this group after introducing the first [genderless barbie doll](#). Beauty brands like Sephora and Agender equally push the once standardized view of men versus women with gender-fluid makeup categories becoming a common reality (Curtin, 2019). Moving forward, the importance of non-binary roles in society and retail clothing sections will rise.

MY GENERATION

| | | |
|---|--|---|
| <p>TRADITIONALISTS (1928-1945)</p> <p>Great Depression WWII Fixed Gender Roles</p> <p>Characteristics: Trust in the Government Patriotism Family-focused Patient</p> | <p>BABY BOOMERS (1946-1964)</p> <p>Largest Generation after WWII Civil Rights Movement Vietnam War Growing Youth Culture</p> <p>Characteristics: Equality Importance Young Questioning Authority Anti-war Loyalty to Own Children</p> | <p>GENERATION X (1965-1979)</p> <p>End of Cold War Mobile Technology Starting Revolution of the Internet Rising Divorce Rate</p> <p>Characteristics: Independent Growing Diverse Skeptical Informality</p> |
| <p>GENERATION Y (MILLENNIALS) (1980-1995)</p> <p>9/11 Terrorist attacks Iraq War School shootings like Columbine Popularity of PlayStation Social Media Growing Reality TV</p> <p>Characteristics: More Global-minded Optimistic Individuality Confident Tech-savvy</p> | <p>GENERATION Z (DIGITAL NATIVES) (1996-2009)</p> <p>Social Media Smartphones Climate Change Recession Wiki-leaks Scandal</p> <p>Characteristics: Self-assured Accepting of Others Entrepreneurial Realists Creative Diverse</p> | <p>GENERATION ALPHA (REVIVALISTS) (2010-2025)</p> <p>President Donald Trump Brexit Children of Millennials Learned iPads Early on Digitally Connected</p> <p>Characteristics: Individuality Entrepreneurial Imaginative Super Tech Very Diverse</p> |

FORECAST PILLARS

Retail spaces will evolve into more inviting centers for entertainment with universal marketed stores localized to communities. Transforming the blend of digitality and bringing forward human interaction and hyper-personalization.

Driving The Next Generation Forward

How can retailers develop for the future of digitality? We look in terms of generation attraction to certain technology, social media and other influential standouts that investigate the “why,” of it all. These are areas that inform psychologically, environmentally, and socially, affecting how purchasers think and behave (Raymond, 2020). All contributing the importance for self-actualization, personal well-being, safety, and happiness.

The Environment

Generation Z are activists pushing the message for environmental discussion on doing good and causing less harm. As their role models, Revivalists will expect the same if not more. For retailers, this means owning up to social responsibility. It will be required for all brands out of ethical responsibility similar to human resource needs. Take it as a future expected that if not in place results in loss of loyalty very quickly. The Revivalists will demand truthful and engaging stories.



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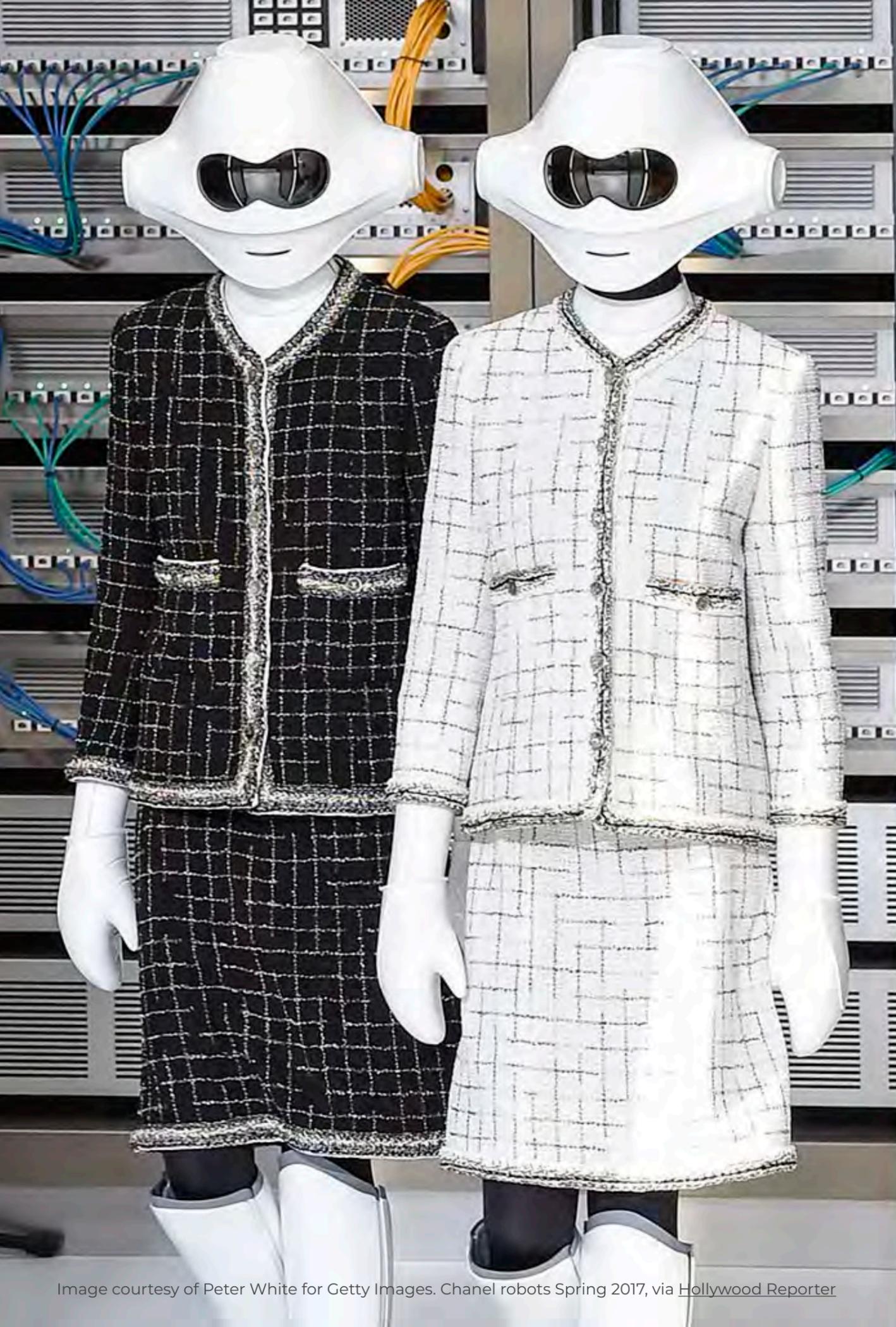


Image courtesy of Peter White for Getty Images. Chanel robots Spring 2017, via [Hollywood Reporter](#)

Retail and Tech

Technological devices are a part of everyday life. What does this mean for retailers? You can expect that your brand will need to incorporate tech ability and product innovation into strategies. The use of technology has transitioned further into companionship for Revivalists.

[Robotic toys](#) labeled as pets are becoming commonplace. Not only are voice connections in toys optimizing but devices like Alexa will reach new heights. Children today are using and purchasing products without parents' permission through voice services.

The concept of voice for purchasing at home or in-store ability is an area retailers should be considering how to adapt for future applications and in-store features that engage with purchasers. Display screens may even see a decline with voice popularity rising or begin to feature more interactive movements with hand range of motion rather than touching or swiping.



Image courtesy of [WTVOX](#)



Image courtesy of [Globe Trender](#)

“Mini-Me” Influencers

Influencer marketing is not going away anytime soon as early adopters accept new innovations, products, brands, and styles before other members of the social system. Mainly seen among younger people, particularly Millennials, Generation Z and now Revivalists. These kidfluencers are pushing brands on social media with the help of their parents.

Maddox Jax Melchico Bronx on Instagram has over 55,000 followers with his Millennial mom running [the account](#). Ryan, the top Generation Alpha YouTube star for reviewing children’s toys, has 22.2 million followers and reportedly earned \$22 million last year on [his channel](#) (Perelli, 2019).

Social media is inseparable from the purchasing experience. The competitiveness in reaching and communicating with consumers is on the rise for brands (Stachowiak-Kryzan, 2015). Retailers should pay close attention to engagement provided by YouTube in connecting with the Revivalists, as it is one of their platforms of choice. The growth of YouTube may even affect reigning giant Netflix as they face off in the next ten years for popularity in entertainment services.

How will advertising reach Revivalists through videos? They prefer personalized services and enjoy following their favorite influencers online to discover the latest products and brands. Retailers will need to continue pushing collaborations or develop their own distinctive channels for connection with the Revivalists.



Image courtesy of [Retail & Leisure International](#)

IMPACT ON FASHION INDUSTRY

As a digitally connected group, Revivalists are much more global. They will have more progressive values guiding retailers in a cross-cultural pollination strategy and a meaningful role in society. A non-gender stereotyped future with diversity at the core will be central in 2030. Brands will focus on universal as a whole while localizing specifically for community connection.

Digital Connections

The future of digital connections online and off will create cohesiveness. Getting what we want and when we want it will increase with personal preferences and the innovative brand journey. But with tech also comes negative concerns.

Retail in Age of Digital

Technology has the power to do good in many ways but can also be used for destruction. Deep fakes rise as fake media floods the web, potentially creating a large problem for Revivalists in identifying what is real from fake. Retailers will be concerned if all online advertisements become untrustworthy (Botsman, 2020).

There is also a growing concern with the gap between old and young widening causing a 'war' between ages and possibly humans against technology. Brands will have to strategize all angles of internal elements like employees and externally in guaranteeing customer needs are achieved.



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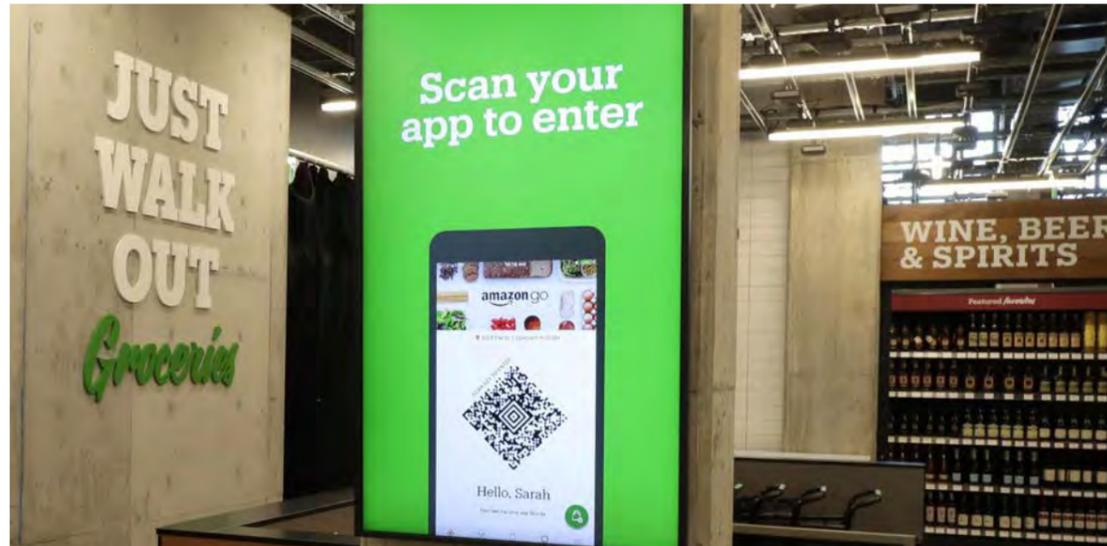


Image courtesy of Ted S. Warren with The Associated Press. Amazon Go Store, via [The Guardian](#)

Artificial intelligence, machine learning, and customer data profiling will be a global force by brands in 2030 for extracting and analyzing personalized suggestions (Fujitsu Future Insights, 2019). Product preferences viewed online will be transferable to devices when customers visit in-store. Not only will this create tailored individual shopping experiences but ensure the brand undergoes a more productive cycle within the market.

The omnichannel approach is the move forward and can be tailored and adapted for customer experience. Nike is determined to provide a connected approach with its NikePlus app. Having analyzing behaviors, they designed a Los Angeles [store concept](#) inspired by the findings, creating a seamless experience (Divido, 2019).

The experience of visiting a physical retail location will witness a change as new technological touchpoints in the customer journey make visits more convenient (Grewal, et al., 2020). Retailers will focus on all stages of the engagement life-cycle from design, ordering to delivery (Howells, 2020).

This need for convenience is emerging as [Amazon Go](#) stores give consumers the ability to pick out products without visiting a check-out. Artificial intelligence and cameras capture purchases and charge customer accounts (Grewal, et al., 2020).

For the success of physical stores, retailers must make the social presence worth the visit. This is accomplished with ease of service and convenience through improved self-checkouts, return areas, focused products, smart displays, and voice ability.

For Generation Alpha is the Mall Really Dead?

The consumer landscape is transforming and the once sought after shopping centers in America are no longer relevant. Malls often built further away from where people live are closing their doors.

A consequence as big brands like Gap, Lord & Taylor, and Tommy Hilfiger have closed their flagship stores in New York City from declining sales. The online ability for shopping, ease of access and behavior toward wanting options closer to home for entertainment have diminished values of the mall. It comes down to what the brand can now do for the customer.

Bhattarai (2019) explains one in four U.S. malls will close by 2022. It will continue unless retailers are more creative and move past the label of just shopping. Revivalists will desire an expansion in new shopping pastimes with locations to dine, relax and be entertained. So is the mall really dead?

Perhaps. Or maybe it is transforming into a re-imagined environment for the look, size, feel, and ability to please in experiences. It is predicted to expand in creating retail shops that are no longer focused on the purchase but of the place and location itself (Schram, 2014).

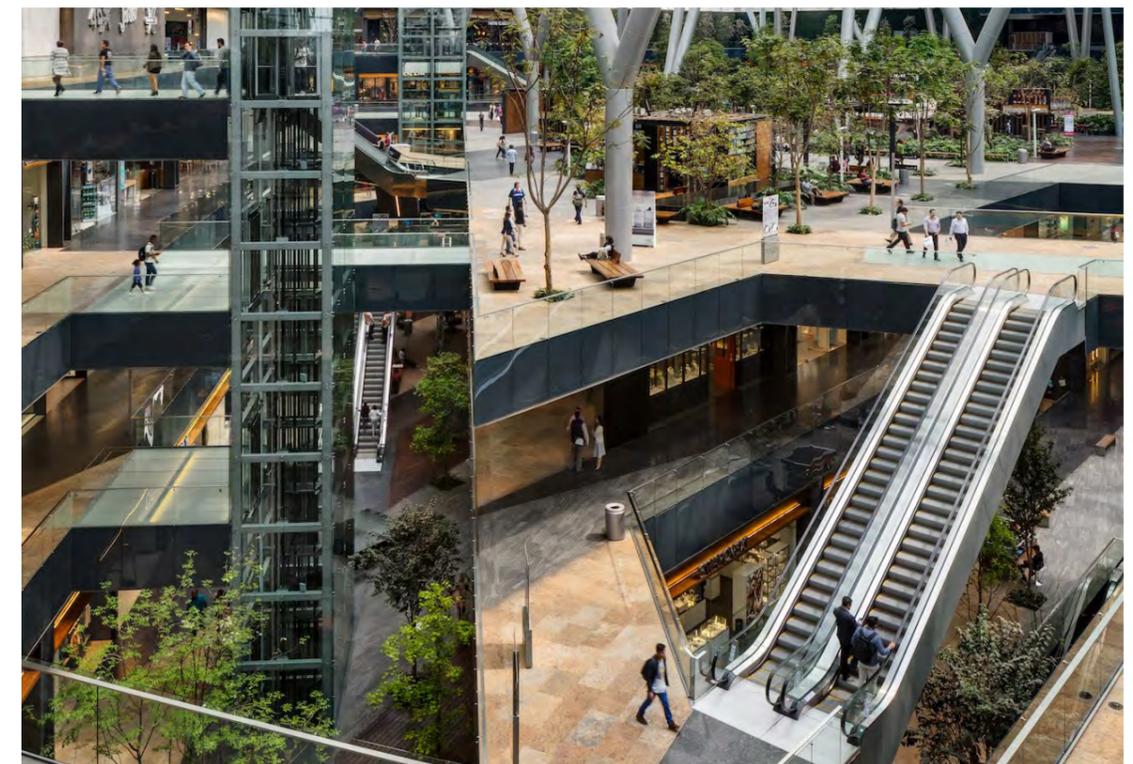


Image courtesy of Rafael Gamo. Parque Tere in Mexico City, via [Architectural Digest](#)



Image courtesy of Daylab Studio. HeyShop store in Shanghai, via [Electric Trends](#)

The Alpha Engaged Future

Researcher Dan Schawbel explains that children are greatly influenced by what their parents do and purchase, a sign that online shopping will continue to advance (Nagy & Kölcsey, 2017). But, it will not be the sole experience of the future as the younger generations still like the opportunity to purchase in a physical store.

It is possible that retailing of physical stores will slowly decline toward the year 2030 and that human interaction in the face of digitality will fade. However, it is more probable that the fashion industry is simply being challenged and those who experiment with new concepts for interaction, entertainment and a feeling of community in localized settings will come out on top.

The popularity of YouTube influencers will rise as they blossom their own brands online and in physical locations. Leaving retailers facing a new reality as they compete or attempt to collaborate with adopters to engage Revivalists.

Attraction through personalization will increase the design of future products (KPMG International Cooperative, 2013). Making it highly probable that experiences shopping in-store and online will grow with the need for convenience, aiding in customer preferences and a better retail experience.

Therefore the future of the fashion industry in the context of retail brand strategies will become a probable market of people in demand of the brands' offering themselves. This complexity will be transcended with online and offline experiences into one cohesive system of ease.

The market is living through the crisis of terrorism, the spread of negative digital power, global recession and the impact of climate change. All areas the young growing up today are facing in their developmental years. Retailers will need to prepare for targeting Generation Alpha.

STRATEGIC RECOMMENDATIONS

Making it to 2030 as a successful retailer will be achieved by breaking from yesterday's strategies.

THE DIGITALITY OF HUMAN FUTURES

On the far horizon, it is recommended that retailers optimize machine learning to create platforms and applications, allowing purchasers to search, receive tailored ads, pay and return all from their phone in-store or online with omnichannel strategies.

Digitality in the future does not mean the experience of human connection and community is left behind to a world of online transactions by a limited number of brands. The years to reach 2030 are full of exciting possibilities as long as brands are willing to analyze, engage, and adapt to the future of Revivalists.

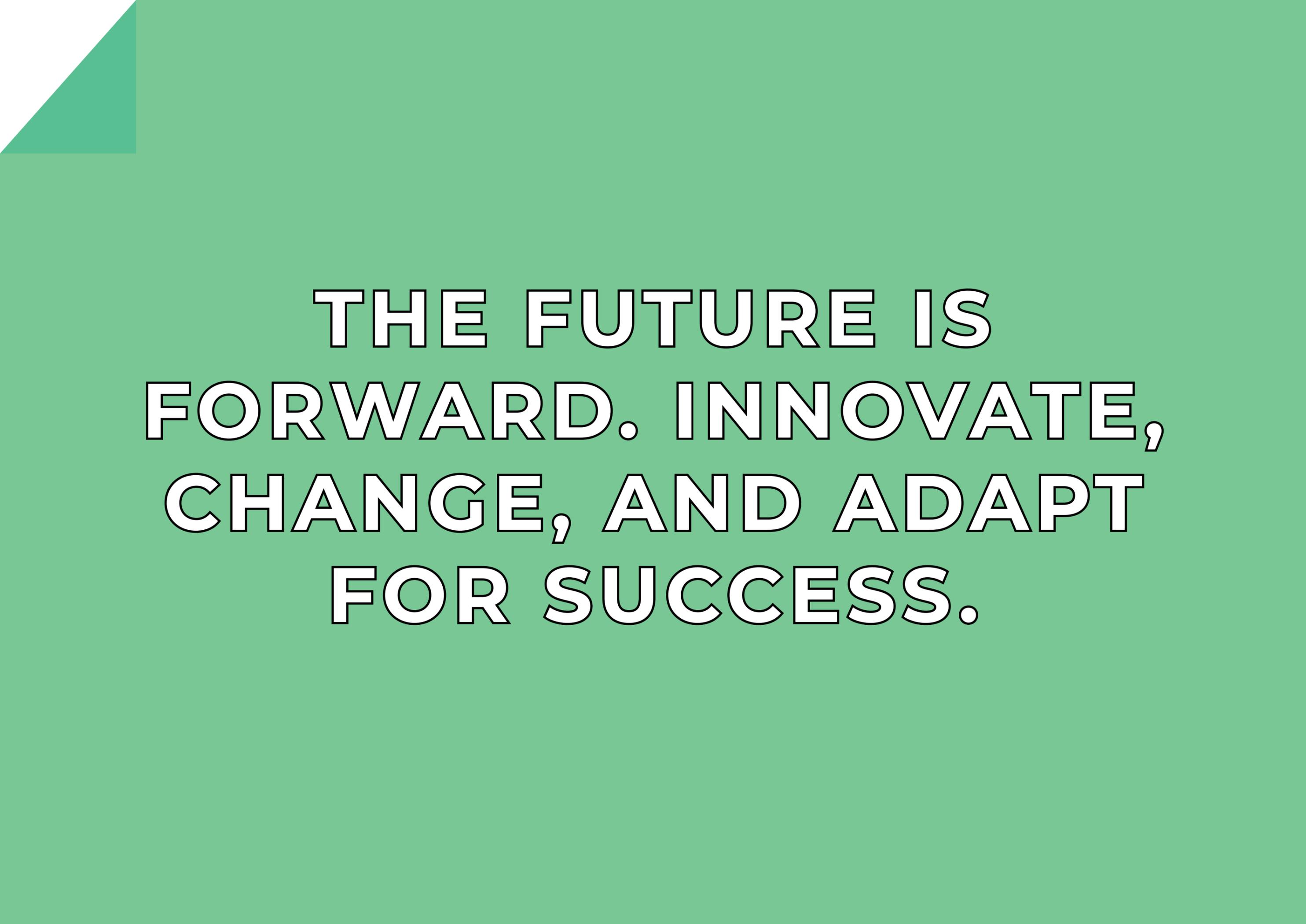
A world where the physical location of retail still provides great power.

HEATHER
TEXTER
Insights

RETAIL PREPAREDNESS KIT

- 1. Develop strategies around Revivalists Generation**
- 2. Readiness to use artificial intelligence and machine learning**
- 3. Investing in personalization**
- 4. Increase infrastructure of global stores**
- 5. Flexibility in-store locations**

6



**THE FUTURE IS
FORWARD. INNOVATE,
CHANGE, AND ADAPT
FOR SUCCESS.**

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