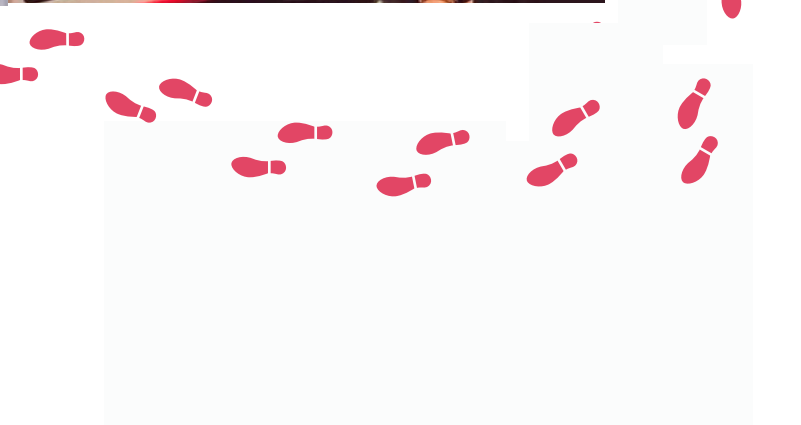
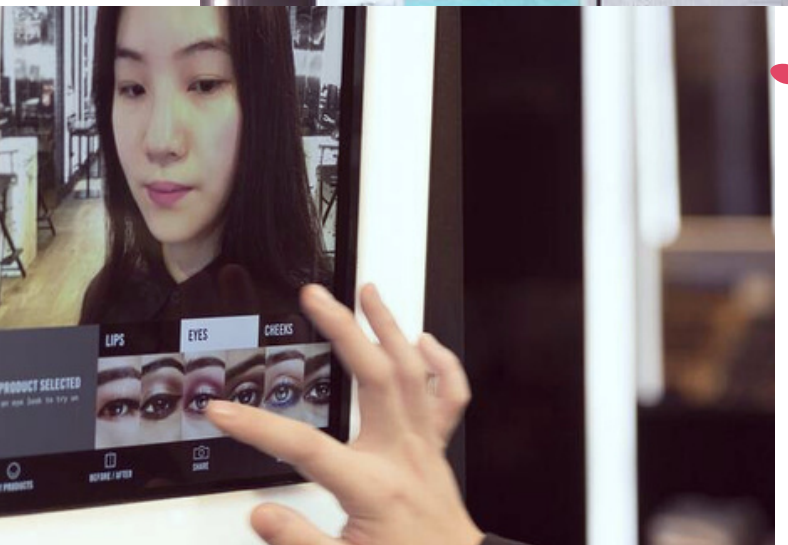
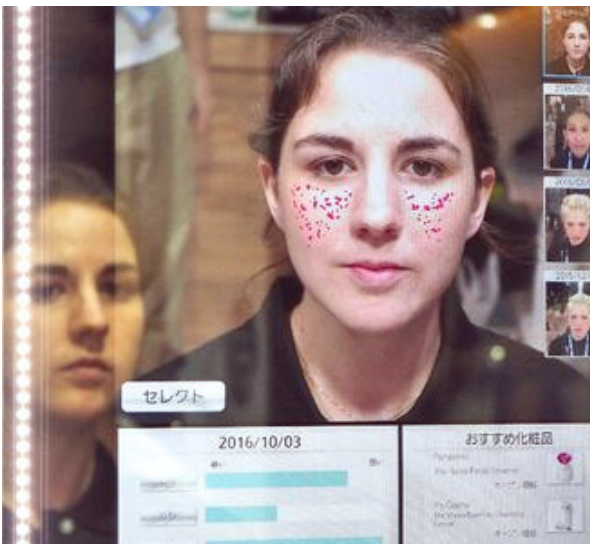
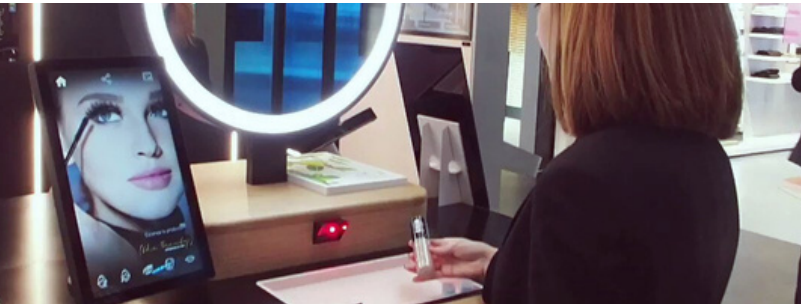




RETAIL in 2025



MINIBOOK 2025



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Introduction

The world of retail is undergoing a revolution. With the meteoric rise of e-commerce, consumer habits have changed profoundly. With just a few clicks, they can discover thousands of products, compare prices, read reviews and complete their purchases from the comfort of their own homes. This convenience, combined with the efficiency of e-commerce, has transformed the way customers perceive physical retailing.

Today, going into a shop is no longer an automatic. It has to be worth it. Simply seeing or trying out a product is no longer enough. Modern consumers, stimulated by the infinite possibilities of digital technology, are looking for more than just a place to transact business. They want an experience. Entering a shop should be an invitation to travel into the world of a brand, to feel its values and dive into its history.

It's a question of reenchanting the customer journey, integrating interactive, playful and surprising elements. Consumers no longer want an ordinary visit; they want an enhanced experience, enriched by technology, personalisation and innovation. The shop is no longer a simple point of sale, but a place where interaction becomes memorable.

To help brands understand the new challenges of physical cosmetics distribution, CosmeticOBS has designed this Minibook. It takes stock of consumer expectations and provides food for thought on how professionals can change the way they sell their beauty products.

WHAT WILL THE STORE OF 2025 LOOK LIKE?

Although digital commerce is booming, physical stores remain essential locations for cosmetics brands. However, consumers are demanding unique experiences. In a recent article, trends consultancy Nelly Rodi imagined how physical distribution might reinvent itself in 2025.

“The traditional customer journey is being transformed. New players are shaking up the market, and an overflow of products is inundating our lives. The boundaries between online and in-store retailing are becoming blurred. These two worlds are mutually enriching: e-commerce functionalities are influencing the physical experience, while digital is hybridizing to offer more immersive and engaging interactions,” explains the firm as a preamble.

According to the agency, two major trends stand out for brick-and-mortar stores.

Elevation

According to Nelly Rodi, the product is no longer the sinews of war. If customers come to the store, it's for the world that manufacturers have created. *“Brands are opening experiential, embodied, engaging and entertaining places in which they invite their customers to sample, sometimes literally, their identity. Rather than offering one-size-fits-all stores, many brands choose to incorporate cultural and artisanal elements into their stores, adapting the architecture, design and atmosphere to the countries in which they operate. Brands want to create deep, respectful connections with their customers.”*

Simplification

On the other hand, some consumers want to get straight to the point. *“To meet these expectations, brands are adapting and creating spaces that facilitate the customer journey, based on refined product expertise and carefully thought-out selection. Sephora uses precise spaces to organize its products logically, guiding customers autonomously through their needs. The signage is clear, the customer path intuitive,”* analyzes Nelly Rodi.

Whether it's a need to escape or a desire for efficiency, it takes all kinds to meet the different needs of the general public. More than ever, the store in 2025 will no longer be just a place to sell, but the place where a brand's identity and expertise are revealed.

TRENDS THAT WILL SHAPE RETAILING IN 2025

Commerce, like many other sectors, must adapt to new consumer demands. To help brands rethink the way they sell their products, the VML foresight agency has published its *Tomorrow's Commerce* report. This report contains valuable lessons for all manufacturers, including those in the beauty sector.

According to VML, several trends are set to shake up the retail industry in 2025. Here they are.

A need for humanity

As retail continues to digitize, the human dimension is becoming increasingly important. Consumers want shopping experiences that are attractive and entertaining. *"They are first and foremost human beings who want to be entertained, not just served,"* comments VML. The agency advises brands to focus on engaging and entertaining shopping experiences, both online and offline, to create deeper emotional bonds with consumers. *"In an increasingly automated world, creativity is becoming a powerful differentiator for brands."*

Technology: I love you neither

The use of artificial intelligence is becoming commonplace. 48% of consumers are not concerned about content being generated by AI, and 60% say they would continue to trust companies that use AI. *"The major challenge for brands in this AI-dominated future will be to maintain meaningful human connections while harnessing the powerful capabilities of artificial creativity."*

The general public is getting used to using new technologies, but sometimes the desire to disconnect and go on a "digital detox" is felt. *"This desire to disconnect represents a major opportunity for companies. By offering high-end experiences that meet this need, brands can tap into a growing market segment willing to pay for the privilege of disconnecting. This can mean creating 'digital detox zones' in retail spaces, offering wellness packages that combine physical activity with conscious relaxation, or designing original experiences that encourage real-world engagement and social interaction,"* advises VML.

The era of opticanality

Omnichannel means being present on all available distribution channels. According to the forward-looking agency, this concept is already outdated. *"It is difficult to achieve, as few companies have the resources to be omnipresent on all channels."*

The future belongs to opticanality: a more targeted, strategic and pragmatic approach based on optimizing the most relevant networks according to the company's profile and the products it sells. *"This means making deliberate choices about where to engage consumers, not just trying to be present everywhere. It also marks a new level of personalization. By combining data, technology and the human ability to connect, opticanality will enable brands to understand each customer's preferences and profile so thoroughly that they can deliver the right message at the right time and on the right channel."*

Minute delivery

Click, buy, receive. Internet users want delivery to be as quick as the act of buying. 31% of households worldwide now expect delivery in less than two hours. *"Companies like Amazon are leading the way and setting new standards with their ultra-fast delivery networks. They use micro supply centers and artificial intelligence to optimize delivery routes."*

RETAIL: THE MAJOR TRENDS IN 2025

In the world of commerce (cosmetics and others), competition is fierce. To get customers to push open the door of a shop, it is important to listen to their expectations. That's why online polling firm Attest has drawn up a list of the major trends that will shake up retailing in 2025.

Several trends have been identified.

Selling on demand

To have a relevant offer and avoid overstocking, Attest advises brands to sell their products in small series. *"The aim is to meet customer needs without over-investing in a trend. It's supposed to be a win-win situation for companies and consumers."*

Let the show begin

The shop, whether digital or physical, is reinventing itself. It is now necessary to offer consumers a real shopping experience. Retailers can, for example, use augmented reality to create innovative displays or allow customers to try products before they buy. *The vast majority of brands already using augmented reality (86%) find that the technology helps to boost sales and attract new customers."*

The importance of sustainability

People are increasingly concerned about sustainable development. Many customers ask about companies' eco-responsibility practices before making a purchase.

According to Attest, more than two-thirds of Generation Z consumers consider sustainable development to be important when choosing beauty products.

The rise of shopping on social networks

The rise of social networks has helped to change the way consumers shop. On these platforms, influencers encourage Internet users to buy the items they discover by exploring the content or scrolling through their personalised news feeds.

"In 2023, social commerce (all sectors combined) generated nearly \$600 billion in revenue worldwide, and this trend shows no sign of slowing down. The market is projected to exceed \$1 trillion by 2028," comments Attest.