

# 2020 Retail and CPG Trends

Through the lens of communicators

As 2019 comes to a close during the busy holiday season, we're looking ahead at what's to come in the evolving world of retail and consumer packaged goods. Take a look at what Ketchum's Retail and CPG teams see as the top trends for brands looking to engage with customers, create authentic experiences and drive sales.



**INNOVATION MUST BE PURPOSEFUL.**  
Retailers and CPG brands who invest and adapt to changing consumer needs are going to survive, but it must be done with a strong commitment to your own brand and the promise you make to your customer.



**THE NEW P IN CPG.**  
It isn't just about consumer products, it's about consumer passion. Brands leveraging the passion consumers have for their brands in an authentic, purposeful manner drive purchase.



**IS IT A PURCHASE FUNNEL? A JOURNEY? A PATH? OR JUST A PLAIN MESS?**  
Whatever you call it, consumers – not brands, not marketers, not communicators – are driving an evolution of the path to purchase with their “I know what I want – I've got it” mindset. Companies must adjust and be ready at **all** customer touch points.



**YOU CANNOT HAVE LOYALTY WITHOUT CONVENIENCE.**  
The barrier to convenience is friction – i.e., anything getting in the way of a consumer making a purchase. (Did you know 39%<sup>1</sup> of grocery shoppers say they've left a store empty-handed due to long lines?)



**WARNING: DEAD END AHEAD.**  
Brands are under pressure to avoid “dead-ends,” interactions or engagements with a customer that do not (because they cannot) lead to purchase. It's an element of friction that can easily be avoided, but often overlooked in the sea of data platforms, media channels and marketplaces, where consumers can find product.



**CAN YOU HEAR ME NOW?**  
53%<sup>2</sup> of all purchase decisions are digitally influenced in some way. As communicators, the time is ripe to shift our approach to authentic storytelling and consumer engagement as a result.



**WE LIVE IN A “BE ECONOMY.”**  
Today is less about showing and telling and more about being authentic. It's critical to be the thing you say you are, particularly among rising Gen Z consumers (who are more likely to post positive comments than any other generation).



**MAKE IT PERSONAL.**  
With the overwhelming – and exciting – onslaught of technology-driven retail and CPG solutions, it's easy to lose sight of the underlying fact consumers still need to be engaged on a consistent and more personal level. Remember, 59%<sup>3</sup> of click-and-collect shoppers still go into the physical store.



**WHAT ABOUT ME?**  
In a world of consumer-consumer-consumer, what about employees? Brands are “upscaling” their employee base to keep up with the rapid transformation in retail and CPG. The companies investing in their employment brand are going to win the talent war by recognizing the value of these brand ambassadors.



**BEYOND THE TRANSACTION.**  
Everyone is talking about how to maximize the consumer experience to drive loyalty and sales. But there's not as much talk about how a brand's corporate reputation can affect that loyalty and ultimately impact the transactional side of the business.

Ketchum offers services designed specifically for the unique communications challenges facing the grocery, retailer and CPG industries. From in-store promotions to product placement and sponsorship management, from leveraging registered dietitians to working with influencers and earned media, we build strategies that work, based on analytics and insights, tailored uniquely to each of our clients.

Contact us if you're ready to revolutionize your communications.

Jamey Peters  
Partner and Managing Director  
Retail  
James.Peters@ketchum.com  
1 214 259 3444

Jeffrey Moran  
EVP and Managing Director  
Consumer Packaged Goods  
Jeffrey.Moran@ketchum.com  
1 646 935 4005

**Ketchum.com**

<sup>1</sup> Forrester Research, Inc.

<sup>2</sup> Forrester Research, Inc.

<sup>3</sup> International Council of Shopping Centers