



Le nuove tendenze dei consumi non food tra casa e omnicanalità

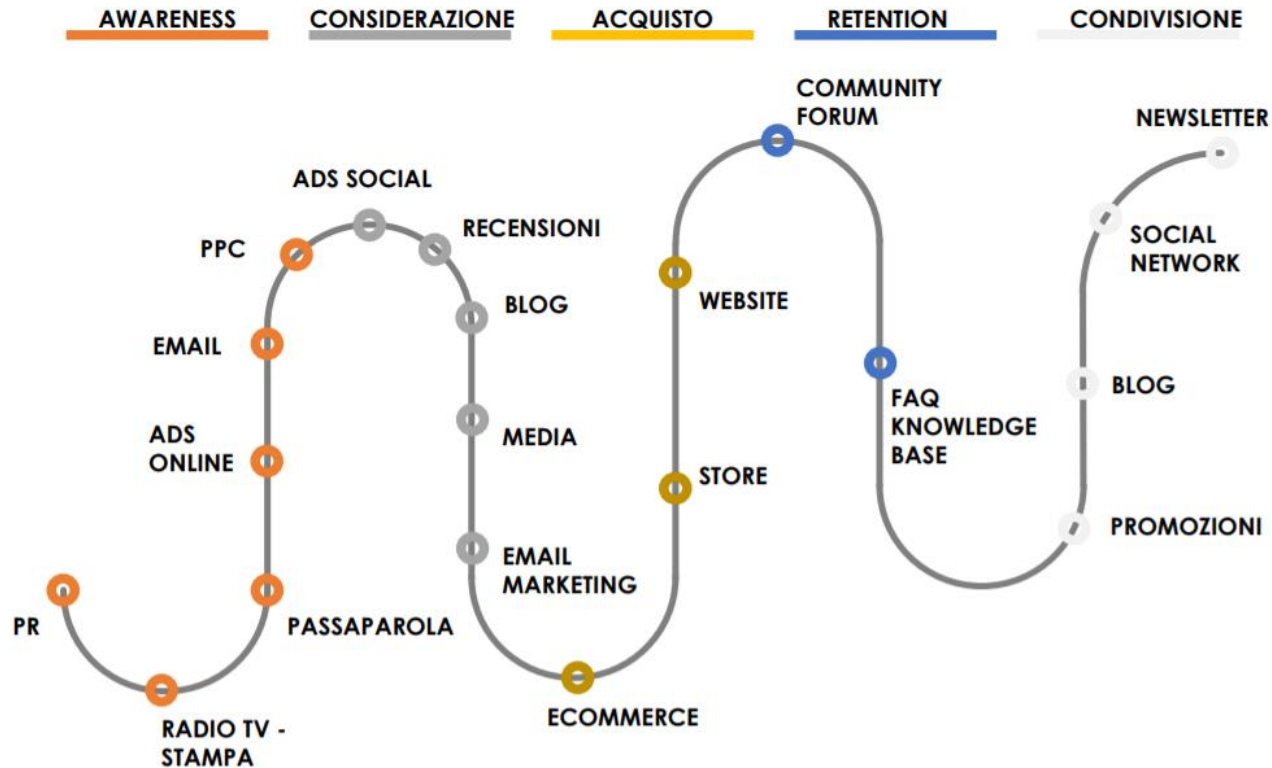
Luca Zanderighi
Università di Milano – TradeLab

13 luglio 2021

AGENDA

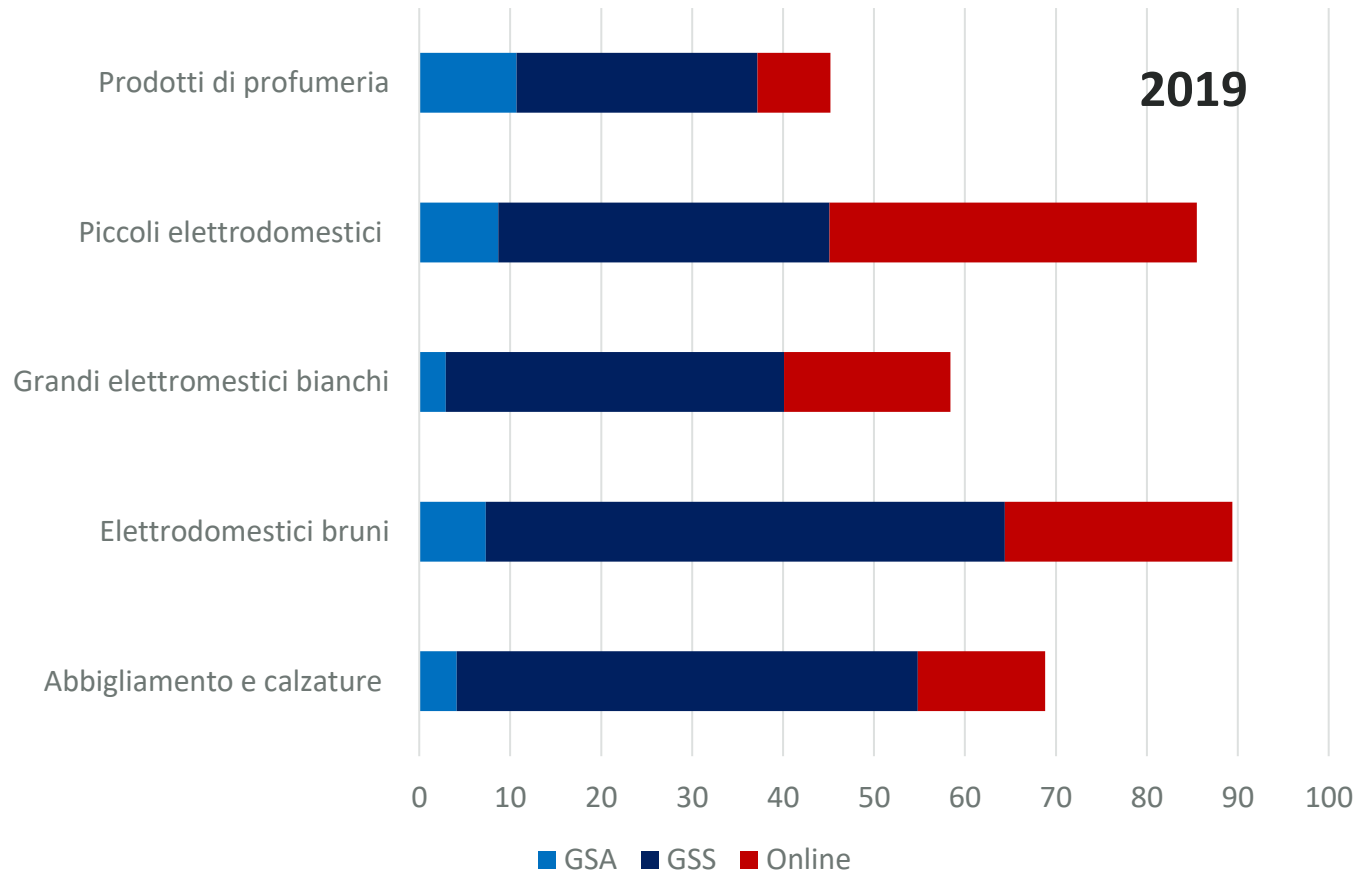


MACRO TENDENZE: COMPORAMENTO DI ACQUISTO NEL MONDO DIGITALE



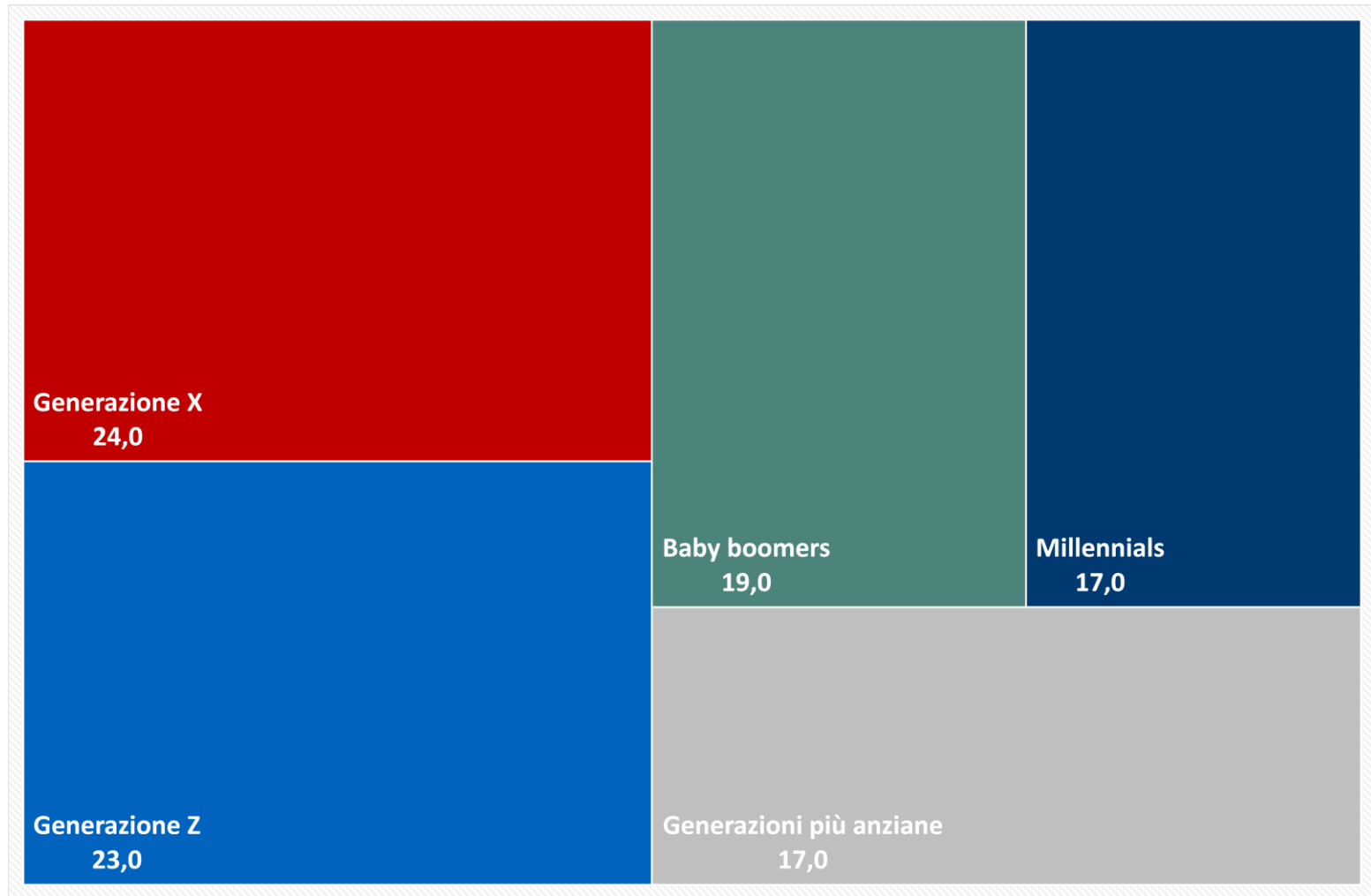
Il percorso di acquisto è diventato non lineare e articolato con deviazioni (*touchpoint*) presenti in ogni fase del processo decisionale

MACRO TENDENZE: CRESCITA DELL'E-COMMERCE MA A DIVERSE VELOCITA'



Fonte: TradeLab per Osservatorio Non Food GS1

MACRO TENDENZE: LE NUOVE GENERAZIONI...



...E IL LORO RUOLO



CUSTOMER SERVICE

knowledgeable staff who are willing and able to assist you



OMNICHANNEL

ability to shop anytime, anywhere, quickly and seamlessly, including an integrated returns service



QUALITY

good quality products which offer value for money



SUSTAINABILITY

sustainably sourced products, new alternative materials and transparent supply chains

AGENDA



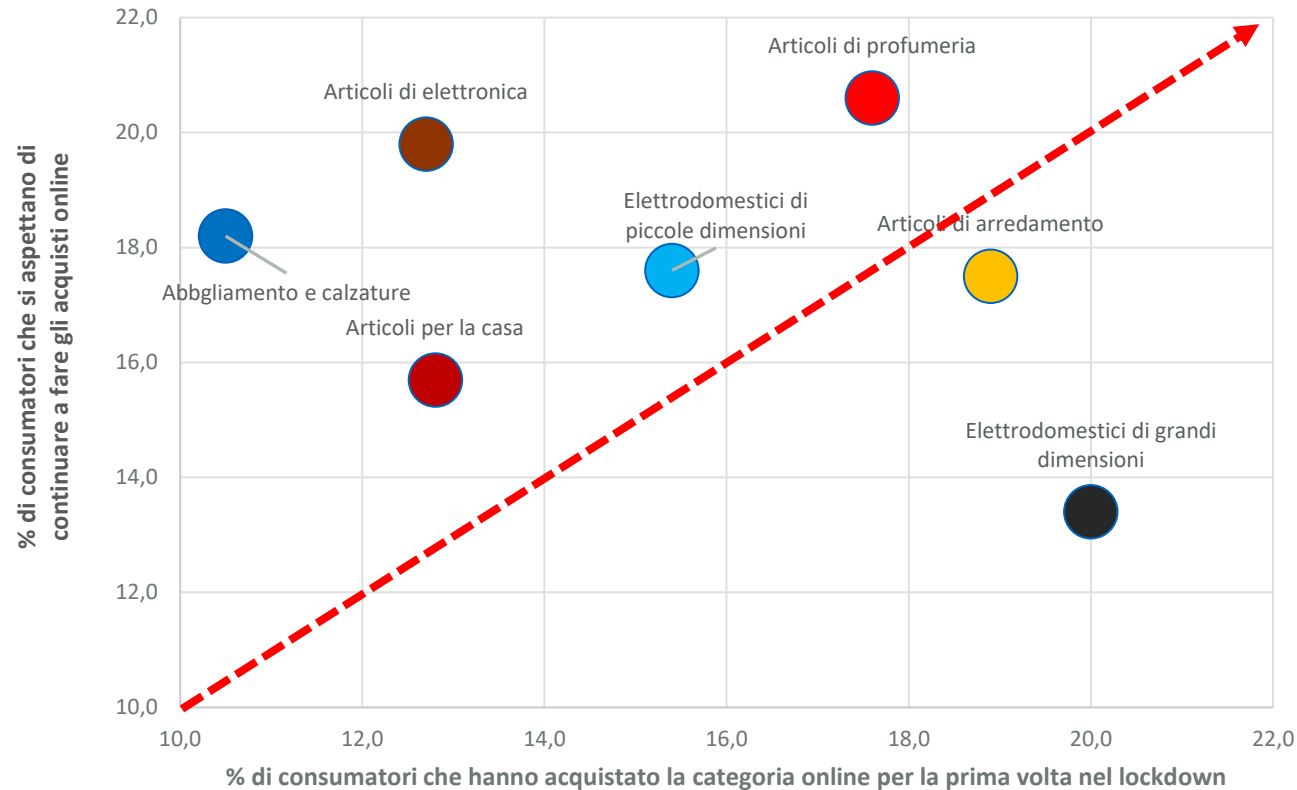
COVID-19: CONSUMATORE E IMPATTO DEL LOCKDOWN



HOME NESTING : *QUALE IMPATTO STRUTTURALE LONG COVID?*

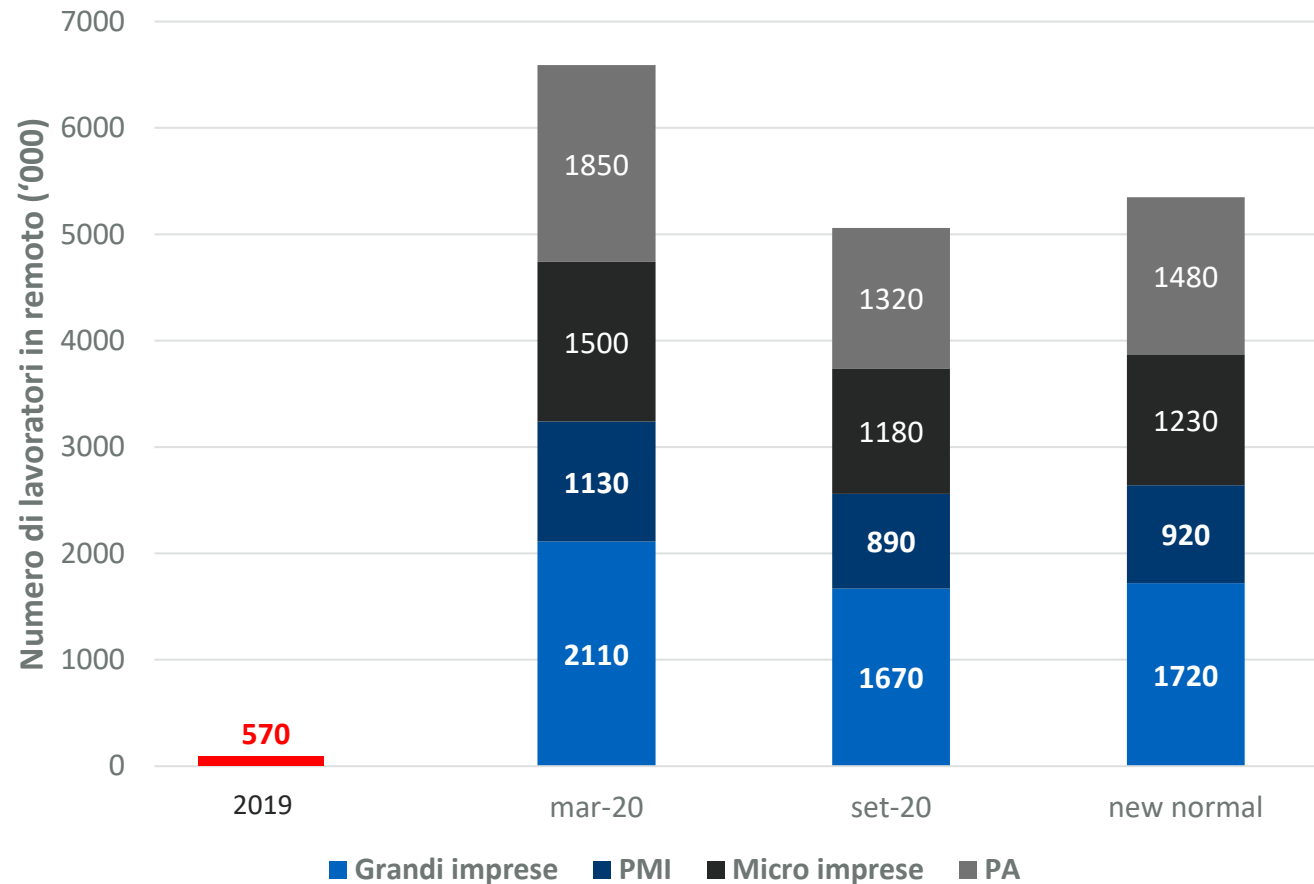


ACQUISTI *NON FOOD ONLINE*: QUALE IMPATTO STRUTTURALE *LONG COVID* ?



Fonte: TradeLab su dati Metrica Ricerche

POSSIBILE STIMA DEL NUMERO DI LAVORATORI IN REMOTO



Fonte: elaborazioni TradeLab su dati diversi

AGENDA



SCENARIO DISTRIBUTIVO NON FOOD: SCELTE STRATEGICHE





GRAZIE!

The logo for TradeLab, featuring the word "TradeLab" in a sans-serif font. The "Trade" part is in a dark grey color, and the "Lab" part is in a blue color. Below the text is a horizontal line of 15 dots, with the first 14 dots being small and light blue, and the 15th dot being larger and a darker blue.

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