

THE

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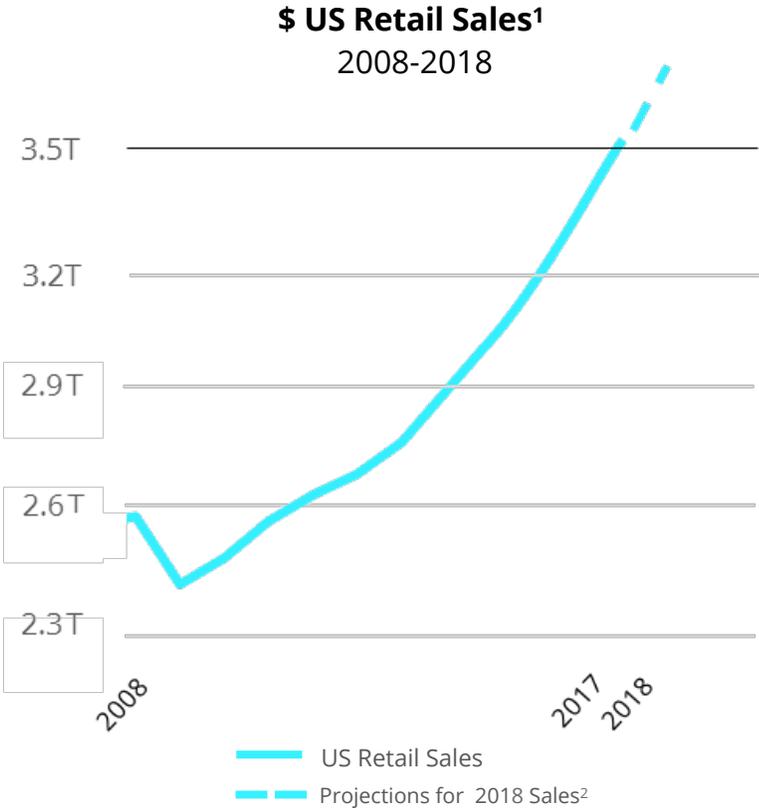
# etail enaissance

CONSUMER BEHAVIOR AND  
THE RISE OF HUMAN CENTRIC RETAIL™

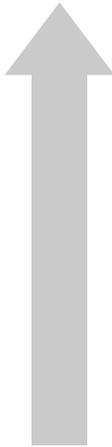


# An Exciting Time for Retail

US Retail sales have steadily increased above GDP levels.



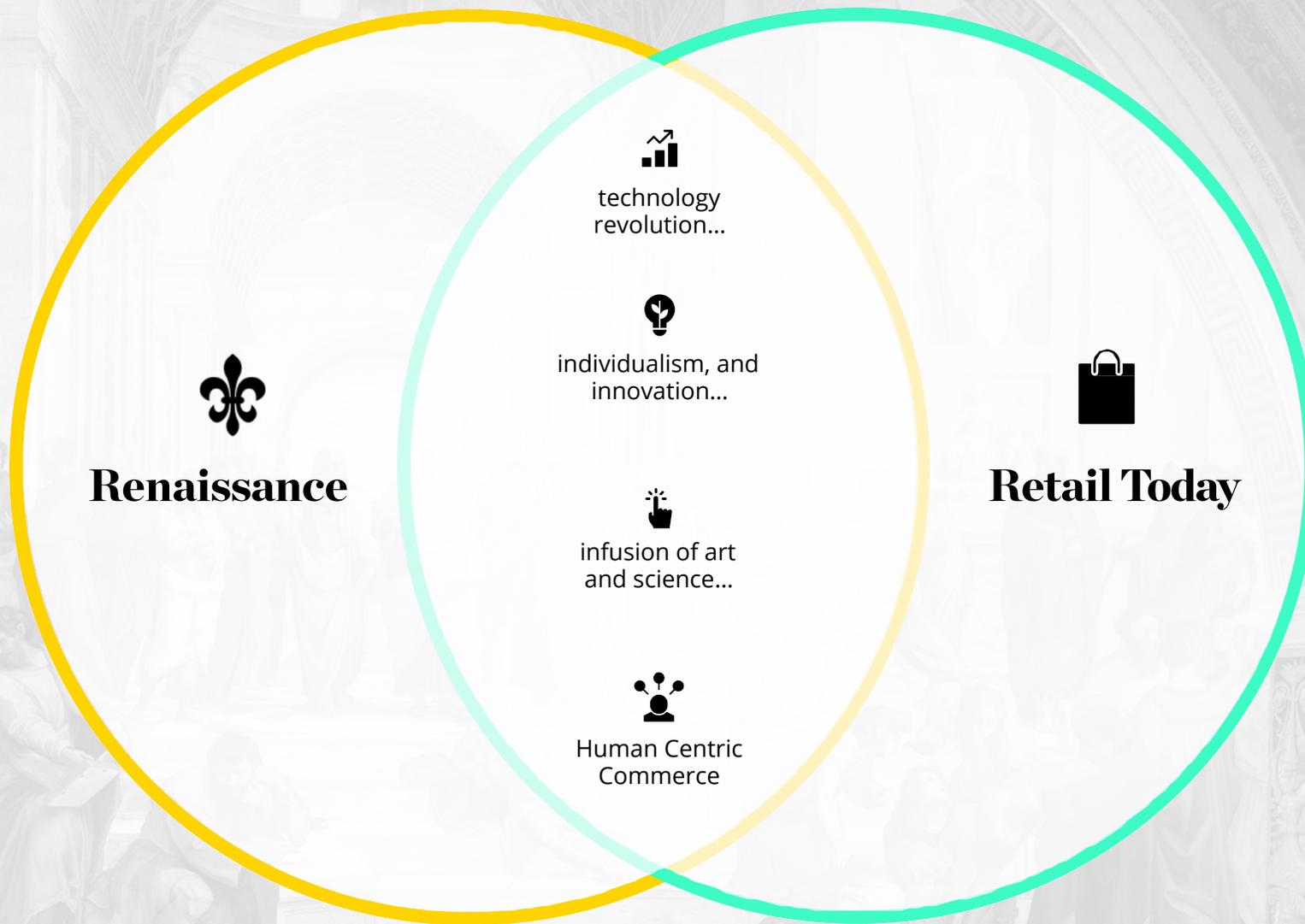
**+3.8%**  
retail sales in  
2018



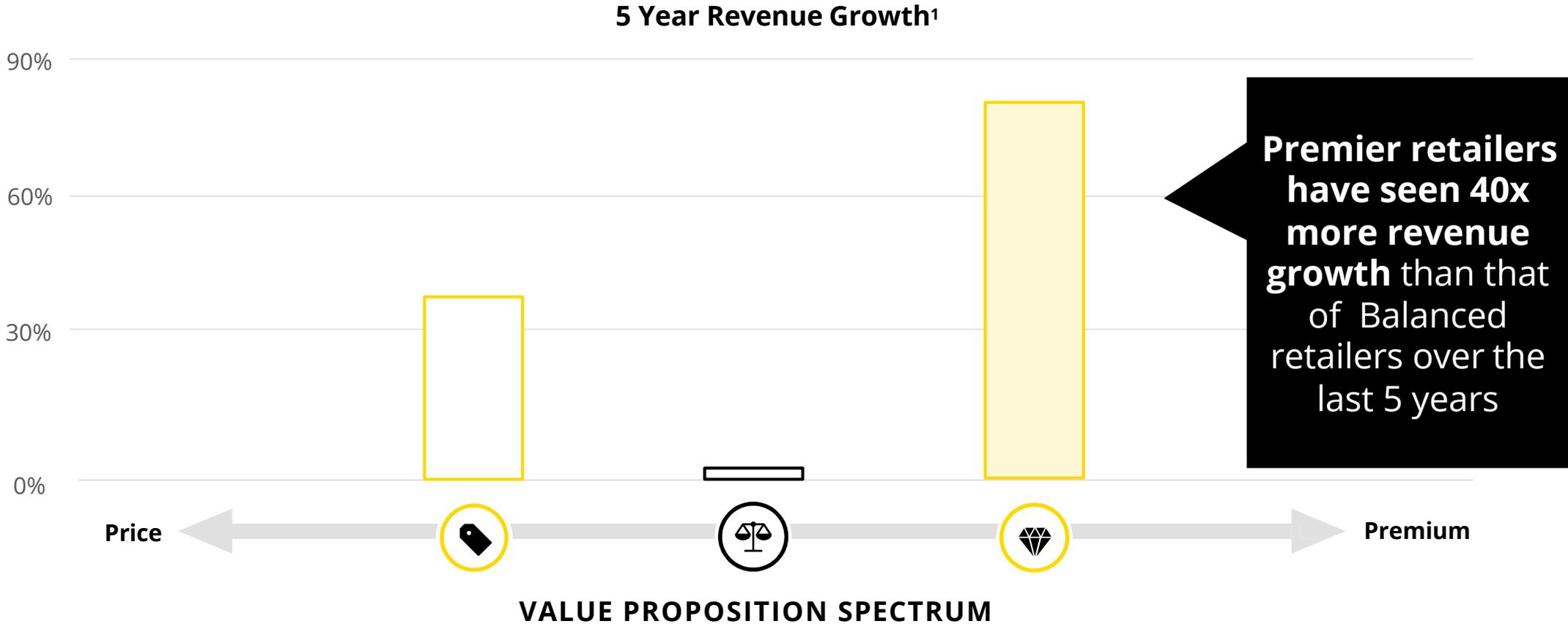
**↑ \$30B**  
BRICK & MORTAR

**↑ \$40B**  
E-COMMERCE

# A rebirth that parallels the age of the Renaissance (1400 - 1700AD)



# Market Bifurcation



# Consumer Income Bifurcation

## Percentage of US Households<sup>1</sup>

### Low Income



Lower 40%

### Middle Income



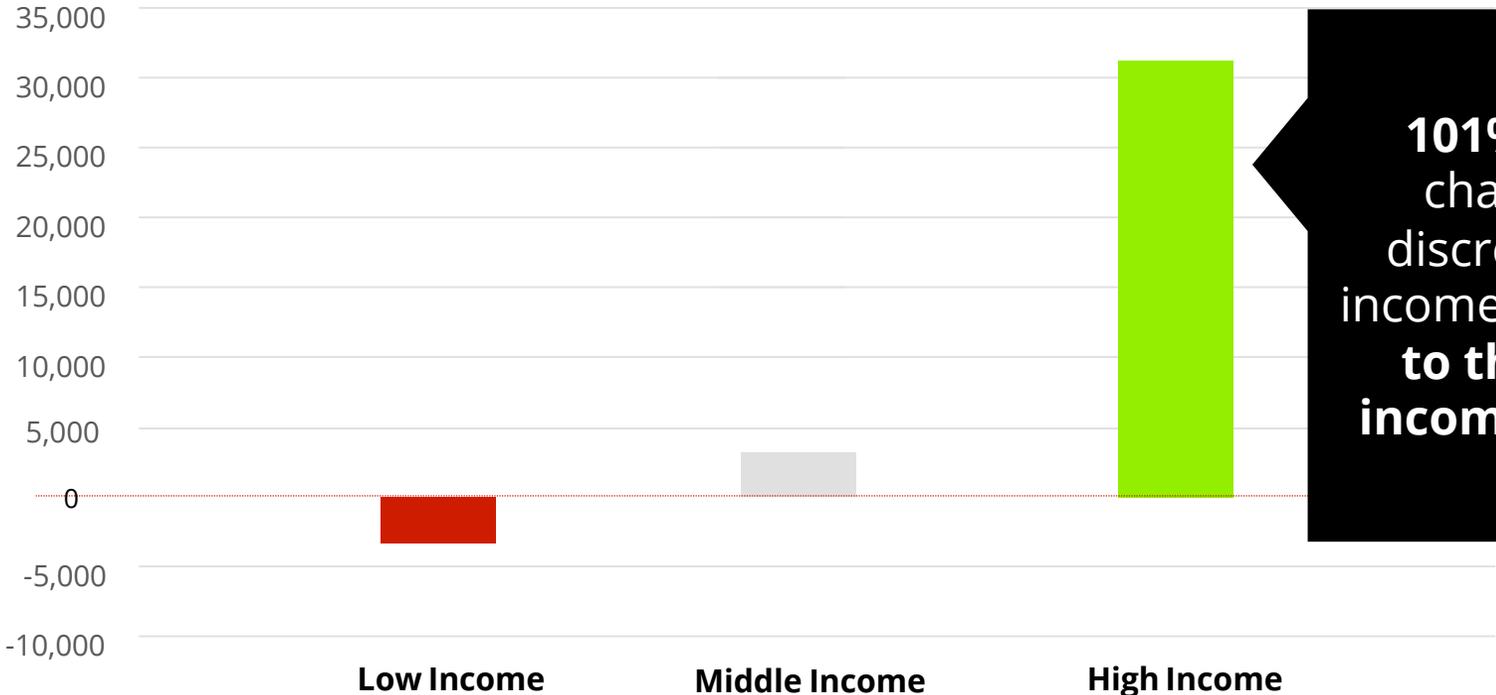
Middle 40%

### High Income



Top 20%

## Net Change in Discretionary Income<sup>1</sup> (2007-2016)



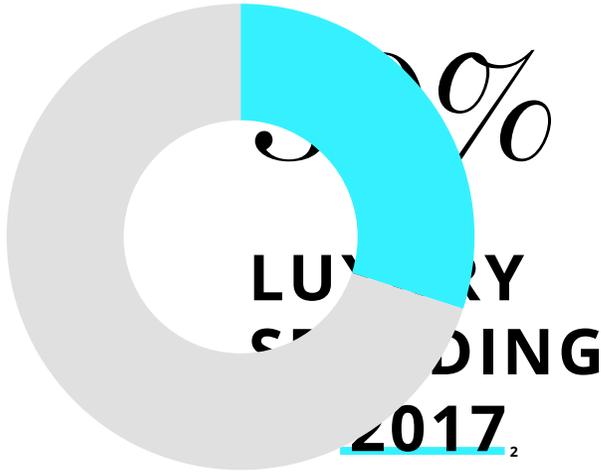
**101%** of the change in discretionary income has gone to the high income cohort

# High-income Millennials Driving Luxury Growth



85%

**GLOBAL  
LUXURY  
GROWTH<sup>1</sup>**



A group of four diverse young adults (two women and two men) are sitting together, smiling and looking towards the camera. They are dressed in casual, contemporary clothing. The image is overlaid with a semi-transparent dark grey box containing white text. The text is a quote about marketing strategy, emphasizing the importance of context and intent over demographics.

*“ Brands that want to win their next customer need to realize and respect their identities. Demographics are dead; this is the age of context and intent. ”*

- Google Managing Director,  
Emerging Markets

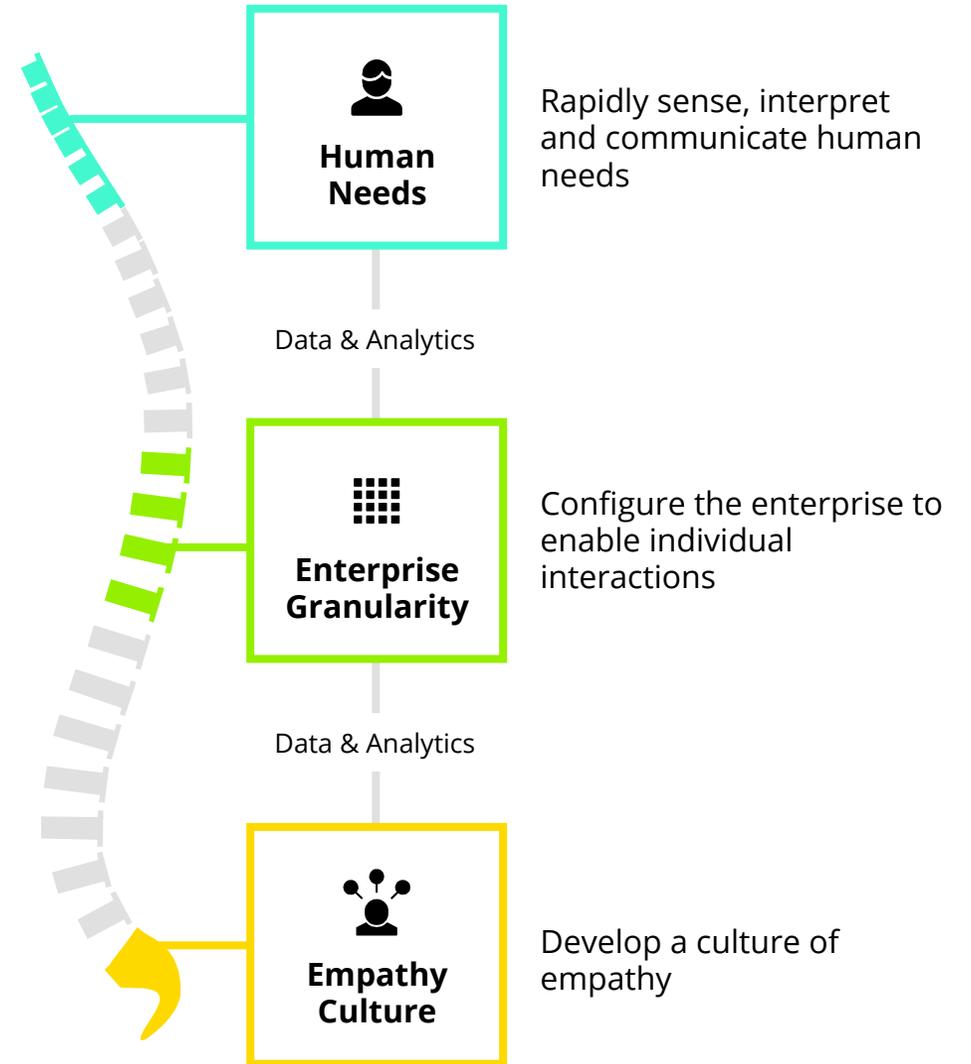
She is a  
**human**  
not a  
customer



## THE ANATOMY OF

# Human Centric Retail™

## The Backbone of Human Centric Retail™



# Transform Traditional Operating Models

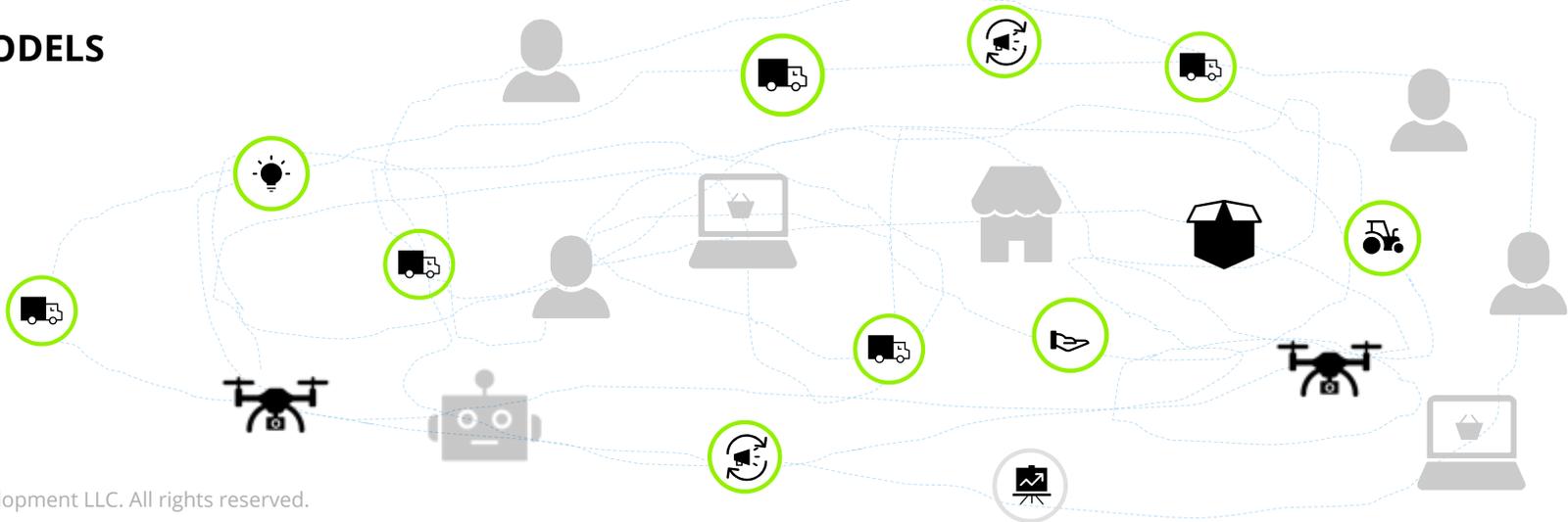
## MERCHANT-CENTRIC MODELS

Linear, Sequential, Enterprise-Driven



## HUMAN-CENTRIC MODELS

Agile, Flexible, Fluid, Interactive





Focus on what makes us HUMAN.

Embrace the Retail Renaissance.



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