



Vitamins and Nutritional Supplements

Trends and Opportunities for Retail

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Predicting the future is difficult...



- Industry is under scrutiny
- Retail foot traffic is falling
- Chinese regulatory changes
- Costs are increasing

- Industry remains robust
- Population is getting older
- Demographic changes are positive
- Innovative products





We are becoming more connected and consumers are being influenced by their connections.



The cashless economy is here = we have passed the tipping point.



More and more consumers are developing a social conscience.



#1 - Customers will demand health solutions

1. Tailored product solutions
2. Qualified advice and expert staff



#2 – Better quality products will prevail

- Continued pressure the industry will eventually direct people to the products that are most credible.
- Cheaper and inferior products will fade away.
- Consumer will continue to gravitate to better quality products.



#3 - Customers will expect you to know what they need and that you make it easy for them.

Intimately knowing your customers and having the information on hand will become more valuable as time passes.



Despite the changing world we live in, people will always want to feel valued. Customers will be happy to pass up their data if it leads to a better shopping experience.

#4 - Retail store assets will need to be more productive and sales staff more proactive

- Can no longer rely on “walk ins”.
- “Dark stores” or “extended dark hours” will increase productivity and eliminate retail flat spots.
- Internet and mobile front ends will combine with physical stores to complete the consumer interface.



#5 – New Technology will continue to define the consumer experience

- New and innovative payment solutions and opportunities will.
- Creating opportunities for suppliers, retailer and consumers.
- Mobile technologies and data will extend retailers ability to differentiate.



A close-up photograph of a pile of fortune cookies, showing their characteristic crescent shape and slightly irregular edges. The cookies are a light golden color.

Top 5

1. Customers will require health solutions
2. Better quality products will prevail
3. Customers will expect you to know what they need and that you make it easy for them.
4. Retail store assets will need to be more productive and sales staff more proactive
5. New Technology will continue to define the consumer experience

A wooden sign featuring the words "THANK YOU" in weathered, orange-red letterpress blocks. The letters are arranged in two rows: "THANK" on the top row and "YOU" on the bottom row. The blocks are set into a dark wooden frame and are mounted on a rustic wooden board with visible grain and texture.

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