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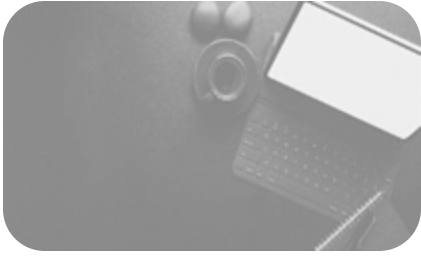
July 2021

Market Intelligence Report

Chris Walton &
Anne Mezzenga

In partnership with

Manhattan
Associates®



What topics did our subscribers read this past month?

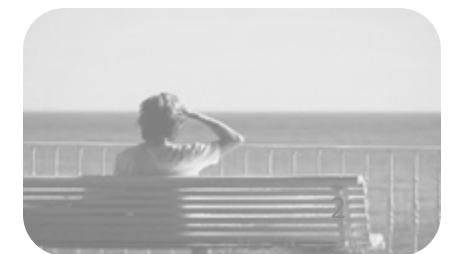
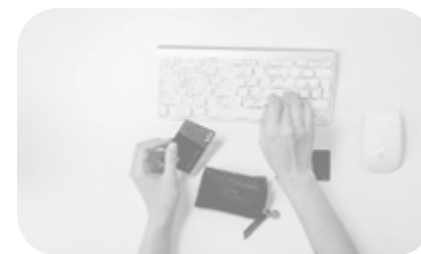
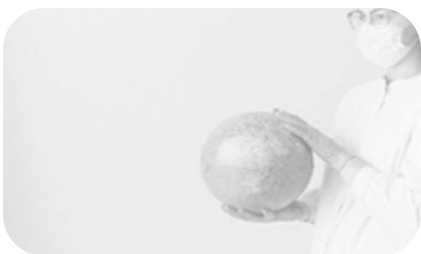
**Tesla
Retail**

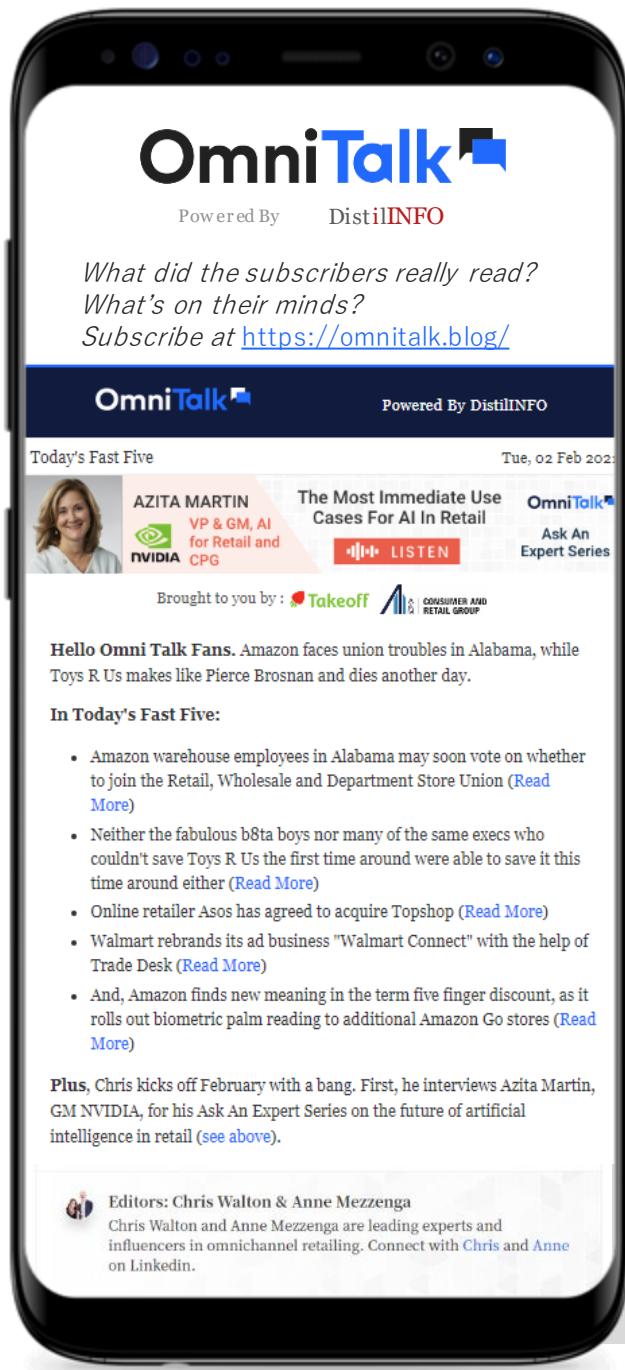
Space Race

**Explosive
Online Grocers**

Back to Store

OmniTalk





We studied and analyzed
reader interest
across the Retail Industry for
this report..

3,500+
CxO Level
Readers



5,000+
VP Level
Readers



6,000+
Retail and Affiliated
Organizations



9,000+
Director Level
Readers



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Popular articles in **June 2021** in Retail Newsletter

1. [Tesla Files Trademark for Restaurant Services – Going to Grab a Bite at a Tesla Burger Joint Soon?](#)
2. [Flink, The German Grocery Delivery Startup, Raises \\$240M After Launching Just 6 Months Ago](#)
3. [Jeff Bezos is Going to Space on First Crewed Flight of Rocket](#)
4. [Walmart, Amazon Simultaneously Add Prescription Discounts to Membership Perks](#)
5. [Instagram Debuts New Ways for Creators to Make a Living](#)
6. [Purpose At Work: How Eat The Change Is Cultivating A Sustainable Food Movement](#)
7. [Lululemon First-Quarter Sales Rise 88%, Topping Estimates, As Store Traffic Rebounds](#)
8. [Sheetz Breaks New Ground with Bitcoin Payment](#)
9. [Boxed to Go Public in Spac Deal Valuing Online Grocer at \\$900M](#)
10. [Amazon Will Overtake Walmart as the Largest U.S. Retailer in 2022, JPMorgan Predicts](#)

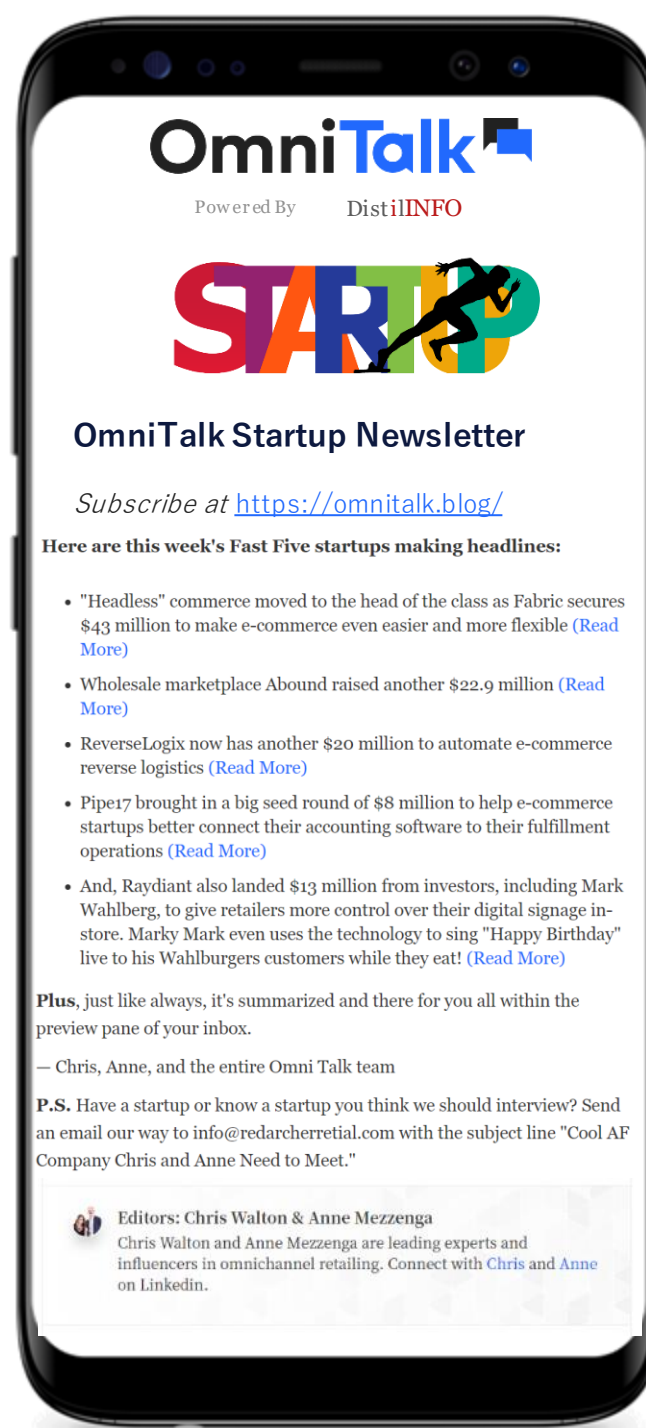
Hello Omni Talk Fans!

As always, and with the help of contributor Matt Bowen, we have combed through the headlines and goings-on of the past few weeks to share with you all the cool things that caught our eyes.

Editors

Chris Walton & Anne Mezzenga

Chris Walton and Anne Mezzenga are leading experts and influencers in omnichannel retailing. Connect with [Chris](#) and [Anne](#) on LinkedIn.



Eat the Change you want to be -- This latest venture is on a mission to promote planet-friendly, starting with getting people to eat one bag of mushroom jerky at a time. ([Read More](#))

“Dast ist gut, right?” -- that must be what investors are thinking after plowing \$250 million of Series A equity financing into 10-minute German grocery delivery startup, Klink. ([Read More](#))

Finally, a use for AI besides Haley Joel Osment -- **Startup Hungryroot nabbed \$40 million in Series C** financing to automate our meal planning and grocery shopping. ([Read More](#))

There’s now an app, called Gen E, that lets you round up the change from everyday purchases to support climate and environmental non-profits and track your impact. ([Read More](#))

And **thank the hungry heifer in all of us** (Cheers reference), ButcherBox is now available directly on Instacart! ([Read More](#))



Here is what our **CxO, VP, Director Level** retail executive audience is interested in.



CxO, VP Level Audience

Tesla Retail – After selling cars directly to consumer, Tesla is getting into the restaurant business. What’s next with Tesla targeting retail sector?

Space Race – With retailers and billionaires racing to get into space, would anything change for the retailers on earth?

Overall Business Audience

Explosive Online Grocery – Why and how are young online grocers earning unicorn valuations?

Back to Store – With pandemic on the cusps, how would brick and mortar stores bounce back?

Tesla Retail



+

Tesla is taking a serious step into making this a reality by applying for a new trademark to use its 'Tesla' brand in the restaurant business: **“TESLA™ trademark registration** is intended to cover the categories of restaurant services, pop-up restaurant services, self-service restaurant services, take-out restaurant services.”¹

01.

Tesla aims to build an experience that substitutes charging time with dining immersion. Elon Musk has already suggested a car's display screen would be a potential for Tesla branded movie streaming service and online food ordering.

02.

An unknown electric vehicle company may open a retail location at the Mall at Millenia. A possible tenant that fits the description is Tesla Inc.(Nasdaq: TSLA). The Palo Alto, California-based electric vehicle manufacturer already has a shop at the Florida Mall and a retail/service location at 100 S. Lake Destiny Road in Eatonville.²

03.

“The quality of the people who interact with how to buy a car, what their motives are, all of them. Tesla has redefined them all.”³

04.

Tesla continues these battles today in Connecticut, New York, and Washington. And now, in collaboration with rivals such as Rivian, they are rewriting the franchise method to benefit other EV makers. any start-ups are planning to adopt a direct-to-consumer model like Tesla, but most state law continues to do the same with established manufacturers such as Ford and GM. It is prohibited.³

Tesla Retail – After selling cars directly to the consumer, Tesla is getting into the restaurant business. What's next with Tesla targeting the retail sector?

1

Tesla Files Trademark for Restaurant Services
– Going to Grab a Bite at a Tesla Burger Joint
Soon?



2

Mystery electric vehicle retailer plans location
at Mall at Millenia. It might be Tesla.



3

How Elon Musk and Tesla Changed Car
Retailing



Space Race

- **Space** is going public via Holicity (HOL)
- **Momentum** is going public via Stable Road Capital (SRAC)
- Vector Acquisition (VACQ) will take **Rocket Lab** public in a deal that values the space company at \$4.1 billion
- **Redwire Space** is merging with **Genesis Park** (GNPK) to go public. ¹

01.

Boeing (BA) is building its own space taxis as well as the most powerful rocket ever. NASA also is working with other established space stocks like Lockheed Martin (LMT) along with upstart space companies to return astronauts to the moon and Mars. ¹

02.

The commercialization of space isn't just about sending the elite on extraterrestrial excursions. It's about transitioning the space industry from one propped up by the government to something self-sufficient; it's about private enterprise investing in rockets, in equipment, in experiments in space. ²

03.

Bezos will experience a ride aboard the rocket technology that he's poured millions into developing. Blue Origin's flight crewed flight will see the company's six-seater capsule and 59-foot rocket tear toward the edge of space on a **11-minute flight that'll reach more than 60 miles above Earth.** ³

04.

Virgin Galactic, is planning on conducting flights to suborbital space for ultra-wealthy thrill seekers and competing directly with Blue Origin. Branson has long said he would be among the first passengers aboard Virgin Galactic's rocket-powered plane, but that flight is expected to take place later in 2021. ³

Space Race – With retailers and billionaires racing to get into space, would anything change for the retailers on earth?

1

[You Can't Buy SpaceX Yet But These Space Stocks Are Up For Grabs](#)



2

[The Commercialization of Space: Selling the Final Frontier](#)



3

[Jeff Bezos is Going to Space on First Crewed Flight of Rocket](#)



Explosive Online Grocery

- The **e-grocery penetration** in the US market is projected to get to **14-18%**, or more, in the next 3-5 years
- More than half of the online consumers spend more **than \$100 per online-grocery transaction**.
- **55%** of consumers said their preference is to continue buying more groceries online after the pandemic.¹

01.

Only 36% of consumers indicated a willingness to pay a price premium when buying groceries online, only if it were less than 5%. This sentiment limits the ability of grocers to pass higher e-commerce operational costs on to customers through pricing. Grocers will need to find ways to make the value proposition profitable through other levers.¹

02.

Flink —says it will deliver 2,400 items in 10 minutes or less — has raised \$240 million to expand its business into more cities, and more countries, on the heels of strong demand.²

03.

Getir out of Turkey, another fast-grocery startup that has been investing a lot in growth (its delivery bikes can be seen every time I go outside at the moment here in London) announced a \$550 million round at a \$7.5 billion valuation.²

04.

Boxed, the online seller of bulk-sized toilet paper, cereal and other goods, has entered into an agreement with Seven Oaks Acquisition Corp., a publicly traded special purpose acquisition company (SPAC). Through the deal, which values Boxed at roughly \$900 million, Boxed will go public in the U.S. under its current name and receive \$334 million in net cash.³

Explosive Online Grocery – Why and how are young online grocers earning unicorn valuations?

1

McKinsey Report: Making online grocery a winning proposition



2

Flink, The German Grocery Delivery Startup, Raises \$240M After Launching Just 6 Months Ago



3

Boxed to Go Public in Spac Deal Valuing Online Grocer at \$900M



Back to Store

- **80% consumers** now feel either 'somewhat' or 'very comfortable' visiting physical stores, up from 71% in 2020.
- **45%** consumers miss the experience of 'touching and trying on' items on the spot
- **60%** consumers surveyed expect their shopping habits to be back to pre-pandemic levels by or before the end of this year.¹

01.

The fun and social experience of shopping with friends and significant others is the second most missed aspect of physical shopping (35%), tied with the opportunity to bring the purchase home immediately at 35% as well. ¹

02.

Although the high-street will bounce back, it would be naïve to believe that online purchasing, which became essential over lockdown, will be reversed in its entirety. Instead, retailers must now find the sweet spot by designing an online presence that compliments physical stores; satisfying customers during both encounters to create a balanced experience. ²

03.

One retailer taking advantage of the repressed demand is clothing retailer Primark. Despite not having an online presence, the budget-friendly clothing and homeware store has managed to not only survive but also pledge to return its £72 million in furlough cash due to its record-breaking sales. ²

04.

Lululemon Athletica's fiscal first-quarter revenue soared 88%, topping analysts' estimates, as shopper traffic steadily rebounded to its stores. Lululemon also issued a strong forecast for its fiscal second quarter and raised full-year estimates, saying momentum for its brand is growing across all geographies. ³

Back to Store – With the pandemic on the cusps, how will brick and mortar stores bounce back?

1

Global Shopper Confidence Surging as Post-Pandemic 'New Normal' Settles In says New Mood Media Study



2

How retailers can capitalise on the re-emergence of the high-street



3

Lululemon First-Quarter Sales Rise 88%, Topping Estimates, As Store Traffic Rebounds





Get creative around Tesla

- Like retailers adapted to Amazon, its about time to develop a plan to adapt to Tesla
- Retail products and services like apps for Tesla car display, buy and collect from car, Tesla specific fashion accessories, etc. are going to get a lot of traction
- Tesla's super client base is yours to tap if they find an alignment between your brand and Tesla

How many ways can I create convenience for my customer?



Space Travel is creating opportunities for retail

- Innovation wave is underway for developing products for space: food, fashion, consumables, durables, etc.
- Consider new retail opportunities around the space travel trip. What will consumers be looking to purchase pre and post space travel?
- What will product placement look like as part of the space travel ecosystem and in space?

Dust off your "Star Wars" ad strategy, for an actual "space" brand placement



Deliver in 20 minutes or less

- Companies that are promising instant delivery are getting billion dollar valuations
- Think global, act local: decentralize the delivery chain to be able to reach to consumers from scattered retail outlets, consuming the least amount of time
- Consumers are willing to pay extra (up to 5%) and bear limited product choices for a quicker grocery delivery

Less is more, fast is soar, local is roar!



Unlock, stock, and sell in store

- Pandemic has accelerated the innovation for in-store experience
- "Phygital" Stores: Merge the in-store experience with online digital one
- Convert the physical stores into an epicentre of omnichannel sales
- All buying options open - click and collect, buy online pick-up in-store, touch-try-buy, etc.

Retail "Singularity": physical merges with digital

IT'S RETAIL'S HOUR OF NEED.

Where is your software partner?

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Executive Insights



Be more inclusive, grow the size of the pie, not just your share!



A New Customer Journey



Pandemic as the agent of digital transformation



Consider “TIME” as a product, service, and value-add

John Donahoe
CEO, NIKE

“Our goal isn’t merely to take market share. Our goal is also to grow the entire market,”

Emily Weiss
CEO, Glossier

“Each of these stores is designed to inspire everyone to find joy and confidence in their personal beauty style, with a customer journey centered around self-discovery and belonging,”

Aaron Wiese
President, digital growth, and co-COO at Hy-Vee.

“The pandemic accelerated many digital initiatives for Hy-Vee as consumers shifted the way they shopped at our stores,”

Oliver Merkel
CEO, Flink

“We are on a mission to give people back some of their valuable time during their hectic days and impress them with our service every time they order,”

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Ask An Expert Series

With Chris Walton

FEATURING:

Frank Riva
VP of Marketing
1010data



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Ask An Expert Series

With Chris Walton

FEATURING:

Vinod Bidarkoppa
CTO
Sam's Club



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FEATURING:

Yair Holtzer
VP Business Development
Trigo



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OmniTalk

The Women's
Retail Collective
Podcast

With Anne Mezzenga

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FEATURING

Sepideh Burkett
Division Vice President
The GIANT Company



OmniTalk

Women's Retail Collective

Chris Walton | Anne Mezzenga

Sepideh Burkett knew at an early age that she was ready to take on big things. At 17, she left her family in Dubai with a one-way ticket to the US to start work on her engineering degree.

After being "beaten into submission" by calculus, those plans changed, and she followed in the family's footsteps and decided to make the pivot to pharmacy school.

Now, you're probably thinking, this is a retail podcast, right? Yes. That's what makes Sepideh's story so unique. After years of running the pharmacy and health and wellness business for Walmart, Sepideh took the leap into full-on store operations for the retail giant where she saw many years of success which she attributes to her start in pharmacy thinking of those she served as patients, not just customers.

Now Sepideh is at The GIANT Company where she's the Division VP leading stores teams as they get up and out of a challenging pandemic year and on to serving customers with all they've learned in the last 12+ months.

Sepideh's story is an inspiring one, especially her final advice for young women entering the retail industry.

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Get Featured



To Instacart, Or Not To Instacart, That Is The Question

- Discuss what the new Walmart and Gap partnership means for a brand they both love so much.
- Explain why there is so much more nuance to the long-term discussion about Instacart than what the pundits are relaying with all their comments on social media.
- Debate whether Sheetz taking Bitcoin is a smart experiment.
- Both get resale exasperation talking Etsy and its new Depop acquisition.
- Drop it like the hot they never were, talking about Instagram's new feature that lets you shop exclusive product drops from multiple brands all at once.



No Robux Required for Walmart+ RX

- Discuss Walmart's newest plan to plus up Walmart+ with free prescriptions for members.
- Talk GNC making ultra Ultra moves setting up shop in 4,000+ Walmart stores and on Walmart.com.
- Discover Carl Boutet's love of bin shopping for beans, now available at Quicklotz.
- Loathe Instagram forcing them to call influencers "creators" and review new plans to pay creators for the goods they review on Reels.
- Point out all that's still ahead for retailers who just figured out how to do online fulfillment in a pandemic as it relates to the Roblox and PacSun partnership.



Lose Yourself In A Full-Size, Checkout-Free Amazon Fresh

- The significance of Amazon opening a full-size Amazon Fresh autonomous grocery store.
- Discuss the required execution necessary for Lowes Foods office locker delivery to be as successful.
- Determine just how much a container ship costs and the strategies expert retail consultants would put into place if they were Home Depot.
- Decide if there's enough traffic to Express, J.Crew, and Urban Outfitters websites to make third-party sellers and customers stay.
- Dig Brookfield's move to bring 1,000 gaming rooms to their malls in an attempt to drive more traffic.



Prime Day, Indochino Pop-Ups, and Reebok Pumps

- Recap rather muted Prime Day results, how the event compares to Singles Day.
- Laud Nordstrom and Indochino for making one of the smartest partnership moves to bring GenZ and Millennials back to the department store.
- Geek out over the expansion of Alibaba's Store X concept and wonder if Costco will take the hint.
- Contemplate the potential suitors (including Amazon) for Morrisons Supermarkets in the UK and what it could mean for Amazon Fresh UK domination.
- Get their 92-year-old grandmothers on board with Marks & Spencer's new on-demand video experts.

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The Fast Five

Chris Walton | Anne Mezzenga

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Editors: Chris Walton & Anne Mezzenga

Chris Walton and Anne Mezzenga are leading experts and influencers in omnichannel retailing.

Connect with Chris and Anne on LinkedIn

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Together Omni Talk and DistilINFO publish industry news, views and interviews about the future of retail. We distill the information for you - saving time and keeping you up to date on the topics in the industry that matter most.

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