

# Retail Innovations

## Trends and Insights



Haaga-Helia

Trend Report 2/2021  
30.3.2021





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# Introduction

This report explores new innovations in retail, including technologies enhancing both the in-person and online shopping experience.

**Takeaway:** Though the COVID-19 pandemic has caused great disruption in the world of retail, it's also accelerated a great deal of exciting, positive innovations in this space that are likely to remain popular post-crisis. Long-term, immersiveness, self-service as well as sanitation will remain hugely relevant to this category.



# Special Features and Definitions

## Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

**Retro Electric**  
A look at the latest and greatest in retro-inspired technology and vintage-inspired design. From classic cars to modern bikes, these retro-inspired products are making a comeback in a big way.

**8.8**

**Expedition Camper Vehicles**  
The Expedition 65: A Sustainable Camper Van Build

**9.2**

**Top Lists**

Top 100 Travel Trends in 2019

Top 100 Food Trends in December

Top 30 Pet Innovations

**8.8**

**Consumer Insights:** The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

**Specific Examples:** Carefully selected individual innovations to provide more in-depth analysis.

**Clustered Lists:** Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

**8.8**  
Score



**Demographics:**  
The target audience. This value is determined by the researcher, not by site statistics.

**Freshness:**  
The relative newness of an article.

**Activity:**  
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

**Popularity:**  
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

**Overall Score:**  
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

# Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter. The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p><b>A) Acceleration</b>            1. Perfecting One Thing            2. Aspirational icon            3. Exaggerated Feature            4. Reimagined Solution</p>	 <p><b>Prosumerism</b>            From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p><b>B) Cyclicity</b>            1. Retro . Nostalgia            2. Generational            3. Economic. Seasonal            4. Repetitive Cycles</p>	 <p><b>Nostalgia</b>            Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p><b>Catalyzation</b>            Businesses have taken a role of accelerating the personal development of customers</p>	 <p><b>AI</b>            We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p><b>Naturality</b>            The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b>            The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p><b>C) Reduction</b>            1.Specialization            2. Fewer Layers + Efficiency            3. Crowdsourcing            4. Subscription</p>	 <p><b>Instant Entrepreneurship</b>            New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p><b>D) Redirection</b>            1. Refocusing            2. Reversing            3.Surprising            4.Gamifying</p>	 <p><b>Tribalism</b>            Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p><b>Curation</b>            Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b>            In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b>            The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p><b>Experience</b>            In a world abundant with stuff: experience becomes a more important currency and life priority.</p>
 <p><b>E) Convergence</b>            1. Combining + Layering            2. Adding value            3. Co-Branding            4. Physical + Digital</p>	 <p><b>Multisensation</b>            Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail—even food.</p>	 <p><b>F) Divergence</b>            1. Personalization, Customization            2. Status + Belonging            3. Style + Fashioning            4. Generational Rebellion</p>	 <p><b>Authenticity</b>            Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b>            Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b>            Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b>            Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p><b>Many-to-Many</b>            A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

# Trends & Insights

## Overlooked Opportunities & Examples

The global consumer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

- the trend section, which identifies a new opportunity in a given industry, and
- the insight section, which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.





# Appointment Retail

Appointment-only retail shopping ensures safe in-person shopping experiences

The pandemic is, in some ways, leading to more personalized one-on-one retail experiences.

# Appointment Retail

Appointment-only retail shopping ensures safe in-person shopping experiences

**Trend** - Though businesses around the world have reopened for in-person shopping, improved health protocols are common and often required of them. One of the ways in which stores are maintaining distance and managing employee and customer health is by only letting those who have made appointments prior enter stores.

**Insight** - Customers who understand the ongoing risks to their health, and the health of their loved ones, are still anxious about taking part in the activities that were once second nature to them. Service businesses and retailers that acknowledge and address this collective anxiety with safety precautions are, to most people, doing what's expected of them for the sake of public health.



## Distancing Grocery Pop-Ups

Pop Up Grocer Introduced Private Appointments for Solo Shopping



## New Normal Retail Software

SPLICE Software Created a Service for Retailers to Adjust Operations



## Express Tech Retail Stores

Apple's Express Retail Update Plans to Navigate Physical Stores



**Electronic Store Reopening Plans**  
Best Buy Takes the Correct Safety Measures When Opening Its Doors



## Sports Store Appointment Systems

Ellis Brigham Offers a Scheduling System to Navigate Traffic

6.7  
Score



Experience  
Catalyzation

5 Featured, 38 Examples  
48,758 Total Clicks

URL: [Hunt.to/439334](https://hunt.to/439334)

★ Advisor Pick

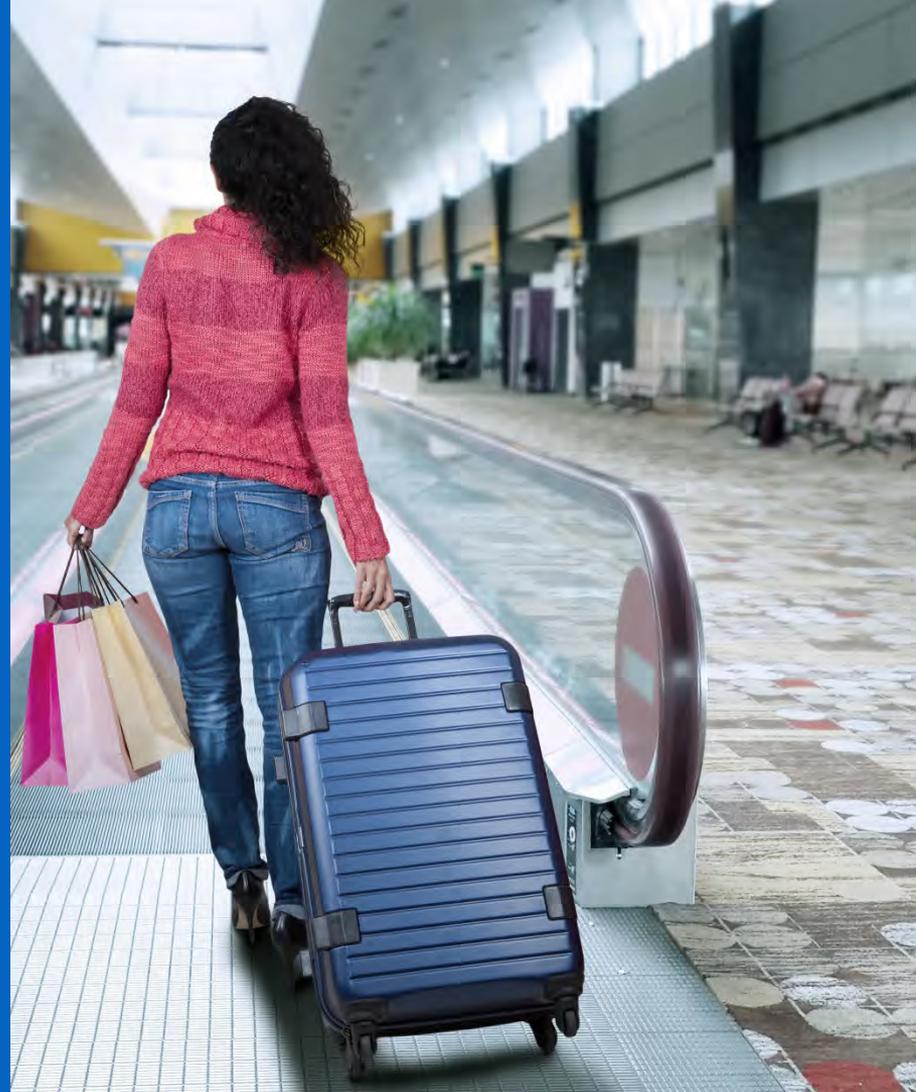
8

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# Airport Retail

Airport retailers are turning to digital solutions to adapt to COVID-19 rules

The COVID-19 pandemic is accelerating efficiencies in all sorts of retail contexts, likely leading to higher expectations on part of shoppers post-pandemic.



# Airport Retail

Airport retailers are turning to digital solutions to adapt to COVID-19 rules

**Trend** - With service businesses continuing to adapt to the changes that COVID-19 has brought on, airport retailers are turning to digital solutions that allow people to shop in a way that's safe. These solutions include everything from in-airport food deliveries to augmented product sampling.

**Insight** - The economic consequences that COVID-19 has brought on has resulted in service businesses having to make quick and transformative changes in order to keep up with customer demand. This demand comes with concerns from customers about maintaining their health and safety, and businesses are trying to manage those concerns with their bottom line.



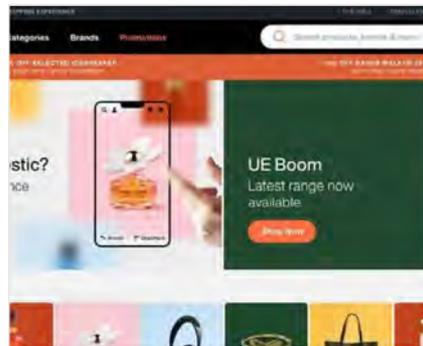
## Ready-Made Meal Vending Machines

Snapfresh Installs a Meal Vending Machine at Brisbane Airport



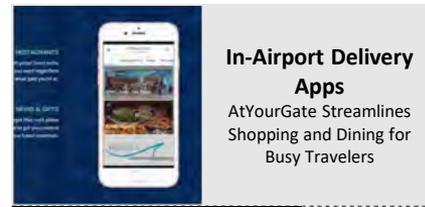
## Augmented Reality Beauty Stores

Hamad International Airport Opened Lancôme and YSL Beauté Cafés



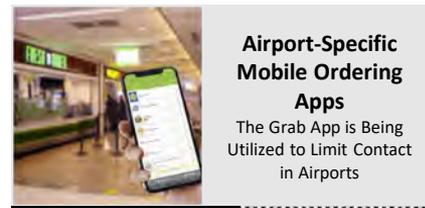
## Omnichannel Airport Retailers

Auckland Airport's The Mall Platform is Boosting Post-COVID Sales



## In-Airport Delivery Apps

AtYourGate Streamlines Shopping and Dining for Busy Travelers



## Airport-Specific Mobile Ordering Apps

The Grab App is Being Utilized to Limit Contact in Airports

7.5  
Score



Hybridization

Experience

5 Featured, 35 Examples

30,341 Total Clicks

URL: [Hunt.to/444524](https://hunt.to/444524)



# Retail Escape

Opportunities for creative presentation  
are abundant in virtual environments

The pandemic has driven a strong desire for digital escapism in customers, including in the world of retail.

**Trend** - The online environment breaks the boundaries of aesthetic imagination, enabling the existence of various compositions and ethereal landscapes that would otherwise be impossible. As retail businesses are pivoting to an all-digital strategy due to COVID-19, many are embracing these advantages.

**Insight** - The desire for escapism is potent in contemporary customers who live fast-paced, technologically enhanced lifestyles. With the onset of the COVID-19 pandemic and the associated travel restrictions, many don't have the opportunity or are finding it increasingly difficult to take a break and enjoy a change of scenery. Since many are conscious that non-essential traveling is strongly discouraged, customers are looking for ways to escape with the help of their imagination.



### Digital Interior Designs

Reisinger Studio's Digital Interiors are Whimsical and Visually Alluring



### Dreamy Architectural Explorations

Peter Tarka Embraces Pastel Colors, Geometry and Surrealism



### Digital Fashion Houses

The Fabricant Explores the Intersection of Fashion & Technology



### Fashionable Virtual Islands

NET-A-PORTER Created Its Own Island on Animal Crossing: New Horizons

7.7  
Score



 Curation

 Experience

 Catalyzation

4 Featured, 36 Examples

84,573 Total Clicks

URL: [Hunt.to/444232](https://hunt.to/444232)

12

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# Bio Furnishings

Biodegradable furnishings set a  
new precedent for interior design

Service businesses are making bolder commitments to sustainability than ever before, which now needs to be reflected in their visual identities as well.



**Trend** - Environmentally friendly, biodegradable home and retail furnishings are on the rise as designers and customers look to reduce their environmental foot print. Everything from beds and carpets to restaurant furniture are being adapted with biodegradable materials.

**Insight** - When it comes to environmental consciousness, customers are increasingly aware that changing minor aspects of their daily routines won't make an enormous impact on the bigger picture. The larger goal is to shift production and create more regulations for the businesses responsible for environmental damage. While they push for this, they still feel a sense of responsibility and look for more ways to alter their habits to minimize their own personal impact--whether that's reducing their use of straws or finding eco-friendly investment pieces.



### All-Cardboard Cafes

The 'Cardboard' Cafe in Mumbai is Constructed with an Eco-Friendly Material



### Eco-Friendly Biodegradable Beds

The Horizontal Button Bed is Made with Replaceable Parts



### Zero-Waste Restaurants

The Silo Restaurant in East London Features a Sustainable Menu and Interior



### Eco-Conscious Rug Collections

The LOOMY Rugs are Handwoven and Made with Sustainable Materials

7.8  
Score



Naturality

4 Featured, 36 Examples

101,174 Total Clicks

URL: [Hunt.to/433971](https://hunt.to/433971)

14

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# App-Powered Store

Retailers are partnering with applications to create experiential in-store experiences

WeChat is making it possible for customers to have truly immersive, interactive in-store experiences.

# App-Powered Store

Retailers are partnering with applications to create experiential in-store experiences

**Trend** - The use of apps to create in-store shopping experiences that feature digital experiences and enhancements is on the rise, especially in China. Chinese businesses partner with WeChat to create more seamless interactions considering the commonness of the applications allowing customers to engage in-store without having to download any additional apps.

**Insight** - Experiential shopping is a growing focus for retailers as they enhance their understanding of how younger Millennials and Gen Z shop. These demographics are more likely to be drawn to brands that engage them using the same digital habits that they use on a regular basis.



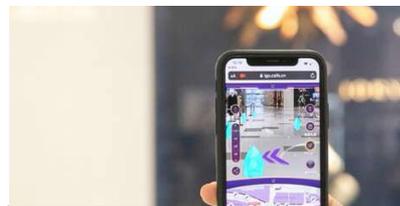
## Gen Z Cosmetic Shops

MAC Cosmetics' Experience Center Blurs Physical & Digital Realms



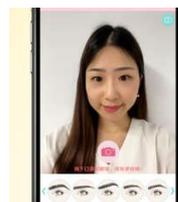
## Social Retail Stores

Burberry Announced It Will Create a Socially Integrated Retail Store in China



## Mixed-Reality Shopping Navigators

iGO Leverages Augmented Reality and 5G for Commercial Shopping



Real-time Virtual Brow Try-On  
with Benefit Cosmetics



## Brow-Styling Virtual Try-Ons

Perfect Corp. & Benefit Cosmetics Created an AR Eyebrow Program

9.0  
Score



Experience  
Catalyzation

4 Featured, 44 Examples  
106,435 Total Clicks  
URL: [Hunt.to/445224](https://hunt.to/445224)

★ Advisor Pick

- Haaga-Helia's experts studied the impact of the trends presented in this report in Finland. Approximately one third of the panellists surveyed work in the restaurant or accommodation sector. The Hospitality Development Panel also involved professionals in fields such as education, logistics and trade.
- According to respondents, the most impactful trend in the report is cooperation between commerce and app developers.
- In turn, the appointment-based operating model was not considered to be a very significant trend in Finland, although during the coronavirus epidemic its importance has been emphasised, at least temporarily.
- Respondents also explained how they see the retail sector in the near future. Digitalisation and e-commerce were seen as the main trends, but it was thought that emphasis on sustainability and quality of the product range and focus on a more experience-driven brick-and-mortar store will also be a key development area.

## How do the trends affect Finnish companies?\*

**Trend 5: App-powered Store**

**4.2**

**Trend 4: Bio Furnishings**

**3.6**

**Trend 3: Retail Escape**

**3.4**

**Trend 2: Airport Retail**

**3.2**

**Trend 1: Appointment Retail**

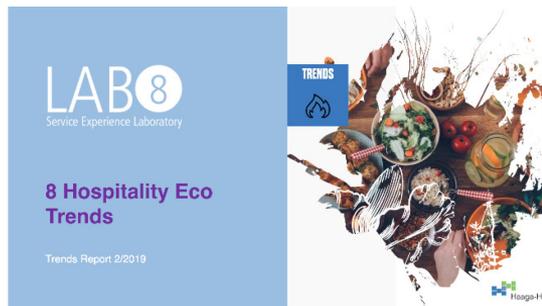
**2.6**

*\* n=39, scale 1-5, : 1 = does not affect at all, 2 = not much, 3 = somewhat affects, 4 = affects quite a lot, 5 = affects very much*

Do you want to hear more about the results of the Hospitality Panel Research or use our professional panel as part of your own research?

**Get in touch and let's figure out how we can best help you!**

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# Specific examples

## Relevant Ideas & Case Studies

These ideas and case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual standout innovations that relate back to the topic of this report.



# Modular Self-Service Kiosks

## DN Series EASY Enhances Efficiency and Keeps Costs Low

To help retailers adapt, improve in-store efficiency and the customer experience, and keep costs down, Diebold Nixdorf launched a series of self-service kiosk solutions. DN Series EASY is a new product family that's modular, open and designed for a platform-based approach. In this way, retailers have the freedom and flexibility to adjust the solutions they need for each of their stores.

With DN Vynamic Self-Service, retailers benefit from a modular software program that helps with fast integration and more personalization. As Diebold Nixdorf describes, "This allows retailers to be more flexible now and in the future, adding new functionality without rebuilding their entire technology solution." Since retailers are being met with new challenges every day, these self-service solutions promise plenty of adaptability for the current times and tomorrow.



7.4  
Score

Popularity



Activity



Freshness



9 Related

8,017 Total Clicks

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# Contactless Shopping Experiences

## Hudson Will Use Amazon's Just Walk Out Technology at Its Stores

Hudson, the retail business, announced that it will implement Amazon's Just Walk Out technology at a number of its locations, including its Dallas Love Field Airport store.

Following the implementation of the Just Walk Out technology at its Dallas location, Hudson will integrate it into more North American locations in 2021. With the technology, customers will be able to pay using their credit card, and simply leave the store with the items they wish to purchase. The technology will also help reduce contact between people during the pandemic and may provide a safer shopping experience.

"Today's traveler is progressively more connected, mobile, and time sensitive — and they have higher expectations for convenience, safety, and speed during their shopping experiences," said Brian Quinn, the executive vice president and CEO of Hudson.



8.3  
Score

Popularity

Activity

Freshness



9 Related

1,518 Total Clicks

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# Meat-Free Butcher Counters

## The Asda 'Veelicious' Vegan Butcher Counter Addresses Customer Demand

The increasingly popular plant-based diet is seeing brands and retailers alike adapting to meet customer demand, which is exactly what's at work with the new Asda 'Veelicious' vegan butcher counter. The grocery store brand created the concept in partnership with Kbox Global and will be trialing it at its Watford store location in the new year for a six-month period. This coincides with Veganuary and addresses increasing customer demand for vegan-friendly products.

Chief Strategy Officer Preyash Thakrar spoke on the new Asda 'Veelicious' vegan butcher counter saying, "The demand for vegan products is on the rise and we have seen a surge in people seeking out ways to easily enjoy a plant-based lifestyle. We recognised the importance of helping our customers with their Veganuary journey, which includes partnering with Kbox to trial Veelicious in our Watford store. Across our product range we offer many options for vegans and flexitarians, such as meat-free alternatives and vegan cheeses, ensuring that our customers don't have to compromise on quality, taste or value when following a plant-based lifestyle. Veelicious will be a 'test and learn' trial to help us understand [continues online](#)



8.9  
Score

Popularity



Activity



Freshness



9 Related

5,457 Total Clicks

URL: [Hunt.to/444003](https://hunt.to/444003)

# Shelf-Monitoring Retail Robots

## Retail Watch Uses Computer Vision & Machine Learning In-Store

To address the problem of products being out of stock on retail shelves, Trax created the Retail Watch solution in China. The autonomous shelf-monitoring robot was created with local robotics business Ecovacs and it relies on proprietary computer vision and machine learning technologies, an IoT-enabled shelf-edge and ceiling cameras.

The retail robot has the potential to save store associates from having to complete simple repetitive tasks, as the system boasts the ability to offer alerts to pricing errors, stocking opportunities and even planogram non-compliance. As the autonomous robot can move about the store like a shopper, it offers a new layer of insights by tapping into what shoppers see in real-time.

Retail Watch is anticipated to boost supply chain replenishment, on-shelf availability, picking for online orders and overall, an elevated shopper experience.



8.2  
Score

Popularity

Activity

Freshness



9 Related

11,835 Total Clicks

URL: [Hunt.to/442372](https://hunt.to/442372)

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# Livestreaming Beauty Stores

## Beautycounter's Store Bridges Online and In-Person Experiences

Direct sales company Beautycounter is introducing the future of beauty stores with its new location in Los Angeles, which has a studio that livestreams in-store experiences. Like a recording booth, the outside of the store has a sign that lights up to indicate when a live recording is in session. While the front portion of the space is set up like a regular store, the back part of the store is set up with a studio and a stage that includes professional lighting and audio equipment.

Those who can't physically visit the store can interact with broadcasts on Beautycounter's website so that they can explore new ways to shop.

At a time when many physical locations are closed or have restrictions in place for in-person shopping, many retailers are creating unique experiences that fuse elements of online and in-store shopping.



9.0  
Score

Popularity 

Activity 

Freshness 



9 Related

10,003 Total Clicks

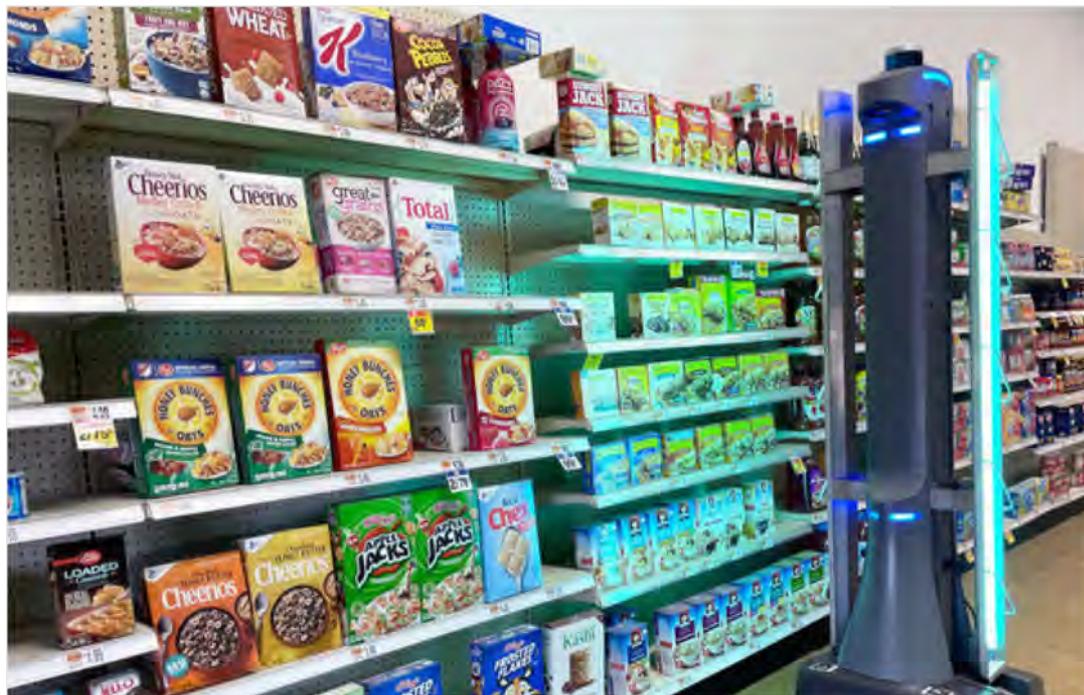
URL: [Hunt.to/442095](https://Hunt.to/442095)

# Disinfecting Retail Robots

## The Badger UV Disinfect Robot Boosts Store Cleanliness

Badger UV Disinfect Robot by Badger Technologies was created to improve the health and safety of retail and grocery stores, as it uses advanced UV-C technology to tackle pathogens. The autonomous robot is useful for decontaminating 40,000 square feet in about two hours and combating high-risk pathogens. According to the company, "Early testing of the new Badger Technologies autonomous robot with UVDI's 254nm UV-C technology indicates 99% and greater inactivation of coronaviruses, E.coli, Salmonella enterica and Influenza A."

The self-navigating robot offers a simple way to bring more peace of mind to essential spaces with a high amount of activity and surfaces that have the potential to be contaminated. As well as being a solution that's relevant to the current times, the robot has the potential to support a variety of public settings going forward.



9.6  
Score

Popularity

Activity

Freshness



5 Related

11,453 Total Clicks

URL: [Hunt.to/446246](https://Hunt.to/446246)

# Educational Denim Displays

## IsInstore and Lee's Retail Display Educates About Sustainability

UK-based design and branding agency IsInstore and Lee teamed up on an educational retail display for the denim label. Launched at Sleftridges, Oxford Street, the retail display aimed to "generate a conversation about sustainability" and was unveiled in conjunction with Lee's latest sustainable collection.

The interactive retail display spotlights eco-friendly jeans and apparel, with a jacket featuring a 'For A World That Works' logo taking center stage, while promoting the campaign of the same name. Synonymous with comfort and quality at an accessible price point, Lee evolves its branding to be more sustainability-focused, sharing its plans for a more eco-friendly future.

In addition to this retail display's eco-friendly message -- brought to life with eye catching products and digitized signage that educates customers -- IsInstore also built the activation using sustainable materials sourced locally along with those that could later be reworked or repurposed. Additionally, the display's tech showcased how Lee is planning to build a more sustainable brand future while sharing more details behind its new collection.



8.0  
Score



6 Related

11,108 Total Clicks

URL: [Hunt.to/441297](https://Hunt.to/441297)

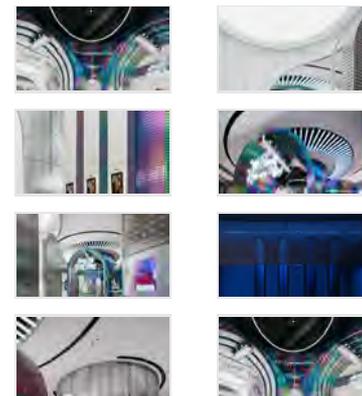
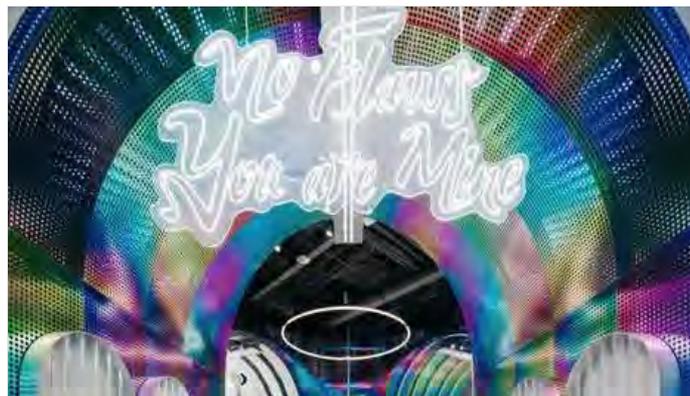
# Interactive Beauty Retail Spaces

## The B+Tube Cosmetic Store by Arlia Hashim is Located in Changsha

The B+Tube collection retail space in Changsha, China is designed by Li Kang and Arlia Hashim. Specializing in "skincare, make-up, travel and lifestyle products, all focused around the idea of freedom of expression," B+Tube targets Gen Z customers and is all about experimenting with beauty.

The company showcases its vast collection inside a colorful and immersive space, spotlighting high tech, interactive elements. These include engaging product information areas, interactive advertisements and product testing stations that blend physical displays with digitized video screens.

The B+Tube collection retail space speaks to Gen Z customers' appreciation for interactive elements when it comes to retail and blends the best of both worlds for an omnichannel shopping experience. The store is also vibrant and aesthetically striking, featuring cathedral-like elements that are photogenic and social media-friendly.



9.3  
Score



3 Related

7,494 Total Clicks

URL: [Hunt.to/441289](https://Hunt.to/441289)

★ Advisor Pick

27

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# AR Beauty Mirrors

## Amorepacific's In-Store Mirror Limits Consumer Interaction with Staff

As retailers are reopening their stores after temporary closures, they are implementing solutions that help to reduce interactions between customers and staff - and Amorepacific is introducing a vision for the future with its AR beauty mirror. The in-store augmented reality mirror gives customers the ability to virtually try on products, effectively reducing contact time and solving the problem of needing to offer in-store sampling and try-on experiences.

The augmented reality mirror can be found within Amorepacific's Seoul, South Korea retail location. Using the mirror is as simple as having one's photo taken, so that products can be recommended based on detected textures and details like blemishes, fine lines and wrinkles. The AR beauty mirror is a solution for trying on a variety of products virtually, including foundations, lipsticks and eye products.



8.0  
Score

Popularity

Activity

Freshness



9 Related

27,807 Total Clicks

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★ Advisor Pick

28

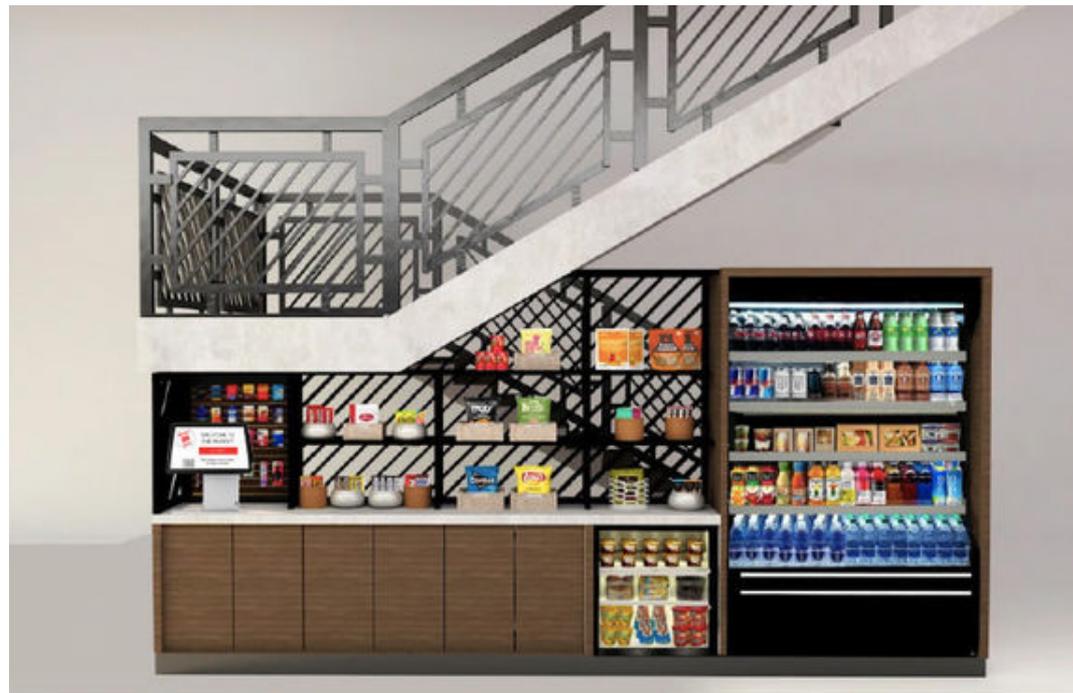
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# In-Apartment Self-Service Shops

Impulsify is Adding Grab-and-Go Solutions to Communal Spaces

There's a need for different retail solutions to support the new normal and Denver-based retail tech company Impulsify is introducing self-service shops to six apartment communities. With these self-serve solutions within the common areas of apartment buildings, residents will be able to access a variety of packaged snacks, meals, beverages and other convenience items with ease.

Although there are measures in place to support distancing in grocery stores, this retail solution has the potential to help people minimize contact, avoid lines and making a trip to the store only to find empty shelves. The cashless, tech-driven retail solution lets residents shop right from within their own building, helping to support people, brands and property developers.



7.8  
Score

Popularity



Activity



Freshness



9 Related

7,889 Total Clicks

URL: [Hunt.to/430783](https://hunt.to/430783)

# Contact-Free Retail Touchscreens

The 'Air Touch' Technology from the Azkoyen Group is Hygienic

Touchscreens have become a mainstay part of the retail experience when it comes to self-service but can be concerning when it comes to the spread of pathogens, which is something the 'Air Touch' technology aims to help change. Developed and patented by the Azkoyen Group, the contactless technology works on coffee or vending machines to allow customers to make choices without having to actually touch the screen. The system will detect the user's choice from 2cm away to prevent contact; this would help self-service solutions to stay cleaner and curb the spread of germs between customers.

The Azkoyen Group spoke on the potential of the 'Air Touch' technology in a statement saying, "Changing the way we relate to the devices around us, such as vending machines, has become an indispensable step towards significantly reducing the risk of spreading bacteria and viruses such as Covid-19, which will be reflected in improved health for users."



8.4  
Score



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# Contactless Digital Currency Payments

## LG CNS' Facial Recognition Payments Combine AI & Blockchain

Facial recognition payment systems, unstaffed retail stores and contact-free payment systems were being implemented before the ongoing pandemic but these technologies promise to be more useful than ever, especially as people and businesses adapt to a new reality. LG CNS is piloting a new payment solution at a convenience store within its business headquarters that implements facial recognition, a blockchain-based digital currency and artificial intelligence technology.

At the unstaffed convenience store, the face-based digital currency payments save shoppers from having to check out in close proximity to others or employees and minimize unnecessary contact with surfaces in the store. Notably, LG CNS' video showing the system in operation shows the system's ability to recognize customers even if they are wearing accessories like a mask or sunglasses.



6.6  
Score

Popularity



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# LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. In order to understand the future of customers and innovations, predicting changes is essential. **LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.**

## Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



## LAB8's Trends Workshops:

### 1. Guided trend workshop

Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.

### 2. Guided scenario workshop

Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.



TRENDS

LAB8 | Haaga-Helia

# LAB8 | Customised Trend Reports

- As a corporate customer of LAB8, you can get customised reports on your sector or field of interest.
- Schedule and scope can be arranged depending on your needs.

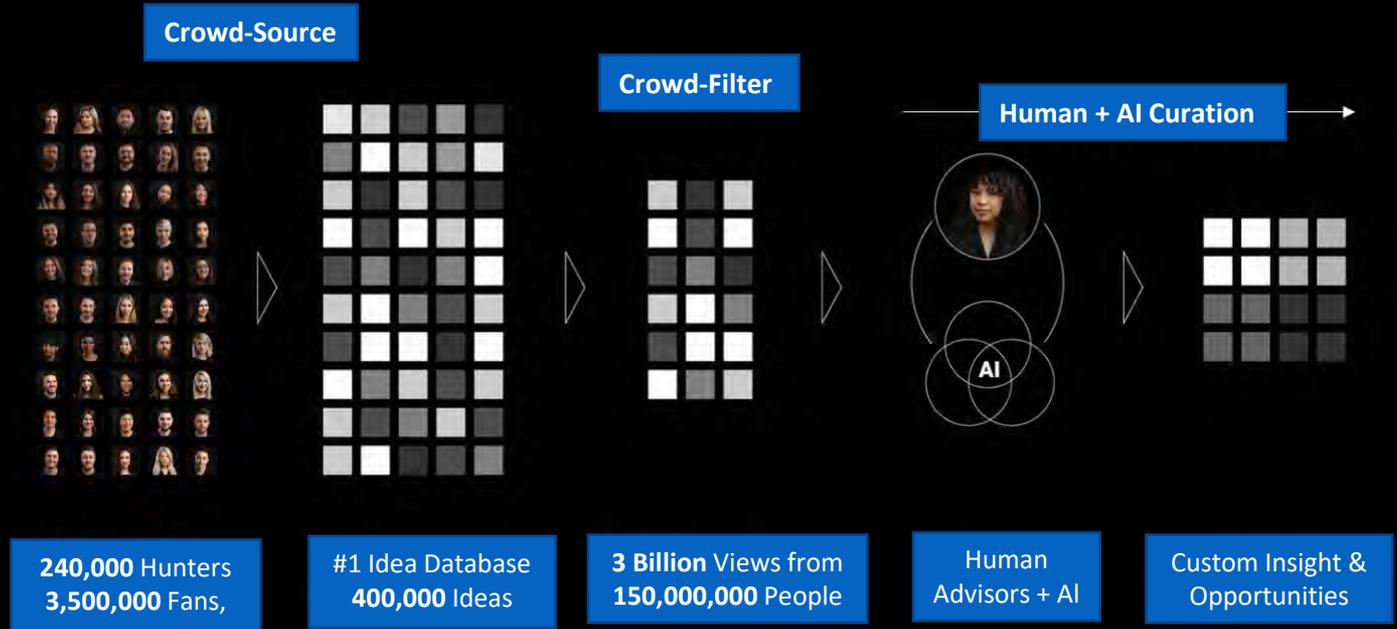
More information ►



# Report Process

TrendHunter has built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

LAB8 Customizes a trend report utilizing the Hospitality Barometer four times a year together with TrendHunter.



After TrendHunters curation, we ask the Haaga-Helia's Hospitality barometer to review the trends and how they apply in the Finnish hospitality and retail field.



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Come play with us!



<https://www.haaga-helia.fi/lab8>



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