



FUTURE CONSUMER .COM

The Webolution of Shopping to 2010

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FRANK FEATHER is a public speaker and global business futurist. After working as a strategic planning executive for three of the world's largest banks, Mr. Feather founded his own consulting business in 1981. He is the author of two previous books, *G-Forces: The 35 Global Forces Restructuring Our Future* and *The Future Consumer* (which introduced the now widely used concept of "Thinking Globally, Acting Locally"). His Web site is located at: <http://www.future-consumer.com>.

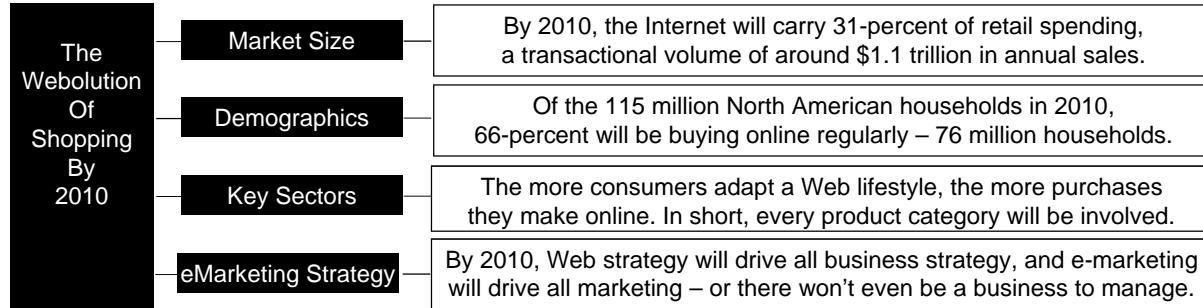
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MAIN IDEA

The Internet revolution, or “Webolution”, takes the shopping experience out of shops and into the home, or anywhere else the consumer may prefer to be. This transition will completely transform the commercial and personal lifestyle landscape, effectively reversing everything the industrial revolution required. In effect, e-commerce will morph into m-commerce (mobile commerce) as people move the bulk of their shopping online to enhance the quality of their lives.

On the Internet, you don’t need thousands of competing stores – just a few sites which make it onto the favorites list of the consumer’s browser. Therefore, the current debate over whether the best approach to e-commerce is “brick-and-mortar”, “pure clicks” or a hybrid “bricks-and-clicks” is largely irrelevant. Instead, retailers should be focused squarely on winning the attention of the Internet consumer, because there will only be one or two winners at most in each product category.

The true retail battle of the Webolution will be won or lost on the favorites lists of each consumer’s computer.



Market Size

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The Webolution is changing life, society and the economy for people around the world. Specifically:

1. People are adopting a Web lifestyle in increasing numbers.
2. Consumers are getting used to the idea of shopping anywhere, anytime and anyway they choose.
3. Economic power is rapidly being transferred to more than 1 billion Internet business owners.

Demographics

Page 3

Who will shop online? Increasingly, the population of the Internet is starting to match the demographic patterns of society at large. In other words, everyone will get involved in online shopping. And online shoppers will visit the Web sites they have on their favorites lists rather than attempting to explore every corner of the Internet universe.

Key Sectors

Pages 4 - 6

How much of the current economy is forecast to move to the electronic marketplace in the next 10 years?

The historical facts are:

- The global retail economy was \$4 trillion in 1999, of which \$2.4 trillion was generated in North America.
- In 1999, online sales were \$20 billion – less than 1%.

The FutureConsumer.Com forecasts for the future volume of e-commerce sales are:

- In 2000, 3% of all retail sales will be made online.
- In 2005, 14% of all retail sales will be made online.
- In 2010, 31% of all retail sales will be made online.

In other words, by 2010, total North American retail sales will grow to \$3.5 trillion, with \$1.1 trillion of those sales being made online.

eMarketing Strategy

Pages 6 - 8

In the years to 2010 in particular, a company’s Web strategy must drive its entire business model. E-commerce will become such a large and growing part of the revenue mix that CEOs will be forced to take hands-on control of this part of their business – or risk fading away into irrelevancy.

Smart companies are reevaluating their businesses from the perspective of consumers living a Web lifestyle who view and use products and services differently from traditional customers.

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