



# The Retail Innovation Ecosystem in Finland

An S Group perspective

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# Retail innovations matter more than ever

Consumers are almost completely digital

*97% have access to internet<sup>1</sup>, 80% of consumers have a smartphone<sup>2</sup>*

Competition is global

*Almost half of consumers shop on global sites every month<sup>1</sup>*

The edge is price AND convenience

*Even discounters are investing in convenience, e.g. same day deliveries<sup>3</sup>*

Transparency and responsibility are qualifiers

*Conscious consumerism is mainstreaming, 60%<sup>4</sup> of consumers consider responsibility of their consumption.*

1: Postnord, verkkokauppa pohjoismaissa 2017

2: FIN Edition, Deloitte Global Mobile Consumer Survey, June-Aug 2016

3: <https://www.planetretail.net/NewsAndInsight/Article/161467>

4: The Informed Consumer study 2016, Kuudes




# Our digital transformation is built on three core elements

**1 Personalization**



**2 Seamless multi-channel experience**

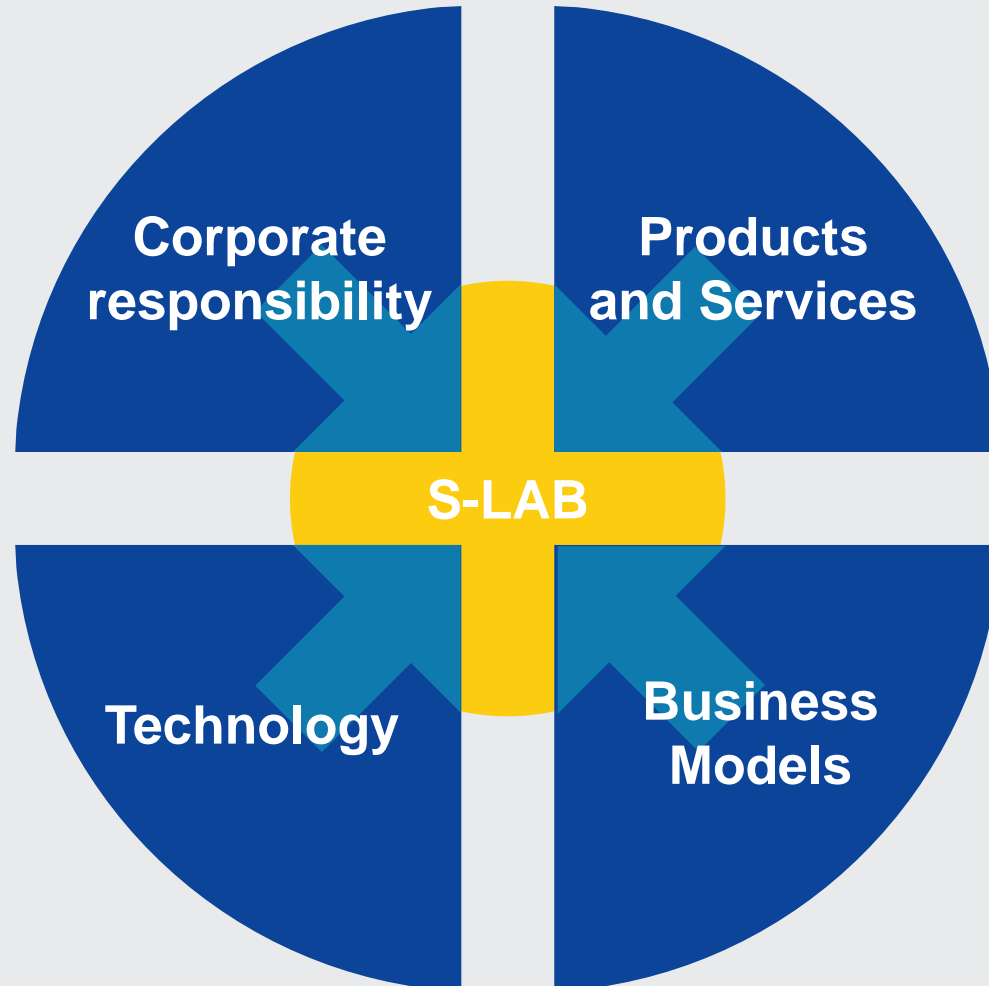


**3 Process efficiency**





# S-lab brings together visionaries and game changers across the ecosystem



A way of working to accelerate innovation on top of the largest consumer base in Finland

1. Based on products, not talk
2. Market validation, not R&D
3. Experience, not equity



# Fresh from the lab: selected cases



*In-store location*



*Food waste reduction*



*Voice UI*



*Food innovation*



# The retail innovation ecosystem in Finland and S Group



Tech-savvy, well educated, value-focused consumers are globally interesting



We have been an integral part in several start-up internationalization stories



We are constantly searching for better collaboration and co-creation models



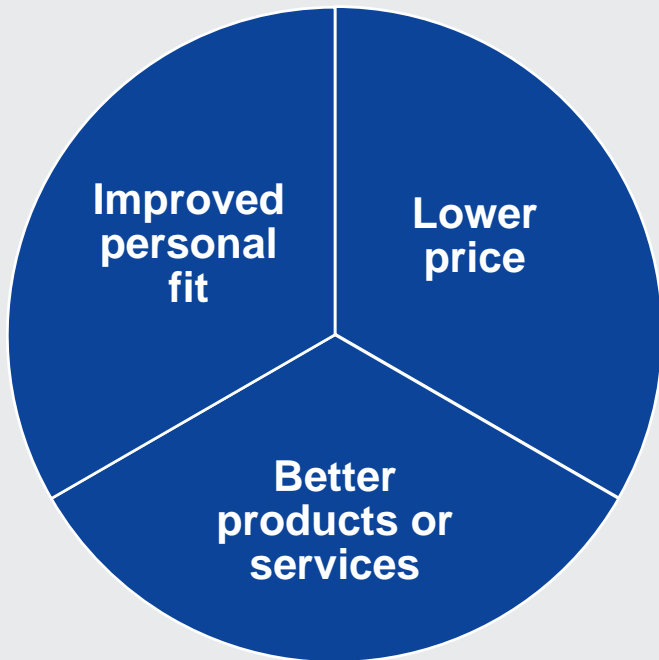
**s-lab.fi**



# S-Lab –project phases

## 1. SET

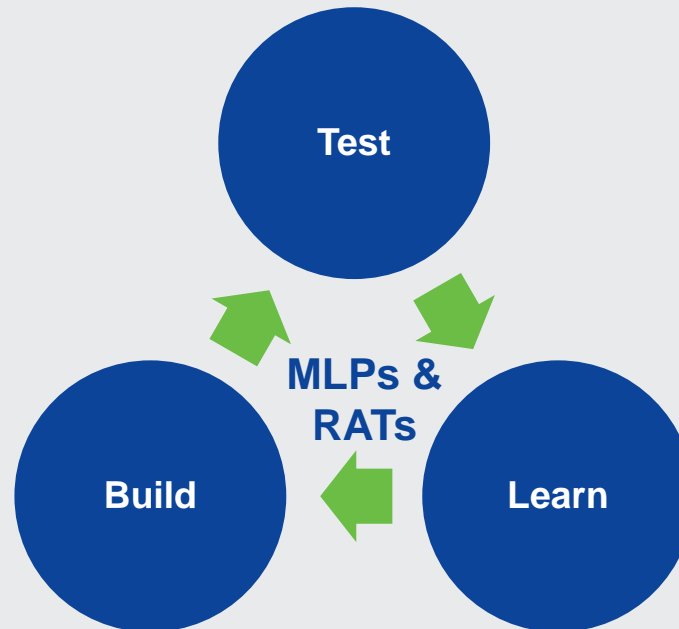
How does the idea to be tested improve our customers' daily lives?



~1-2 weeks

## 2. TEST

Hypothesis testing: iterations (á 1-2 weeks)



~2-8 weeks

## 3. CONCLUDE

Continue to scale-up or eliminate the project



~1-2 weeks