

REVO FUTURE INSIGHT



Alex McCulloch

Centre Director
CACI



Neil Hockin

Managing Director
Lunson Michenall



Revo Future Insight
**The Forces Driving Retail
and Leisure Places in 2034.**

**Retail.
Property.
Community.**

Welcome



Neil Hockin

Managing Director
Lunson Mitchenall
Revo Board Member



Alex McCulloch

Director of Property &
Innovation Lead
CACI Ltd

Retail Future Insight 2034

1

A comprehensive report exploring what the retail landscape in 2034 will look like

2

Consultation with experts from academic, consulting, Business alongside trend forecasting

3

Three scenarios exploring 'the next normal', 'good, green, smart places' and a 'lost decade of growth'

4

Through the prism of AI, evolving consumers and placemaking

5

... but where do the squid games come into it?

The rules of the game.

1. Use the RDLive app to play. Your goal is to **be the last one standing.**
2. We will present 3 future scenarios for 2034: the next normal, the good, and the bad
3. In each scenario there is a view on AI, the consumer, and placemaking
4. Each time you vote for the outcome YOU think is most likely to happen
5. If you get the answer right (i.e. you agree with us), you stay alive

About The Poll

The Three Scenarios

A 'CORE' SCENARIO

THE NEXT NORMAL



TWO 'WILDCARD' SCENARIOS

POLARISED BRITAIN



GREEN, GOOD, SMART PLACES



Retail Future Insight 2034

AI

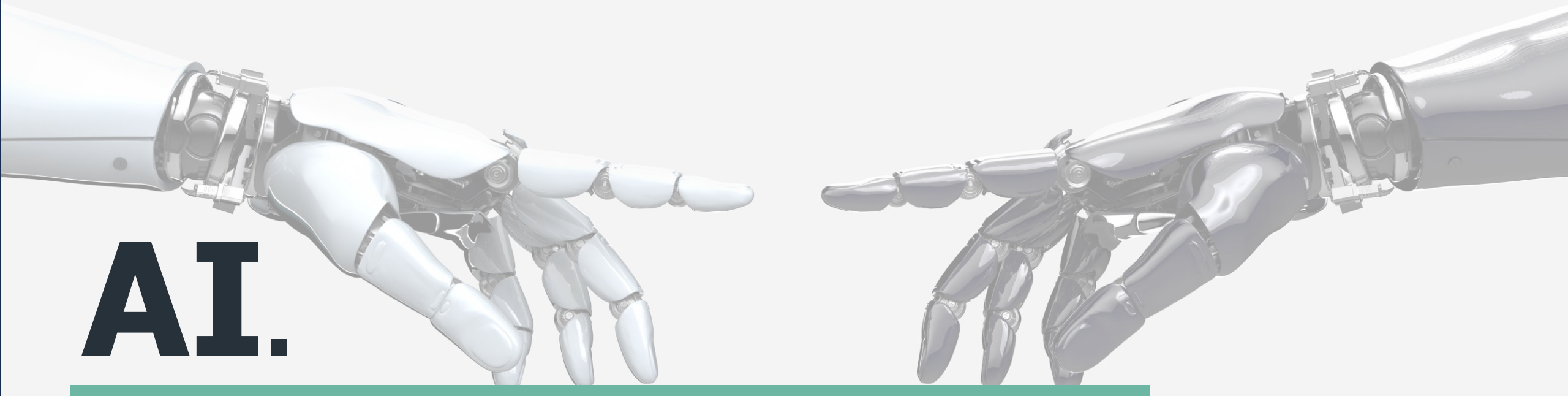


CONSUMERS



PLACEMAKING





AI.

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AI will be transformative... but which is most likely?

1

NEXT NORMAL

- Significant investment in automation with significant efficiencies and productivity
 - Energy and waste reduction
 - Inventory management, customer insight, asset management
- Some displacement of workers and cultural and societal resistance
- AI helps physical retailers compete with online competitors through increased efficiencies and better customer interaction.



AI will be transformative... but which is most likely?

2 GOOD, GREEN, SMART PLACES

- A decade of stability has encouraged investment in innovation which has created a new tech paradigm.
- **By the late 2020's** AI has been remarkably transformative, creating 'smart' cities that make towns places to be.
- The public begin to embrace change with Agentic AI transforming shopping and leisure habits.
- Retail space evolution speeds up with showrooms and leisure playing a major role.



AI will be transformative... but which is most likely?

3

POLARISED BRITAIN

- AI has accelerated online growth after a post-covid plateau
 - Technology investment has focussed on reducing costs at the expense of experience and physical store consolidation.
 - Consumers typically stay at home and shop via social media and online platforms to find the cheapest pricing.
 - Hyper-fast pure play online retailers dominate, cost cutting has reduced innovative investment. Nomadic retailers move from location to location.



AI will be transformative... but which is most likely?



1



2



3

A photograph of three young women walking on a city street. They are all smiling and looking towards the camera. The woman on the left is wearing a dark blazer over a white shirt. The woman in the middle is wearing a light pink top. The woman on the right is wearing a dark top and is carrying a large brown paper shopping bag. The background is a blurred city street with parked cars and buildings.

CONSUMERS.

Consumers...which is most likely?

1

NEXT NORMAL

- Gen Z & Alpha consumers are more demanding and tech-savvy.
- Retailers adapting with innovative use of tech including facial recognition, interactive and personalised signage, follow up wish lists & smart changing rooms.
- Increased house building and home ownership results in growth in town furniture, homeware and DIY provision. Filling the gaps left by department stores.



Consumers...which is most likely?

2 GOOD, GREEN, SMART PLACES

- Consumers make fewer purely functional shopping trips but ATV's and conversion are higher.
- Improved deliveries including by drones allow for more efficient stocking and an enhanced and immediate home delivery network. Consumers have more time (and fewer bags) allowing increased F&B/leisure spend.
- Green & Healthier consumers eat better, exercise more & drink less.
- Competitive socialising takes over from Wetherspoon's Curry Club.



Consumers...which is most likely?

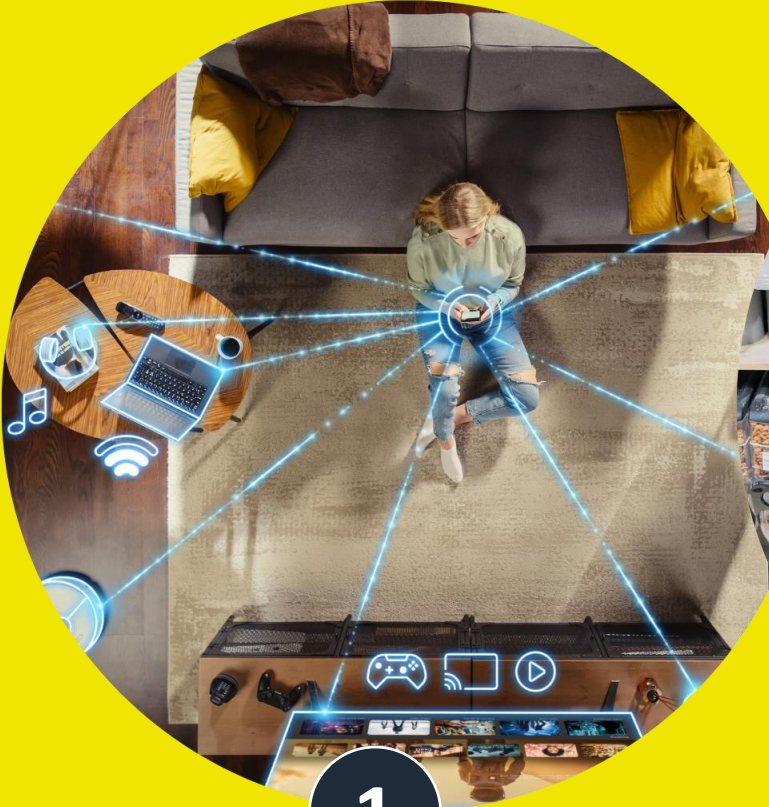
3

POLARISED BRITAIN

- A polarised society leads to a fractured retail market. Big affluent cities grow at the expense of sub-regional and local towns.
- Public support for net zero targets is limited, largely driven by cost.
- Average disposable income has not grown for 10 years, whilst inequality and deprivation are at an all time high.



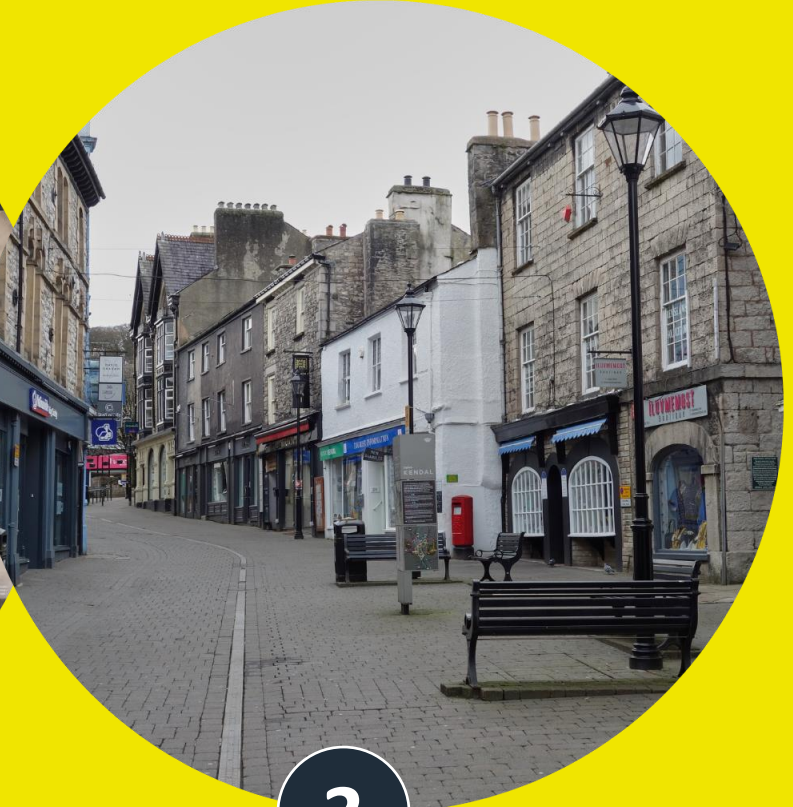
Consumers... but which is most likely?



1



2



3



PLACEMAKING.

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Placemaking...which is most likely?

1

NEXT NORMAL

- Government focus on street safety, interconnectivity, energy security, simplified planning and business rates reform.
- Growth of new sectors including health, wellbeing & financial services add vitality to High Streets.
- Continued climate change drive consumers to covered shopping environments.



Placemaking...which is most likely?

2 GOOD, GREEN, SMART PLACES

- Most major cities are 'smart'. Improving consumer experience.
- Digital Twin Cities allows planners and developers to build accurate models to ensure successful and more viable projects.
- National Wealth Fund helps create a virtuous cycle of innovation and investment in infrastructure and civic places.



Placemaking...which is most likely?

3

POLARISED BRITAIN

- Social unrest and culture wars lead to increased protests, more street crime and high levels of vandalism.
- Some towns have been taken over by community action groups, social enterprises and larger employers.
- Rebased rents and increased local authority ownership allows for non-traditional uses such as Museums, Galleries and cultural institutions to become the new "anchors".



Placemaking... but which is most likely?



1



2



3

Revo 2025

The new world order, according to us

The Next Normal

Good, Green, Smart Places

Polarised Britain

AI



Consumers



Placemaking



These are your answers, now time for questions...



Find out more



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DESTINATION

live

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