

CRNI CONFERENCE

Consumer trends &
engagement with
charity shops



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Trevor Anderson

Oxfam shops – What is our purpose?

- To raise as much money as possible
- Support the delivery of Oxfam's message



What do our consumers want?

- Stigma
- No different to mainstream retail consumers
- Value
- Convenience
- Service
- Brand



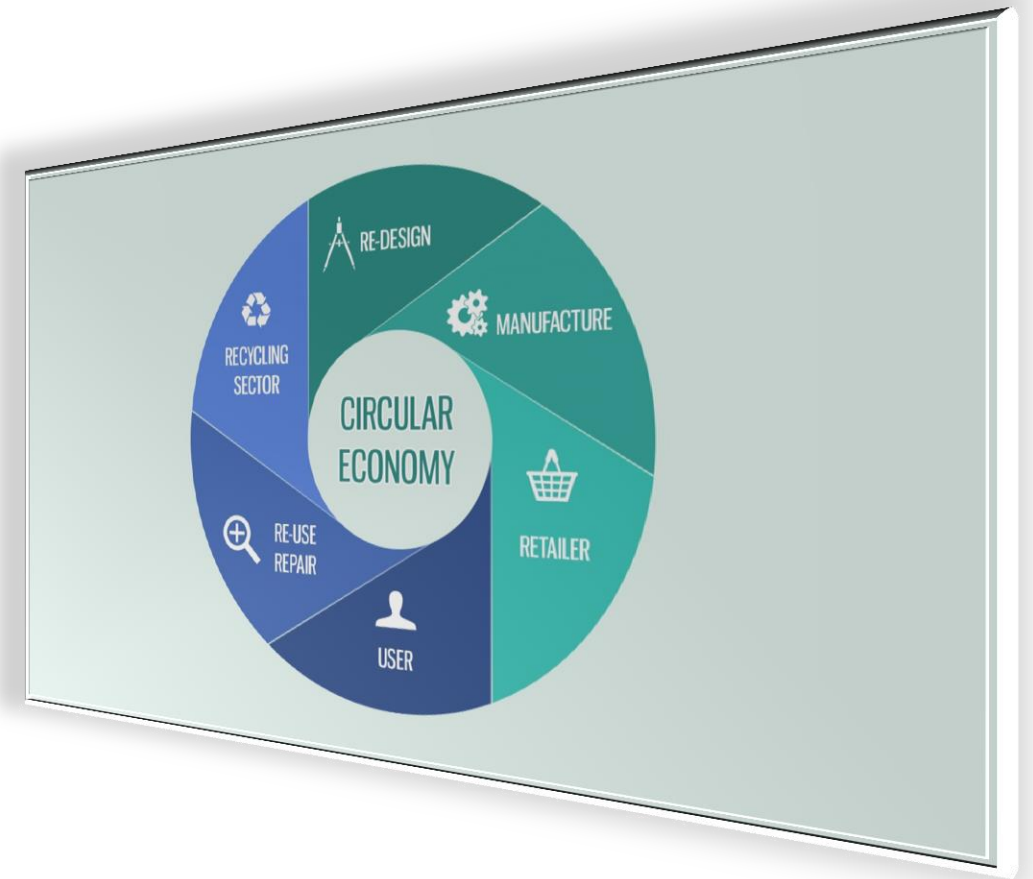
How do we influence our consumer?

- Four types
 1. Loyal
 2. Discount
 3. Compulsive
 4. Needs based
- Customers & donors



Circular fashion - Risk or opportunity ?

- Fashion industry is in crisis
- Production doubled in the last 15 years (50 billion to 100 billion)
- 20 million tonnes of plastic micro-fibres into the ocean by 2050
- Consumers are buying more and wearing their garments less
- The industry cannot wait for consumers to demand change
- The fashion industry will never be the same again!



THE FUTURE

"The most powerful trends are those that brew inside us.

Smartphones and social media have granted us new found powers that can change things faster than ever before, as witnessed in the war on single-use plastics.

In the "me age" it will be these cultural shifts, fuelled by moral outrage, that will affect retail the most."

Retail futurologist Howard Saunders

