

FR vs UK COVID-19 Retail Experience

How retailers are adapting and innovating to create a safe in-store shopping experience

During the recent pandemic, retailers in both the UK and France have remained agile and adapted to the changing circumstances and behaviour of consumers. From in-store tech to virtual fittings and contactless payments, Critizr's European team has collated and rated some of the best initiatives in both markets. Is there anything we can learn from our cross channel neighbours – and vice versa? Here are some of the innovations that have caught our attention due to the response and adaptability during this time.

UK



France



Population

66.6 million people

66.9 million people

Economy size/ GDP

£2.18 trillion

€2.27 trillion

Size of the retail market

Total value of UK Retail sales in 2019

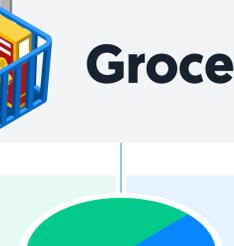
£394 billion

Total value of France Retail sales in 2019

€518 billion

Weeks spent in nationwide First Lockdown (retail closures)*

7¹



8²

People employed in retail 2019

2.9 million³

Around 3 million

employees worked in retail and mass distribution in 2019⁴



Grocery

There are more than 7,000 supermarkets in the UK,



While France has over 5,700.⁵

ASDA

Antibacterial trolley wash systems to sanitise before each use and 'Clean robots' to automatically prepare stores before opening.



Carrefour

Customer sanitation tunnels in which customers can disinfect their baskets and trolleys before doing their shopping



High Street Fashion

Revenue in the UK Apparel market amounts to £50,830 million in 2020.⁶

M&S

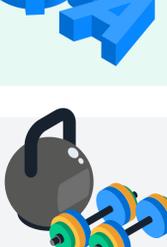
Partnered with delivery companies. Operating a 'dress drive-thru' so customers can click and collect their items.



Revenue in the French Apparel market amounts to £26,068 million in 2020.⁷

KIABI

Also introduced drive-through services so customers don't need to enter stores.



Department Stores

Marks & Spencer was voted the UK's favourite department store in 2019.⁸

JOHN LEWIS

Introduced more virtual personal styling services to replace face to face consultations.



Galerias Lafayette is France's first department store to rank among French's favourite brands in 2019.⁹

Galerias Lafayette

Introduction of intelligent personal assistants with virtual clothes fittings.



Fitness

In the UK, 1 in every 7 people is a member of a gym.¹⁰

the gym.

Customer given at-home workout access to remain active during lockdown.



In France, 1 in every 6 people is a member of a gym.¹¹

CERCLES DE LA FORME

FMI Comparator to ensure safe levels of members in the gym at any one time.



Beauty

Revenue in the UK Beauty & Personal Care market amounts to £11,299 million in 2020.¹²

LUSH FRESH COSMETICS

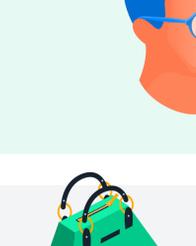
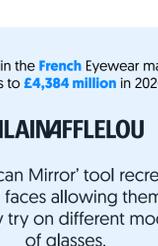
App introduced where customers can scan products in-store for information, pricing, and ingredients. Reducing the need to touch products.



Revenue in the French Beauty & Personal Care market amounts to £10,917 million in 2020.¹³

SEPHORA

Partnered with eCommerce platform to provide both online and offline experience.



Home Improvement

The UK DIY and gardening market is expected to reach a total of £11.47 billion in 2020.¹⁴

Wickes

Offering virtual Services for customers to consult with a design specialist.



The French DIY market was valued at £25 billion in 2019.¹⁵

LEeroy MERLIN

Added phone numbers in the store aisles for customers to get extra support while shopping in-store.



Opticians

Revenue in the UK Eyewear market amounts to £3,500 million in 2020.¹⁶

CUBITTS

Customers can try their 'speculator' virtual try-on service enabling them to try on designs at home.



Revenue in the French Eyewear market amounts to £4,384 million in 2020.¹⁷

ALAINFFLELOU

Their 'Scan Mirror' tool recreates clients' faces allowing them to virtually try on different models of glasses.



Luxury

Revenue in the UK Luxury Goods market amounts to £9,669 million in 2020.¹⁸

SELFRIDGES & CO

Launched outdoor markets selling ice-cream, flowers, plants, and homeware from its physical store.

Revenue in the French Luxury Goods market amounts to £11,828 million in 2020.¹⁹

LEONOR MAHER

Enhanced their in-store experience through new Collaborations, exclusive products, music, and games.

Founded in 2012, the Critizr platform is used in 25 countries by more than 120 brands globally, across sectors including retail, banking, travel, entertainment and hospitality. It is revolutionising how local staff interact with, understand and listen to customers digitally within individual stores, to drive business transformation across the whole organisation.

Today Critizr empowers over 60,000 retail professionals to become customer-obsessed, deliver innovative conversational commerce and ensure every customer interaction counts.

¹ www.goodtoknow.co.uk/wellbeing/health/how-long-lockdown-uk-rules-review-536881
² www.bbc.co.uk/news/world-europe-52615733
³ www.retail.economic.co.uk/library/retail-stats-and-facts
⁴ www.sudriku.fr/marche-de-emploi-2019-secteur-commerce-grande-distribution
⁵ www.statista.com/statistics/920074/number-of-supermarkets-united-kingdom-uk/
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⁷ www.statista.com/outlook/96000000/156/apparel/france/currency-gbp
⁸ www.statista.com/statistics/96000000/most-popular-department-stores-uk
⁹ www.businessinsider.fr/files/21-emergence-profession-de-français-en-2019-107472
¹⁰ www.sportstatistiek.com/news/2019/05/10-the-2019-state-of-the-uk-fitness-industry-report
¹¹ www.cb-sport.fr/2020/02/01/combien-de-français-ont-attention-de-s'inscrire-dans-une-salle-de-sport-cette-année/
¹² www.statista.com/outlook/10000000/156/beauty-personal-care/united-kingdom/currency-gbp
¹³ www.statista.com/outlook/10000000/156/beauty-personal-care/france/currency-gbp
¹⁴ www.esstat.be/en/sectors/leisure/leisure-physical-activity
¹⁵ www.franchise.com/article/leisure-sur-les-cliffers-2019-du-marche-français-du-espilage
¹⁶ www.statista.com/outlook/70000000/156/beauty-personal-care/france/currency-gbp
¹⁷ www.statista.com/outlook/21000000/156/luxury-goods/united-kingdom/currency-gbp
¹⁸ www.statista.com/outlook/21000000/156/luxury-goods/united-kingdom/currency-gbp
¹⁹ www.statista.com/outlook/21000000/156/luxury-goods/france/currency-gbp

* This infographic went to print before the second nationwide lockdowns in both UK and France. This data resembles that of the first national lockdown