

## The Store of The Future 2012-15



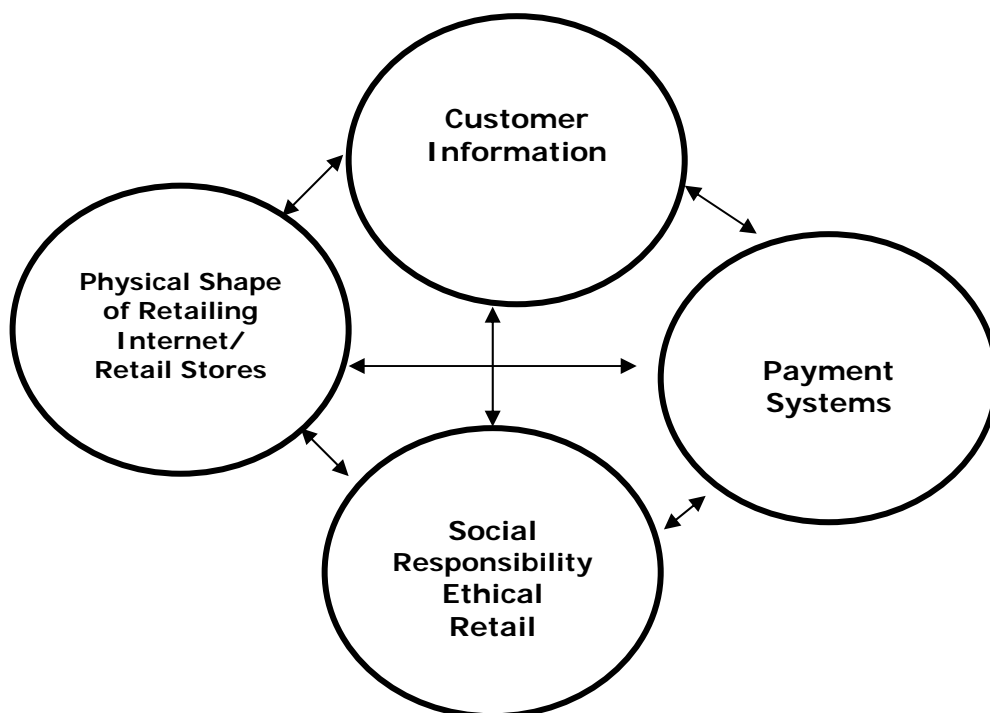
The Centre for Retail Research has been commissioned by Visa Europe to investigate the *Store of the Future 2012-15* by interviewing 300 retailers in seven European countries and 1,000 shoppers.

**The First Report**, dealing with retail automation, payments systems, and the impact of the Internet upon the retail industry was published in April 2008.

An executive summary of [The Store of the Future 2012-15](http://www.visaeurope.com/pressandmedia/reports/main.jsp) can be downloaded from the Visa Europe site:

<http://www.visaeurope.com/pressandmedia/reports/main.jsp>

### The Key Themes of The Report

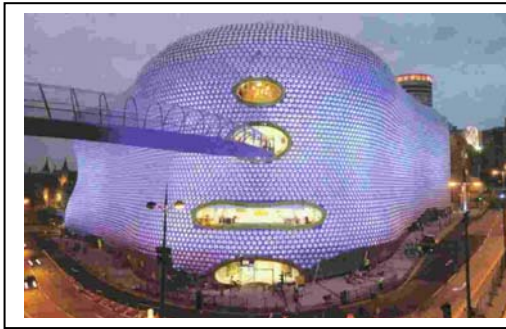


**Another part of the Report** deals with retailer environmental concerns, packaging and ethical aspects of the retail industry. **This has not yet been published.**

**Countries surveyed:** UK, France, Germany, Sweden, The Netherlands, Finland, Italy. Two hundred large

retailers and 100 medium-sized retailers

**The Second Report**, based on interviews with 1,000 consumers in London, Leeds and Nottingham looks at what they think about shopping, their use of the internet, whether they see any value in the IT information systems planned by retailers, their preferred means of payment, and what they really really think is important for retailers to focus on (hint: humane treatment of animals and ethical supply rather than environmental policies).



Men are irritated by queues and women by persistent staff. Men like shopping for games, DVDs, films and DIY and women for clothing and beauty preps. No wonder men and women don't understand each other.

**The Second Report has not yet been published**