



The Good, The Bad & The Ugly





It's the New
Wild West...



The Rules of The New Abnormal
& Why Being Home On The Range
Will Never Be the Same Again...



- Why The Home Run Will Continue
- The New Rules of Retail
- The Good The Bad & The Ugly Of Retail Now
- The 6 Home Retailers To Watch in 2022
- What It Means for You

Four Big Reasons Why The Home Run Will Continue



1. Life From Home



1. Life From Home

- Not just work at home*
- Eat at home*
- Entertain at home*
- Vacation at home*



2. *The Great Migration*



2. *The Great Migration*

- *Moving into larger suburban homes*
- *Moving into homes that need to be redecorated*
- *Older homes are the gift that keeps on giving*
- *Don't forget the urban areas*



3. Millennials Moving On



3. *Millennials Moving On*

- *Prime household & family formation period*
- *Just like their parents...and grandparents*
- *Bedrooms, great rooms & plenty of storage*
- *And the Gen Z'ers are right behind them*



4. Home Sweeter Home



4. *Home Sweeter Home*

- *Home once again the center of American life*
- *Being with each other isn't so bad after all*
- *It's intangible...but that doesn't mean it's not real*



The Magnificent Seven*



*of retail, that is



Magnificent Seven

1. Omni-everything
2. The Store as Destination
3. The Good Stuff
4. Contented Cows
5. Hospitality
6. Supply Chain Management
7. Yare-tailing



Magnificent Seven

1. Omni-everything

- Fully integrated online and in-store operations
- BOPIS (ugh), Curbside pick-up, In-store ordering
- Same day delivery
- In-store order fulfillment
- Single inventory management
- Online customer service through in-store personnel



Magnificent Seven

2. The Store as Destination

- A reason why shoppers want to come to the store
- Events, events & more events
- Think big...think small
- Presentation
- & Let's not forget Experiences (ugh)



Magnificent Seven

3. The Good Stuff

- Products that are unique, proprietary, popular...or all three
- Don't forget national brands
- Fair pricing
- Fair traded
- A little whimsy never hurt either



Magnificent Seven

4. Contented Cows

- Not livestock...people stock
- Not associates, not guest relations agents, not cast
- Employees, to be treated and paid as such
- Happy workers make for a happy shopping environment
- Which makes for happy customers



Magnificent Seven

5. Hospitality

- Food & beverage are the new services
- Coffee, wine, donuts or full blown meals: Feed 'em & they will stay
- Food is the new candle: consumable, bought again, drives frequency
- An entry into a whole other retail segment



Magnificent Seven

6. Supply Chain Management

- Knowing who to buy from as important as what to buy
- Not a temporary problem, will last into 2023...at least
- Toilet Paper Retailing
- Learning the hard way



Magnificent Seven

7. Yare-tailing

- Yare: *yär, yer* -- characterized by speed and agility; nimble, lively
- Kind of like Umami: You'll know it when you taste it
- Make it easy for employees, customers and owners
- Businesses that pivoted over the past 18 months survived
- Those that didn't aren't around anymore



Magnificent Seven

1. Omni-everything
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The Good





Good*

- 1.Target
- 2.RH
- 3.Amazon
- 4.TJX Brands
- 5.Williams Sonoma Brands
- 6.Deep Discounters (Aldi, dollar stores)
- 7.The Clubs
- 8.Good Independent Specialty Retailers

** Present company excepted*

The Bad





Bad

1. Sears/Kmart
2. Lame Department Stores
3. Lame Zombie Brands
4. Bad Independent Specialty Retailers

The Ugly*



** Not as much ugly as inconclusive*



Ugly

1. Bed Bath & Beyond
2. JCPenney
3. Wayfair
4. Macy's
5. Nordstrom
6. Walmart
7. Average Independent Specialty Retailers

The Magnificent Seven: How Did They Do?





The Magnificent Seven: How Did They Do?

The Best

1. Warehouse Clubs (Costco, Sam's): 84%
2. Good Indy Stores: 71%
 - RH: 71%
 - Target: 71%
 - Williams Sonoma: 71%
3. Bed Bath & Beyond: 56%
 - Macy's: 56%
 - Nordstrom: 56%
 - TJX: 56%



The Magnificent Seven: How Did They Do?

The Rest

- 4. Amazon: 42%
Average Indy Stores: 42%
Walmart: 42%
Wayfair: 42%
- 5. JCPenney: 28%
- 6. Bad Indy Stores: 0%
Lame Dept. Stores: 0%
Lame Zombie Brands: 0%
Sears/Kmart: 0%

The 6 Home Retailers To Watch in 2022



1. Ikea



1. *Ikea*

- *Not your Baby Boomers Ikea*
- *Recycled, renewed, rented furniture*
- *Smaller, in-town stores & studios*



2. Bed Bath & Beyond



2. *Bed Bath & Beyond*

- *They don't sell much furniture...yet*
- *Private labels but public ambition*
- *Don't forget BuyBuy Baby*



3. *DTC Players*



3. DTC Players

- *Residence, Burrow, Joybird, Fernish, et al*
- *Miniscule market share for now*
- *Watch their business models change*
- *Casper, Warby Parker, Everlane*



4. *Wayfair*



4. Wayfair

- *Making money now...finally*
- *Best tech in home products retailing*
- *What happens when they open stores...
which they will have to do sooner or later*



5. HomeSense



5. HomeSense

- 34 stores now but growing
- Much more furniture centric than HG
- HomeGoods has more than 800 stores
- Look to Maxx/Marshalls business model



6. RH



6. RH

- *No longer an odd outlier*
- *One look now...but not forever*
- *Redefine the furniture shopping experience for the better sector*
- *Store as brand - a REAL brand*



What The New Landscape Means for Vendors:

1. Suppliers that don't have their...stuff together will cease to exist
2. Sellers who haven't done so already will need to move to some direct-to-consumer model, either virtual or physical
3. Manufacturers should look at resale and rental sectors and decide if they want to participate...before the norms of those businesses are established and it's too late to get involved



...What The New Landscape Means for Vendors:

4. Next gen customers will be different...but NOT that different
5. Physical markets will remain important but increasingly concentrated & virtual marketplace platforms will play a role in the purchasing process
6. Vendors should keep their customers close...
7. ...And their sources even closer
8. And rest easy, people are still going to need a place to sit, somewhere to sleep and eat...& someplace to put all their stuff



It all comes down to just
one thing...



Happy trails....

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Read me at:
Forbes.com
TheRobinReport.com
TheBusinessofHome.com
& my blog: Stupidbusiness.com

