

# **Mobilities related to shopping in the City**

**« Lifestyles and Energy in the City »  
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**Isabelle Van de Walle  
CREDOC - Paris**

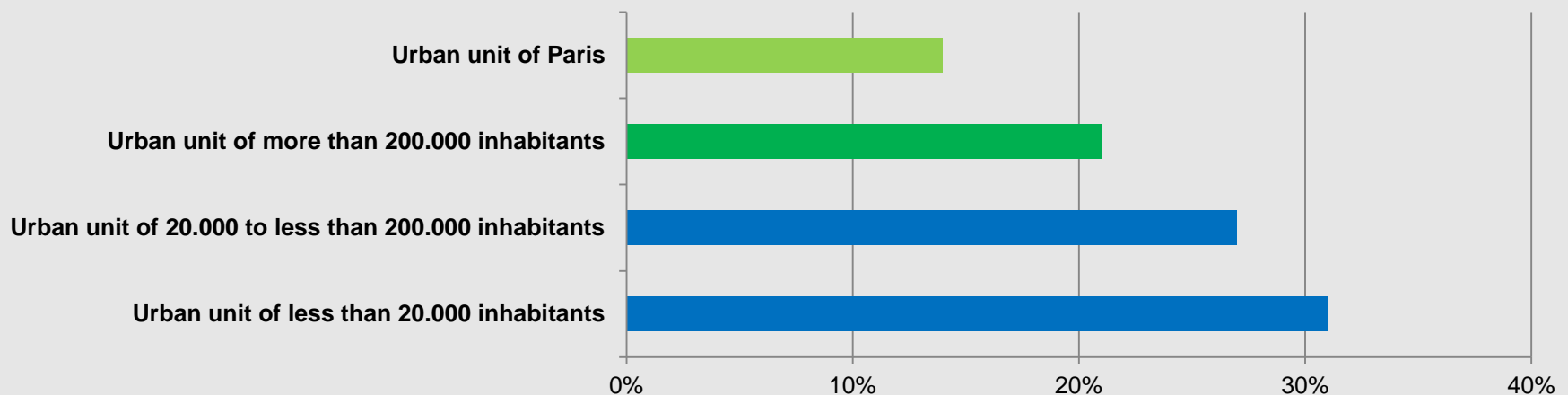
- **I. Automobile and soft modes in mobility related to shopping today**
- **II. New consumption patterns and new geography of trade**
- **III. What about the future ?**

# **I. Automobile and soft modes in mobility related to shopping nowadays**

# Mobility related to shopping

- Second reason for mobility after work
- Nearly 70% of displacements by private car
- For people who live in cities:
  - Soft modes are more frequently used
  - Trips are less lengthy
  - Peripheral commercial areas are less frequented

% of consumers who declared they purchased their last item of clothing in a peripheral retail park



## II. New consumption patterns and new geography of trade

# New consumption patterns

## Arbitration between products

- An evolution towards leisure activities and culture
- Responsible consumption around sustainable development

## Arbitration between stores and distribution channels

- Proximity as the first criterion of choice
- New practices of C to C
- Progression of Internet purchase

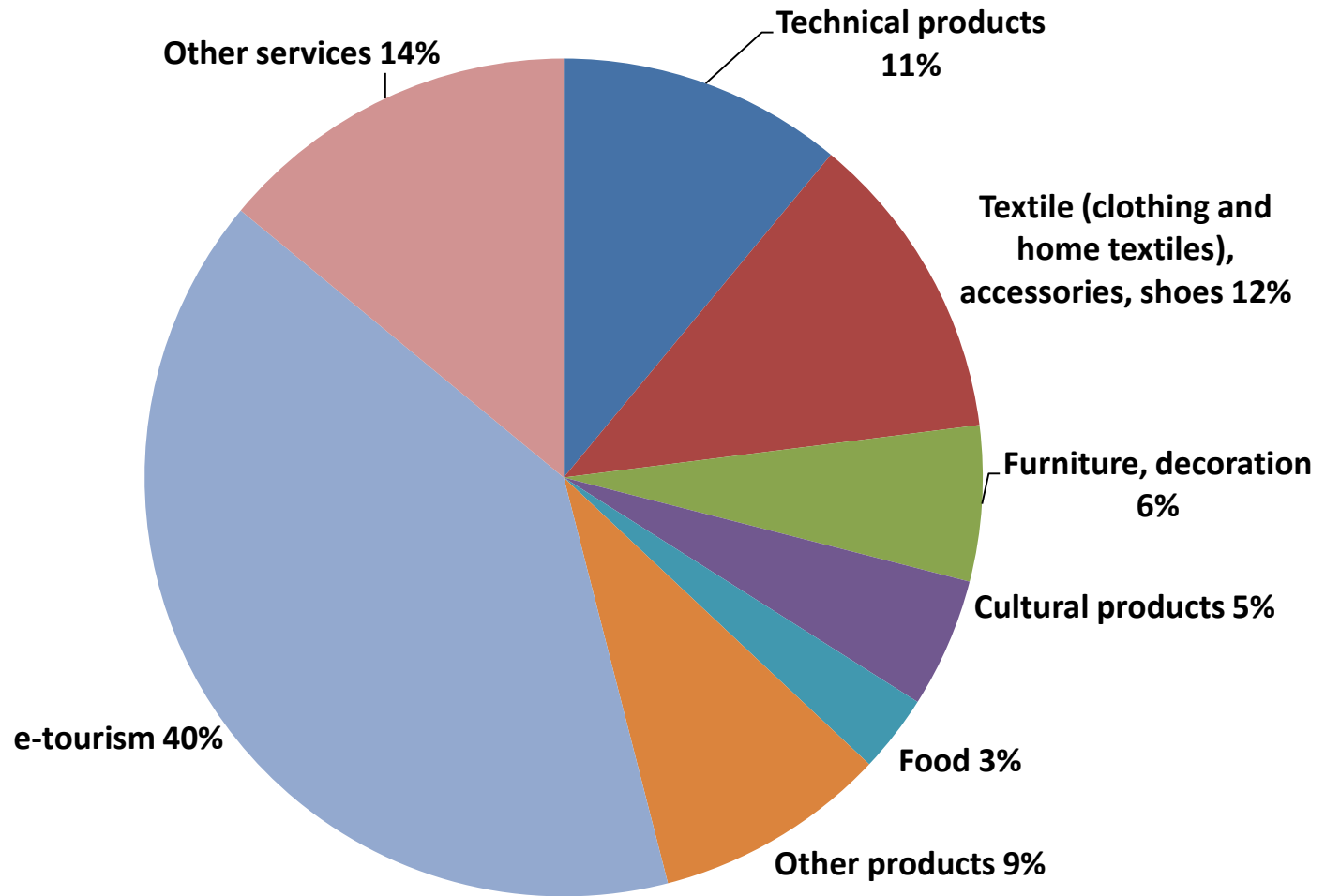


Source : CRÉDOC, Living standards and aspirations survey

# New geography of trade

- **Development of the drive-in**
- **Reconquest of the city centre by large retailers**
- **Progress of the e-shopping offer**

# E-shopping. Turnover by sector





# III. What about the future?

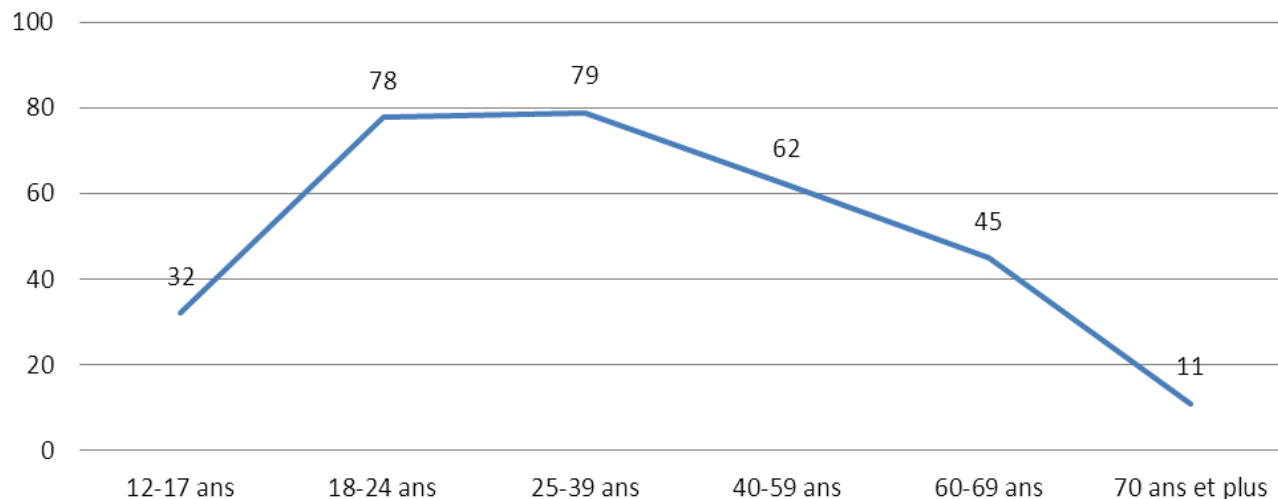
# The ageing of consumers

**2040 : almost a third of people aged 60 and over**



- **A demand emphasized on proximity and on home delivery**
- **Older people who master the Internet**

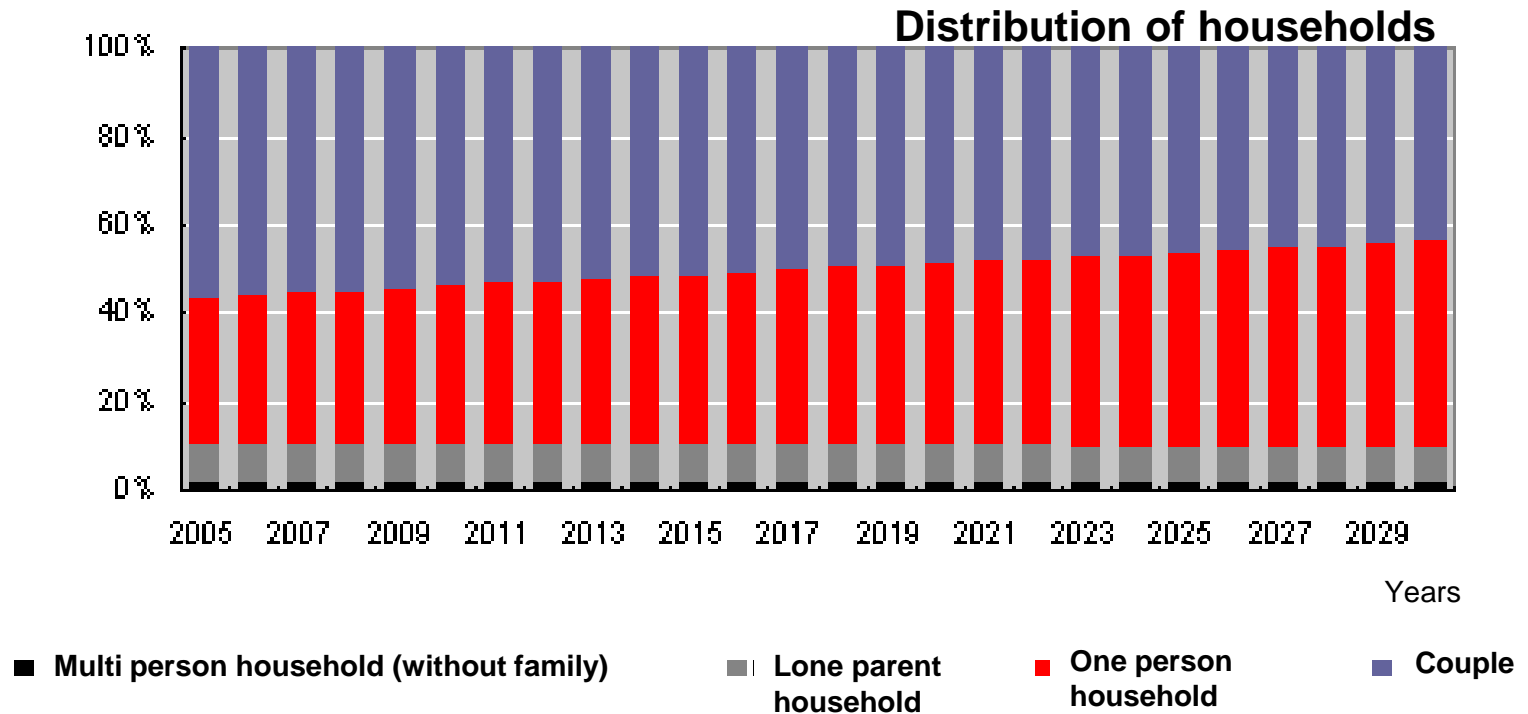
**Influence of age on Internet purchase in 2013 (%)**



Source : CRÉDOC, Living standards and aspirations Survey

# The decrease in households size

**2030 : almost half of the households composed of only one person**



Source : INSEE



**A demand emphasized on smaller formats, but probably also on proximity**