



Show Notes | S2 Ep6 Goodbye 2021 – Hello 2022

INTRODUCTION

Welcome to **Retail Done Right**. These Show Notes accompany our Season 2, Episode 6 podcast, “Goodbye 2021 – Hello 2022.”

It doesn't seem right to end the year without sharing a recap from our perspective. Plus, though it's not without reservation, we will share a few predictions for 2022.

GOODBYE 2021

We compiled and discussed what we consider to be the biggest events relating to retail of 2021. Let us know if you agree.

1. COVID-19
2. Supply Chain
3. The Great Resignation
4. Buy Now Pay Later (BNPL)
5. Ultra Fast Delivery
6. Retailer and DTC IPOs

HELLO 2022

We then discussed our predictions for 2022.

1. The Pandemic...is here to stay
2. Supply Chain...improvements are coming
3. Social Commerce...will increase but not soar
4. Collaborative Commerce & Conscious Commerce...will boom
5. Cannabis...not Federal legalization, but progress
6. Ultra Fast Delivery services...will consolidate
7. Returns...we'll see tech and restrictions to reduce
8. Physical Retail Stores...will expand

RESEARCH AND LINKS

Goodbye 2021

- A record 4.5 million workers quit their jobs in November (paywall)
 - <https://www.cnbc.com/2022/01/04/jolts-november-2021-record-4point5-million-workers-quit-their-jobs.html>
- What Social Trends Told Us About the American Economy in 2021 (paywall)
 - <https://www.nytimes.com/2021/12/29/business/economy/us-economic-trends-2021.html?referringSource=articleShare>
- U.S. Job Openings Near Record, Quits Rate Sees First Drop Since May
 - <https://www.bloomberg.com/news/articles/2021-12-08/u-s-job-openings-rose-in-october-quits-rate-dropped>
- Power Plays
 - <https://www.therobinreport.com/power-plays/>
- The Economic Impact Of Buy Now, Pay Later In The Us



- https://afterpay-corporate.yourcreative.com.au/wp-content/uploads/2021/10/Economic-Impact-of-BNPL-in-the-US-vF.pdf?utm_campaign=Shoptalk%202022&utm_medium=email&hsmi=199716786&hsenc=p2ANqtz--fWbZFzk9hGMLou1pCEgD554I9a0YbEyaPtca-kKZzKjA9H_DCvMEjhUIVdpo3S7vS2qwVQih40XIG52wyMKiX3auk4g&utm_content=199716785&utm_source=hs_email
- Gen Zers relied on buy now, pay later during the holidays. It's time to pay up.
 - https://www.retaildive.com/news/gen-zers-relied-on-buy-now-pay-later-during-the-holidays-its-time-to-pay/610560/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-12-29%20Top%20Retail%20Trends%20%5Bissue:38714%5D&utm_term=Retail%20Dive%20%20All%20Daily%2C%20Weekly%2C%20Weekender%20Subscribers
- A look inside Jokr, the Rapid Grocery Delivery Company
 - https://www.morningbrew.com/retail/stories/2021/09/03/look-inside-jokr-rapid-grocery-delivery-company?utm_campaign=rtb&utm_medium=newsletter&utm_source=morning_brew&mid=1ea3f672e325f728c1afe9c609e900a4&uid=NJi5Xztq7khXr9b6j8eXwMW9
- Instant-Delivery Startups Took Over in 2021 – But Challenges Remain for the Long Haul
 - https://www.morningbrew.com/retail/stories/2021/12/20/instant-delivery-startups-took-over-in-2021-but-challenges-remain-for-the-long-haul?utm_campaign=rtb&utm_medium=newsletter&utm_source=morning_brew&mid=1ea3f672e325f728c1afe9c609e900a4&uid=NJi5Xztq7khXr9b6j8eXwMW9
- On's IPO Is A 'Starting Line' For The Fastest-Growing Athletic Shoe Brand In U.S.
 - <https://www.forbes.com/sites/timnewcomb/2021/09/15/ons-ipo-launch-a-starting-line-for-fastest-growing-athletic-shoe-brand-in-us/?sh=1939af4c172f>
- 17 retailers have filed for IPOs in 2021. What does that say about the industry?
 - https://www.retaildive.com/news/17-retailers-have-filed-for-ipo-in-2021-what-does-that-say-about-the-indu/609503/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-12-29%20Top%20Retail%20Trends%20%5Bissue:38714%5D&utm_term=Retail%20Dive%20%20All%20Daily%2C%20Weekly%2C%20Weekender%20Subscribers
- 'The market's on fire': What's behind the flood of DTC IPOs?
 - <https://www.retaildive.com/news/the-markets-on-fire-whats-behind-the-flood-of-dtc-ipo/608529/>
- In a big year for retailers going public, here are a few companies that stood out
 - https://www.morningbrew.com/retail/stories/2021/12/20/in-a-big-year-for-retailers-going-public-these-are-a-few-companies-that-stood-out?utm_campaign=rtb&utm_medium=newsletter&utm_source=morning_brew&mid=1ea3f672e325f728c1afe9c609e900a4&uid=NJi5Xztq7khXr9b6j8eXwMW9

Hello 2022

- The supply-chain crisis could stop you from getting a Christmas tree (and more)
 - https://www.morningbrew.com/retail/stories/2021/09/27/the-supply-chain-crisis-could-stop-you-from-getting-a-christmas-tree-and-more?utm_campaign=rtb&utm_medium=newsletter&utm_source=morning_brew&mid=1ea3f672e325f728c1afe9c609e900a4&uid=NJi5Xztq7khXr9b6j8eXwMW9



- Four trends that will shape retail in 2022
 - <https://nationworldnews.com/four-trends-that-will-shape-retail-in-2022/>
- Four Trends That Will Shape Retail In 2021
 - <https://www.forbes.com/sites/catherineerdly/2020/12/18/four-trends-that-will-shape-retail-in-2021/?sh=17399a9b5add>
- Instant Delivery Startups Test a New Tactic: Slower Delivery
 - https://www.theinformation.com/articles/instant-delivery-startups-test-a-new-tactic-slower-delivery?utm_campaign=%5Brtsu%5D+Automated+RTS&utm_content=1003948&utm_medium=email&utm_source=cio&utm_term=1000266
- 7 experiential store concepts that opened this year
 - https://www.retaildive.com/news/7-experiential-store-concepts-that-opened-this-year/606809/?utm_source=Sailthru&utm_medium=email&utm_campaign=Issue:%202021-12-29%20Top%20Retail%20Trends%20%5Bissue:38714%5D&utm_term=Retail%20Dive%20-%20All%20Daily%2C%20Weekly%2C%20Weekender%20Subscribers
- Canada Goose to open its first-ever U.S. 'snow room' at South Coast Plaza store
 - https://chainstoreage.com/canada-goose-open-its-first-ever-us-snow-room-south-coast-plaza-store?utm_source=omeda&utm_medium=email&utm_campaign=NL_CSA+Day+Breaker&utm_keyword=&oly_enc_id=335814996623D3X

CONCLUSION

We are going to continue to explore this fascinating and ever-changing industry. Retail is truly fascinating – and deeply woven into our lives – from grocery to the pharmacy to the clothes we wear to how we treat our planet and even to how we treat each other.

We have a lot more exciting topics and conversations and guests to come in 2022. We're so happy you are joining us on this journey.

Let's go shopping!

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RETAIL DONE RIGHT is produced and hosted by Jeff Fisher & Cristene Gonzalez-Wertz