

NEXER & KAIROS FUTURE

# RADICAL RETAIL RADAR



**1/5**  
TRENDWATCH





WELCOME TO OUR TRENDWATCH 1/5

# REGENERATIVE RETAIL.

First launched in 2022, the Radical Retail Report was met with strong interest both in Sweden and internationally. This year's forward-looking report explores once again the forces shaping and challenging the retail landscape, with a particular emphasis on how technology is redefining the conditions for both businesses and consumers. With a horizon set on 2035, the report tracks emerging developments through five thematic lenses – offering insights into the shifts that will matter most in the coming years.

- 1 REGENERATIVE RETAIL**  
From Cowboy economy to  
Spaceship economy
- 2 PHYGITAL SHOPPING  
EXPERIENCE**  
From Transaction Enabler to  
Provider of Instant Abundance  
of Smoothness and Joy
- 3 RADICAL RETAIL**  
From Manpowered  
to AI-powered
- 4 MYTOPIAN RETAIL**  
From Me and the Marketplace  
to Me, my Friends and my  
dream World
- 5 THE GREAT DATA-CHAOS**  
From War on Market shares  
to War on Data shares



This year we are updating the model. Instead of one single report presented once, we are releasing the research as we go, in pieces. Each focusing on one of the themes above, starting with Regenerative Retail. To assure that we capture every relevant aspect of the changing retail landscape, we are also using AI agents to do research for us, collecting information as well as identifying and summarising trending topics. The final text though, is produced by humans. In the end, all five themes will be presented in a concluding report where results from an expert study on future retail technologies will be added.

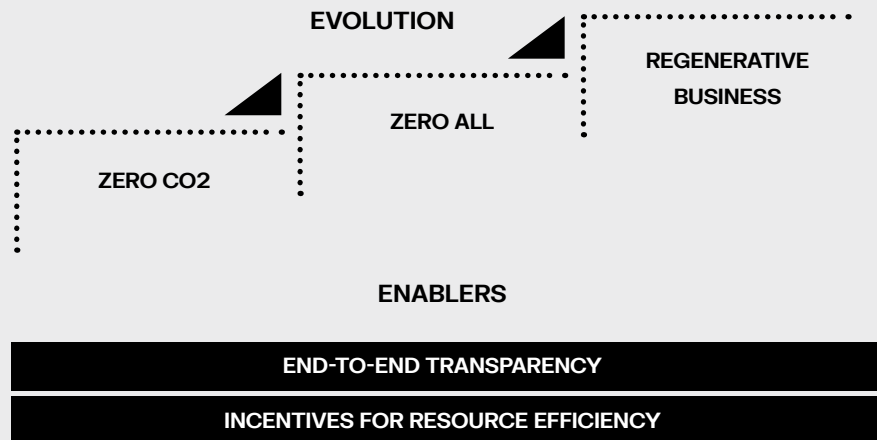
## REGENERATIVE RETAIL

# HEADING FOR A SPACESHIP ECONOMY

The spaceship economy refers to an economic system that recognises Earth's finite resources and the need to carefully manage both resources and waste – just like the crew of a spaceship. To regenerate is more than simply focusing on zero emission. It means to restore, to renew, to replenish and to conserve. There are several important drivers pushing transformation among retailers. Climate crisis is one, but not the only. Investors, employees and consumers are pushing retailers towards value-chain transparency and emissions reduction. And in the following pages, we will present examples of what's happening right now.

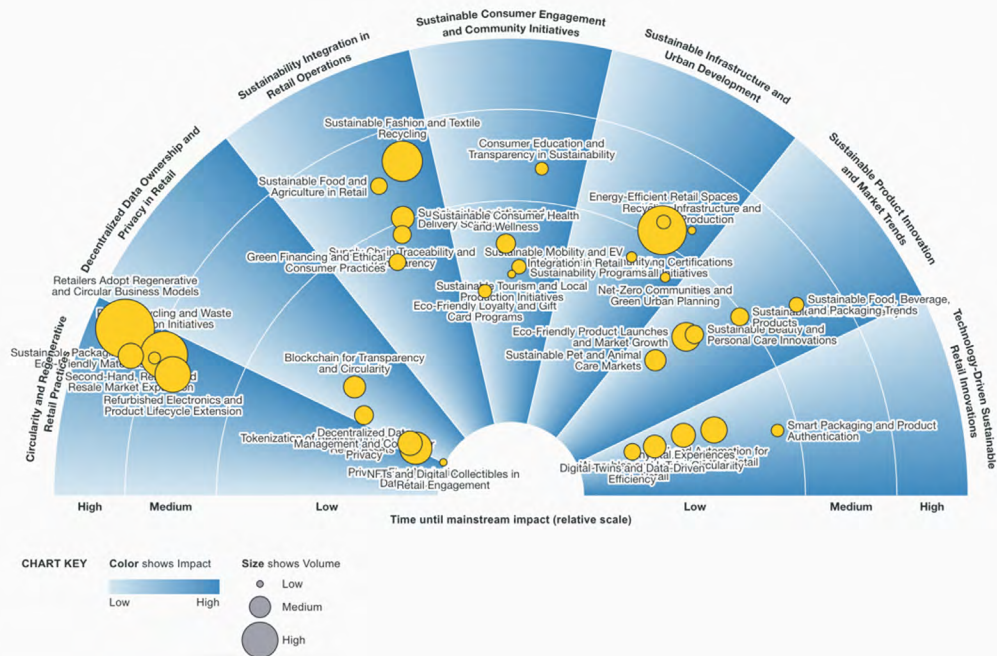
## TOWARDS REGENERATIVE RETAIL

### DRIVERS



Five main drivers push retailers towards a transition that starts with eliminating CO2 emissions, continues with eliminating all harmful impact to finally becoming a regenerative business that contributes positively to ecological and social systems. The transition is enabled by making businesses' impact visible and designing systems that incentivise resource efficiency and regeneration.





Our AI-powered trend radar is summarising regenerative trends and news

## SUSTAINABILITY IS THE NEW NORMAL

Let's start with the obvious. That sustainability is becoming the new normal. Despite some climate backlash, the transformation continues. Sustainability is accelerating to meet tightening regulations from public authorities demanding full measurability and transparency, as well as meeting customer demands. The retail sector is shifting from talking to walking.

And there is evidence. Global studies confirm that companies are no longer judged by their words, but by measurable results. Investors, regulators, and consumers are losing patience with empty promises. SBI forecasts stricter requirements ahead – covering accounting, verification, and reporting. The European Commission stresses that real climate progress depends on full implementation and enforcement of existing rules.

And consumer expectations remain strong. According to the Sustainable Brand Index 2025, interest in sustainability has held steady for five years – a sharp contrast to the volatility in consumer behaviour seen in 2000–2020.

# 76%

of consumers in a global study by Nielsen consider environmental impact when making their purchasing decisions.

For example, 76% of consumers say their concerns over environmental impact influence their purchasing decisions, and interestingly, 79% want an easier way to identify environmentally friendly companies.<sup>1</sup>

But. And that is a big but: willingness to pay extra is declining. The trend, noted by SBI and Euromonitor, is partly driven by rising living costs and economic uncertainty. Consumers are becoming more sceptical – weighing promises against price and performance. They become Budgetarians.



## GREEN HUSHING IS THE NEW BLACK – CONSUMERS FEEL GREENWASHED

Still, consumers feel “greenwashed out”, according to Euromonitor — they’ve made sustainable choices but doubt their impact and feel brands aren’t delivering on promises. It’s talk. But no action.

Over the past five years, trust in sustainability claims has dropped while skepticism has risen, according to the Sustainable Brand Index. Many now see it as just another sales tactic. UNGC Sweden reports the same trend: **50% of Swedes have low confidence** in companies’ sustainability ambitions.

According to NRF:

70%

of consumers are skeptical of companies’ environmental commitment.

*“It should be a wake-up call that every second consumer questions claims about the environment, climate, and human rights,” says Peter Pierrou, Head of Communications at UNGC Sweden*

Trust varies between different industries and the best trust is in food, where 46% have a lot or quite a lot of confidence and the worst rating is health and beauty and clothing (16% and 14% respectively).<sup>2</sup>

Consequently, communication is shifting. SBI predicts a shift in how brands communicate – moving from awareness to enabling **easier, low-friction sustainable** choices, through better design, clearer labelling, and personalised benefits.

On top of that, tougher regulations have triggered **green hushing**, where brands deliberately tone down sustainability messaging to avoid scrutiny.

The challenge ahead: help consumers climb the sustainability ladder — with action, not slogans.

# THE PRE-LOVE EXPLOSION – WITH RESELLING IN MIND

*"Second Hand has gone from Shame to Glam" says Sofia Larsson, Svensk Handel*

Several studies show second-hand is booming — blending revenue growth, sustainability goals, and new customer acquisition. Nearly two in three retail execs offering recommerce expect it to generate at least 10% of total revenue within five years. 87% say it supports their sustainability work.<sup>3</sup> Recommerce is here to stay.

International analysts predict that the global second-hand products market is projected to grow at a CAGR of 17.2%, reaching US\$ 1,044.0 billion by 2035.<sup>4</sup>

The beauty of second hand seems to be that it appeals to varied consumer needs: Gen Z express personal style, parents shop smart for growing kids, and older consumers seek branded treasures. According to Svensk Handel, the market share is expected to grow from 10% to 17% by 2034, reaching SEK 50 billion — with sustainability and affordability as key drivers.

45% of younger generations prefer to buy second-hand clothes online, compared to 38% who prefer to buy in a physical store.<sup>5</sup>

Tighter budgets are boosting demand. Euromonitor notes the rise of price-conscious "budgeteers." And online convenience further fuels growth, especially among young consumers — 45% of them prefer to buy second-hand online, vs 38% in-store. The internet now accounts for 65% of the second-hand market, with platforms like Vinted, Poshmark and ThredUp leading through quality and authenticity checks.

In 2024, 27% of Nordic consumers bought second-hand goods every few months — up 4% since 2019 according to Euromonitor. For Gen Z and Millennials globally, it's 40%.

Consumer behaviour is also shifting: more people are buying with resale in mind, prioritising quality and potential value. This emerging buy–resell mindset is reshaping consumption — especially among younger generations.



60% of consumers believe that shopping for second-hand clothes gives them the most value for money.

38% of consumers buy second hand to afford exclusive brands – an increase of 11 percentage points from 2022.<sup>6</sup>

*"It's a testament to the value that consumers see in the second-hand experience and evidence of the seismic shift to a more circular fashion ecosystem that's underway,"*  
said James Reinhart, ThredUp

And it is easier to buy than just a few years ago. For instance, H&M's "Pre-Loved" concept lower the threshold for hesitant customers by bringing in curated second-hand fashion into physical stores.

In 2023, Pre-Loved generated SEK 1.5 billion and continues to grow. Its scale-up relies heavily on Sellpy, which H&M owns 80% of — a strategic bet to expand their circular model online.<sup>7</sup>



# RETAILERS ADOPTING REGENERATIVE BUSINESS MODELS

Retailers are increasingly embracing circular and regenerative models – a trend we’ve tracked since the first Radical Retail Report. But consumers are there too. In a recent Swedish and European study for Science Park Borås, consumers in five countries were asked to reflect on 12 different future scenarios, of which one was a Radical circularity scenario.

The scenario Radical circularity 2035 predicted strict requirements for reuse, recycling and product durability. With at least half of all raw materials for products required by law to be reused or recycled, companies had an incentive to recover all waste, and waste management had become an extremely valuable industry. The lifespan of products had also become extremely important. Most products had a 10-year warranty and if they broke prematurely, consumers could get their money back.<sup>8</sup>

This Radical circularity scenario was the most desirable scenario of all and enjoyed a very strong support among consumers in Germany (48%), France (71%), Spain (81%), Poland (61%) and Sweden (59%). It also ranked high in perceived feasibility.

Is this an illustration of a deeper shift in how consumers view sustainability – and what they now expect from retail? If so, the future is thrilling.

## IT'S TIME FOR STRATEGIC PARTNERSHIPS AND COLLABORATIONS

Retailers are starting partnering up to accelerate the development of circular ecosystems.

Examples are plenty. H&M Foundation's \$15.4M pledge to the Ellen MacArthur Foundation's Fashion ReModel backs development of rental, repair, resale, and remake solutions to reduce fashion's emissions. Cellular Professor focuses on providing high-quality refurbished electronics while ensuring rigorous testing and quality assurance, thereby extending product lifecycles and promoting second-hand technology.

Even the RV market is adapting: Fretz RV's consignment service boosts resale of used vehicles, supporting circularity through extended product life. Together, these initiatives reflect diverse retail strategies to align with sustainability goals — and prepare for tighter regulations ahead.

## GLOCAL REGENERATIVITY – THE MIXTURE OF GLOBAL AND LOCAL BRANDS

Other initiatives blend global brands with local touch, fostering connections between consumers and local producers while enhancing the overall travel experience.

At JFK's new Terminal 6, a partnership between JFK Millennium Partners, Hudson, and Dufry puts regenerative retail into practice. The space blends global luxury with goods from local entrepreneurs, promoting transparency and community engagement.

The Green Market concept creates a living, evolving shopping space inspired by New York's local energy — offering sustainably crafted products and artisanal items. It's a design rooted in lifecycle thinking: connecting travelers with local makers while reinforcing circular values through environment, experience, and ethics.





# RENTAL MODELS STILL JUST A PHENOMENA

Rental has long been part of circular trade, but it still hasn't taken off. The pandemic hit major initiatives like Rent the Runway hard. However, with improved pick-up systems, streamlined e-commerce, and clearer consumer use-cases, rental is regaining traction.

BeSafe, known for child safety products, now rents car seats like the iZi Twist and iZi Turn for a monthly fee, offering flexibility in models and durations.

In India, Flyrobe's new store in Agra promotes luxury fashion rentals as a sustainable alternative. With size customisation, trial rooms, and a circular model focused on reuse, Flyrobe brings eco-friendly fashion to a broader audience – especially in Tier-2 cities. Its focus on transparency and responsible production reflects the shift toward net-zero retail.

*"Rental models have a future as a subset in brands' overall investments in recommerce," says Linda Pimmeshofe, Strategic Advisor*

Norwegian brand Norrøna exemplifies this. In their Reuse Second Hand Store, customers can repair, refresh, and even rent items to "try before you buy" – blending sustainability with experience-based shopping.

# THE EVOLVING REFURBISH & REPAIR MARKET

As sustainability and resource efficiency take centre stage, reuse is becoming a key area for strategic collaboration.

*"Norrøna is interesting for its investment in Re-Cotour – a collaboration with designers who upcycle used garments and sell them at higher prices than the originals. The goal is to create sharper products that rival Patagonia," says Linda Pimmeshofer, Strategic Advisor*

The textile industry is also betting on robotisation and lifespan extension to shift norms away from fast fashion. Today, overproduction exceeds 40%, and the volume of collected used textiles far outweighs demand.

In response to that, Science Park Borås' Textile Movement is launching a materials brokerage in Västra Götaland, helping businesses access reusable fabrics and fuelling a growing upcycling sector. Without such intermediaries, valuable resources risk going to waste.

## BLÅKLÄDER REPAIR SERVICE OFFERS IN-STORE GARMENT REPAIRS

Repairs have been part of Blåkläder's DNA since 1959, handled both at its Svenljunga sewing department and through its laundry service. Consequently, they don't think a missing button or torn seam justifies discarding a good garment. Its in-store repair service gives workwear a second life – cutting waste and extending durability.

*"In Sweden, we've repaired over 10,000 garments in the past decade. Since we only fix items with at least six months of wear left, that adds up to more than 5,000 years of extra use,"*

says Martin Nilsson, Business Development Manager, Blåkläder

## REPAIR ROBOTS MENDING AND PROLONGING LONGEVITY OF PRODUCTS

In Sweden, a pioneering robotic repair initiative is underway — a collaboration between RecoMended, RISE, Wargön Innovation, and fashion brands Kappahl and Nudie Jeans.

*The Automated Repair Module (ARM)* streamlines textile repair, aiming to extend product life and slash emissions. In five years, it's expected to repair 10 million garments and cut carbon emissions by up to 30,000 tons annually. The goal: help brands meet circular goals and future repair regulations.



## NIKE B.I.L.L. INSTORE ROBOT

*"The thing is, maintaining old products is deeply personal. People will go to great lengths to care for their favorite shoes. Repairing a product is a way to extend our memory with a product. We see B.I.L.L. as a tool for being able to do that."*

Noah Murphy-Reinhertz, Sustainability Lead, Nike NXT

Nike's BILL (Bot Initiated Longevity Lab) and other reuse initiatives mentioned here represent a growing shift – a normative change that's gaining momentum across markets, with the fashion industry at its epicentre.

Driven by automation and robotics, this shift is taking us from fast fashion to personal slow fashion. The same robot that repairs and upgrades your Nike shoes can also personalise them – merging longevity with individual expression.





## SUSTAINABLE SUPPLY CHAIN ON THE RISE

A more sustainable supply chain hinges on smarter inventory, resource efficiency, and responsive logistics. Digital twins and AI are key tools enabling better forecasting, reduced waste, and adaptive operations.

*"Companies are starting to understand the connections between different departments and that product returns affect the entire company. The role of COO is a key role to seeing the total profitability. He says that retailers have matured to implement understandable KPIs. It becomes crucial to identify and implement measures to reduce unnecessary returns and improve the quality of information for consumers when placing orders,"* says Anders Urhed, Principal Advisor, Proflow

Tighter regulations and upcoming digital product passport mandates make sustainability a full-chain responsibility – from raw material sourcing to recycling. Product passports are designed to follow goods through their lifecycle, offering end-to-end transparency and traceability.

These passports promote data-sharing across supply chains, enabling circular business models and broader market access – including for SMEs. Networks like ReposiTrak help simplify compliance, support local production, and facilitate sustainable practices.

*"Digital product passports are a great enabler for improving data quality and enabling circular economy. If consumers own the information about the products, it can open up new opportunities. It will therefore be extremely important to develop a strategy for implementing digital product passports to improve data quality and enable circular economy,"* says Anders Urhed, Principal Advisor, Proflow



*"We are starting to see interesting examples of how brands such as Net-a-Porter and other luxury brands are using the transparency requirements, which come with the introduction of digital product passports, to transform the buying cycle and make it more convenient for the consumer as an owner to resell using 'One click second hand sell'..."*

*Transparency in the value chain provides more 'glocal' and circular opportunities...*

*We have only just begun the innovative journey because it is about circular business modelling,"*

says Linda Pimmershofer, Strategic Advisor

Bamboo Rose's acquisition of Foresight Retail is another sign of this shift. By integrating planning with sourcing and product development, they enable real-time adjustments and reduce waste. The approach supports circularity by enhancing responsiveness, shortening lead times, and improving margins. It's a step toward net-zero operations – where connected teams, lifecycle insight, and planning-driven decisions define the sustainable supply chain of tomorrow.





# RESILIENCE AND RECYCLING STORE AND SHOPPING CENTRE DESIGN

Finally, recycling is entering the store as well. And there are two aspects of this trend.

With buildings responsible for nearly 40% of global carbon emissions, retailers are forced to use low-carbon concrete, recycled materials, and solar-powered solutions to align with climate goals. Energy-efficient stores built from reclaimed materials are becoming standard in resilient retail environments. Thus, it's firstly about resilience and climate-adapted design, as part of the broader shift towards sustainability and energy efficiency.<sup>9</sup>

But it also points at sustainable soulfulness – using design to enhance the shopper experience and ensure continuity. Flexibility, reuse, and adaptable spaces like pop-ups are gaining traction as ways to embed circular thinking into store layouts.

Ecoalf, for example, has developed a 3D-printed store made entirely from recycled plastic – from walls to shelving. This not only reuses tons of waste but also ensures the entire concept is recyclable at the end of its life cycle.

Eton, on the other hand, has reimagined its store design by incorporating surplus textile industry materials, along with reclaimed parquet flooring used for both floors and walls – blending sustainability with premium brand expression.

**Is this the future? Only the future will know.**



*"While Nexer supports customers in uniting high-quality data to achieve sustainability goals, many encounter three key challenges:*

1. *A lack of a complete inventory of all IT assets in the hybrid IT landscape*
2. *Shadow IT, which causes both security and cost issues*
3. *Decommissioning unnecessary applications and reducing waste"*

Sofie Bergbom, Business Manager, Nexer



## REFERENCES

1. "2023 Business of Sustainability Index," PDI Technologies, 2023, <https://pditechnologies.com/resources/report/2023-business-sustainability-index/>
2. UNGC sverige 2025
3. Niel Saunders, Global Data
4. NRF 2024
5. Niel Saunders, Global Data
6. Handelstrender 2025
7. Dagens Industri, 10 juni 20
8. Science Park Borås, Four Nations, Twelve Tomorrows, 2025
9. Retail 2024, den nya butiken Handelstrender