

## The Natural Spa Shopper

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"Uber, the world's largest taxi company, owns no vehicles. Facebook, the world's most popular media owner, creates no content. Alibaba, the most valuable retailer, has no inventory. And Airbnb, the world's largest accommodation provider, owns no real estate," wrote Tom Goodwin, senior vice president of strategy and innovation at [Havas Media](#) in TechCrunch, March 2015.

What does this mean for the natural spa?

I had the pleasure of attending a lecture of Wendy Leibmann, CEO and Chief Shopper of W/SL Insights, Retail Solutions, Innovative Solutions. I learned that the American dream has changed and it's changing the way we shop.

According to a WSL survey "How America Shops® MegaTrends The America Dream Re-Mixed," 40% of shoppers realized they "don't need all this stuff." Two or three brands are "good enough."

So what does the consumer want instead? Experience. After owning a home and paying off debt, the average American's highest priority is having the means to dine out at least once a week.

According to Ms. Leibmann, today's consumer is more interested in the good life than good stuff. Successful retailers have to go beyond "easy" and give consumers "anyway they want it." When addressing the consumer you have to go beyond personalization and address the many "me's" that consumers are.

Today's shopper wants you to be what she needs, when she needs it, how she wants it.

This morning she was a mother. This afternoon she is an executive. Tonight she will be a wife. Tomorrow she will be a daughter. On Friday's she's a foodie. Saturday, she's a yogi. On Sunday's she travels. As a retailer, you need to cater to whoever she may be this minute.

Well-being is on her list. The number one obstacle to good health is too much stress. The demand for health has doubled since 2011.

The well-being customer is looking for natural help to look and feel healthy.

According to the WSL survey "How America Shops® The Wellness Uprising" feeling and looking healthy means different things to different people. Consumer define healthy lifestyle as balance, here are their other descriptions:

- Being rested - 76%
- Able to move easily - 73%
- Being at the right weight- 70%
- Having glowing/soft skin - 46%
- Having shiny hair -42%
- Looking good in clothes -38%
- Having bright eyes -38%
- Having strong nails - 34%
- Having white teeth - 33%

Who's succeeding in this retail environment? You can. Just be available, provide value, make it easy, personalize it, have fun and offer happiness.

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