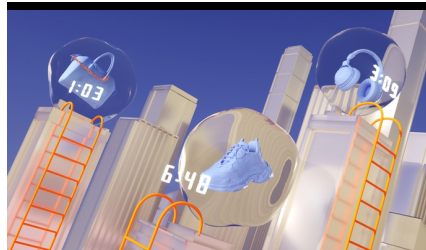


# THE FUTURE LABORATORY UNVEILS COMMUNITY COMMERCE

By Livvy Houghton and Alex Hawkins

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London – The Future Laboratory hosted its Retail Futures Forum yesterday at the Corinthia Hotel, where we presented the retail trends shaping the landscape in the coming year.

From Prescription Supermarkets to Refined Refillables, we discussed how service and sustainability have become front of mind for consumers. We also launched our latest retail macrotrend, **Community Commerce**, which looks beyond convenience and one-click customer journeys to explore how retailers can create a more interactive and social online shopping experience.

To bring the macrotrend to life, we created a live shop experience where our guests could access our Retail Futures Report by selecting one of three pathways. The experience was designed to highlight new ways to access and exchange products, representing the power of new retail strategies in action. You can also explore our creative activation online [here](#).

Our next Futures Forum will be hosted at the Corinthia Hotel on 20 June, and will focus on health and wellness. Tickets are now available in [The Future Laboratory Shop](#).