ATMOsphere
AMERICA
Business Case for Natural Refrigerants

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Market Trends

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The Most Influential Trends for Customers, Operators and Facilities

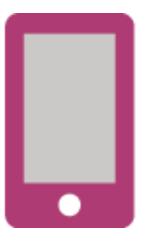| **Digital Shoppers**	**Focus on Convenience**	**New Retail Formats**	**Experiential Retail**	**Omnichannel Proficiency**
Advancing technologies will create huge opportunities in how we interact with and serve customers.	Consumers have to do more with less time. The right items in the right places will be critical to long-term retail and foodservice success.	Store formats must continuously evolve to remain relevant. Urban store formats need to address a new range of shopper needs and mid-market retailers must choose a lane.	Experience will become a key differentiating factor for physical stores as online shopping continues to grow, requiring greater investment.	Physical stores to remain important to retail and foodservice, but anytime/anywhere sales are critical and must be facilitated to keep up with competition.

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What's It Mean for Cold Chain Participants?

Digital Shoppers

Operators expect suppliers and partners to adopt digital technology in their own businesses, reducing costs and providing information for customers
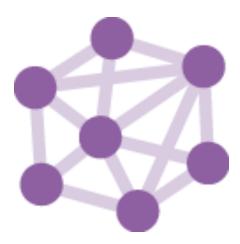
Focus on Convenience

Always-available equipment enhances the shopping experience. Suppliers must offer different hours, flexible response and faster service.

New Retail Formats

Smaller footprints and faster resets drive compact, flexible, multi-purpose equipment. Inventory, parts and technician skills will all change to support.

Experiential Retail

Consumers pay more for "experience," and equipment is part of the brand "set." New demands for UI/UX, services for graphics, refurbishment, plus friendlier user experience.

Omnichannel Proficiency

Temperature and location management needs expand. Refrigeration with cloud, IoT data is everywhere – up to and beyond the customer's door