

## **PRESS RELEASE**

**Date: 8<sup>th</sup> March 2016**

# **Rising consumer expectations helps drive retail consulting boom**

A new report from Source Global Research (Source) has found that consulting in the UK's retail industry has grown by 10.5 per cent to £274million, as retailers are being forced to change because of a number of pressure points, including rising customer expectations and the supermarket price wars.

The report explains that the level of service offered by Amazon and other "digital native" competitors has led UK consumers to expect a plethora of conveniences ranging from same-day delivery to multiple channels with identical (and exceedingly high) levels of service across all. The supermarket price wars and recent high-profile investigations into Tesco's procurement practices has also led to a drive for external consulting advice.

Julia Cook, Managing Director at Change Management Group, said:

*"If you just look at the different delivery models retailers offer now - a customer order could be sent through the mail, sent to the store for click-and-collect, sent to somebody else's store for pickup, or delivered to a locker in a train station - you will see that supply chain requirements are far more complex than they were just a few years ago. That's but one example of how digitisation has changed the landscape. Mastering this for customers requires investment."*

Fiona Czerniawska, Director at Source Global Research, said:

*"UK retailers are having to turn to innovative practises and a greater use of digital in order to clear the ever-rising bar, and they're keen to learn from the best of what's available in Silicon Valley."*

### **Supermarket price wars also drive consulting growth**

The supermarket price wars show no sign of stopping, and Amazon Fresh looks set to disrupt the market even further. The Source report says that this will likely lead to big transformation across the grocery sector with new work for consultants as incumbents struggle to cope.

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Fiona Czerniawska concluded:

*“All of these challenges are leading to work for consultants, especially those with retail expertise, and Source expects they’ll lead to continued high levels of growth in 2016.”*

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**About Source Global Research**

Source Global Research (Source) is a leading provider of information about the market for management consulting. Set up in 2007 and with offices in London and Dubai, Source serves both consulting firms and their clients with expert analysis, research and reporting. We draw not only on our extensive in-house experience, but also on the breadth of our relationships with both suppliers and buyers. All of our work is underpinned by our core values of intelligence, integrity, efficiency and transparency.

Source was founded by Fiona Czerniawska and Joy Burnford. Fiona is one of the world's leading experts on the consulting industry. She has written [numerous books](#) on the industry including: [The Intelligent Client](#) and *The Economist* books, [Business Consulting: A Guide to How it Works and How to Make it Work](#) and [Buying Professional Services](#). Joy Burnford was Marketing and Operations Director at the UK Management Consultancies Association between 2003 and 2010, and prior to that worked for PA Consulting Group and has extensive experience of marketing consulting services. For further information, please visit: [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)