



From linear to lasting

How retailers are reshaping systems
and practices for a sustainable future

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An Outlook Report from Circana



Retail is at a pivotal point as the market shifts to closed-loop systems and businesses adopt circular practices to manage products throughout their lifecycle in response to:

- **regulatory requirements**
- **cost saving**
- **resource efficiency**
- **consumer demand for sustainability**

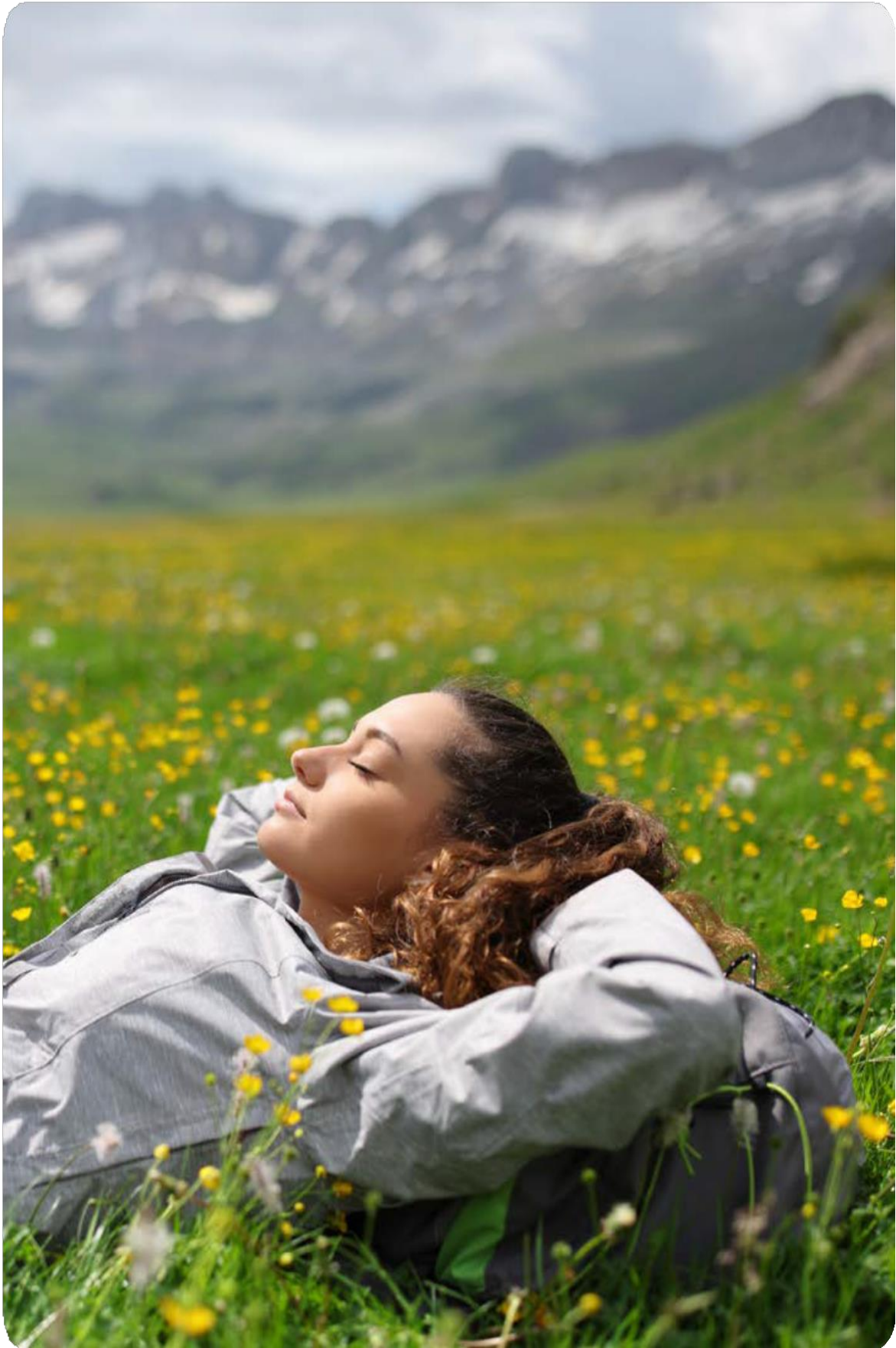
Embracing a circular economy can help retailers and brands reduce waste, promote sustainability, and enhance profitability. Underpinned by a transition to renewable energy and materials, the circular economy is a resilient system that is good for business, people, and the environment.

Re-commerce responsibility

The circular production and consumption re-commerce model involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible to extend their life cycle and create further value¹. It contrasts with traditional consumerism by aiming to minimize waste and environmental impact and is driven by economic savings, job creation, resource conservation, and contributions to mitigating climate change.

The road to re-commerce requires the reshaping of our consumption patterns and production processes. The benefits include greater business resilience and the potential for new customers and innovation. In addition to meeting sustainability business objectives and consumer expectations, the big opportunity is to address the entire product lifecycle, benchmark higher standards and transparency across the supply chain, and de-risk vendor management.

Australian start-up Fresho uses AI to process fresh food orders received through multiple channels, converting them into structured data in real time. It also offers live pricing and product availability. Suppliers benefit from automated dashboards that reduce manual data entry and improve accuracy while restaurants gain tools for better food cost management. With more than 30 million orders processed since its inception, Fresho’s technology has reportedly reduced wastage by up to 40% for some suppliers.²



¹European Parliament, Circular economy: definition, importance and benefits, 24 May 2023, <https://www.europarl.europa.eu/topics/en/article/20151201ST005603/circular-economy-definition-importance-and-benefits>
²Proactive, Tech Bytes: Tackling food waste crisis with AI innovation, 3 December 2024, <https://www.proactiveinvestors.com.au/companies/news/1061948/tech-bytes-tackling-food-waste-crisis-with-ai-innovation-1061948.html>

Retailers are constantly managing challenges like inflation, customer retention, supply chain execution, and media investment optimization against a complex backdrop of unprecedented demand and supply challenges.

Circana’s unrivalled supply chain solutions provide comprehensive data analysis and streamlined insights with granularity and precision to:

- understand your supply chain at every level
- improve forecasting and replenishment rates
- enhance retailer collaboration
- mitigate risks caused by disruptions

The result is the smart integration of critical data and analytics into a single, end-to-end solutions that accelerate decision-making.

Liquid Data Collaborate™

An end-to-end solution integrating critical data and analytics for a single source of truth.

Liquid Supply Chain™

Delivering real-time insights to optimize supply chain planning and execution.



Transform inventory and supply chain challenges into opportunities with Liquid Supply Chain™

Liquid Supply Chain™ is an accessible entry into Circana's Liquid Data® platform delivering real-time insights to optimize supply chain planning and execution. More than measurement, it provides prescriptive recommendations for inventory allocation, uncovering new revenue and cost-saving opportunities, and fuelling the demand planning and distribution processes across the national enterprise.

Powered by the most extensive set of retailer supply chain and inventory data available globally, Liquid Supply Chain quickly identifies disruptions, manages inventory allocation, and improves overall efficiency. It's flexible and scalable, measuring supply chain performance for multiple brands and products across numerous retailers in a single view to optimize inventory across a national network of retailers, improve demand planning inputs, and enable more effective inventory allocation for both everyday business and key events.





Access holistic data insights for smarter retail decisions with Liquid Data Collaborate™

Powered by AI, built for your team, and giving you clear, action-able insights, Circana Liquid Collaborate is designed to easily share strategies and results across your business and with your most important vendors. With everything in one place, our platform delivers:

- a holistic picture of AI data insights and accurate answers fast of market trends, brand performance, and opportunities for growth.
- shared reporting for manufacturers and suppliers integrated with our intuitive Unify+® platform, solving on-shelf availability issues faster, reducing out-of-stocks, and the ability to make smarter distribution decisions, together.

When your data is scattered, insights fall through the cracks. Circana's Liquid Data Collaborate™ helps bring all your data together in one place alongside our industry-wide view across eight key market segments and 2,500+ program partnerships.

The Circana Difference

Circana is a leading advisor on the complexity of consumer behavior. Through superior technology, advanced analytics, cross industry data, and deep expertise, we provide clarity that helps almost **7,000 of the world's leading brands** and retailers act and unlock business growth. We understand more about the complete consumer, the complete store, and the complete wallet so our clients can go beyond the data to apply insights, ignite innovation, meet consumer demand, and outpace the competition.

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