

(本節目中的視頻資源於 2020 年拍攝。)

本集內容

The future of shopping 無人超市：未來購物主流？

學習要點

有關 “consumerism (消費)” 的詞彙

邊看邊答

How many adults in Hummelsta have tried automated shopping?

文字稿

It's cold, it's gloomy, and if you run out of milk, it's a fifteen-minute drive to the supermarket. But this wooden container offers a lifeline. You use an app to open the doors. Your phone scans whatever you need. And the bill's **charged** to your bank card.

這裡寒冷而陰沉，如果牛奶喝光了，要開車 15 分鐘才能去到最近的超市。但這個木制集裝箱提供了一條生命線。顧客用應用程式開門，拿手機掃描任何需要購買的商品，帳單會記在銀行卡上。

Critics argue it's a less sociable shopping experience. But during the pandemic, that's a bonus.

批評者認為，這種購物方式缺乏社交互動。但在疫情爆發期間，這卻是一件意外的好事。

A manager **stocks** the **shelves** here once a week, but with no other staff to pay, it's saved the firm's founders a lot of money.

一位經理每週會到這裡把貨品**上架**一次，但由於沒有其他店員，不需要支付額外的薪水，公司創始人節省了一大筆錢。

Daniel Lundh, Cofounder, Lifvs

We've definitely seen a great interest from other countries as we've been expanding our

own chain here in Sweden. Interest from England, Spain, Portugal, Germany. So, we'll definitely expand outside Sweden in the near future.

丹尼爾·倫德 Lifvs 創始人

“當我們在瑞典擴展自己的連鎖店時，確實看到其它國家的人對此產生了極大的興趣，包括英格蘭、西班牙、葡萄牙和德國。因此，在不久的將來，我們肯定會向瑞典以外擴展業務。”

Cities are the next target for the business – and they're not alone. Amazon's testing **unmanned** stores in the US. And here in Sweden's tech-savvy capital, a major supermarket chain is also trialling the concept.

城市是該企業的下一個目標，不過經營同類業務的並不只此一家。亞馬遜正在美國測試**無人商店**。而在科技發達的瑞典首都，一家大型連鎖超市也在試行這一概念。

Many of the entrepreneurs here think unmanned stores will soon be **mainstream**.

這裡的許多企業家都認為無人商店很快就會成為**主流**。

Cecilia Johansson, Entrepreneur

The challenge is, of course, the older generation that have a habit of going to store and meet the person, but I also think that we have seen quick, rapid growth of **digitalisation** due to the Covid situation. So we are changing the behaviour of the consumers.

塞西莉亞·詹森 企業家

“當然，難就難在老一輩人習慣去商店面對面接觸工作人員，但我也認為，由於新冠疫情，我們已經看到了**數位化**的飛速發展。因此，我們正在改變消費者的行為。”

But so far, there are no plans to take staff away from Sweden's biggest supermarkets, where retail bosses say customers want advice and inspiration, not just something to snack on. Back in Hummelsta, nine out of ten adults have already tried the unmanned store, and anyone struggling with technology is offered help – so it's easy to pick up that carton of milk or perhaps something to sweeten the taste of Sweden's dark, bitter winter.

但到目前為止，還沒有計劃從瑞典各大超市撤走員工，超市零售業老闆們說，顧客想從店員那裡得到建議和啟發，而不僅僅是去買點零食吃。回到胡默爾斯塔，90%的成年人已試用過無人商店，而那些不熟悉這種技術的人會得到幫助。這樣，人們就可以輕鬆買到一盒牛奶，或者一些可以給瑞典的嚴冬帶來一絲甜蜜的東西。

詞彙

charged 記在...的賬上

stock shelves 上架，擺貨架

unmanned 無人的

mainstream 主流的

digitalisation 數位化

視頻連結

<https://bbc.in/3ocdMCc>

問題答案

Nine out of ten adults in Hummelsta have already tried the unmanned store.