

**IN RETAIL** 

**FOCUS** 

A EUROPEAN





**DEMOGRAPHICS** 









personalization





Retail



**Ecosystem** 

**Innovation Digital supply** By 2020, 32% chain 74% view loT as a key enabler for the supply chain of the future Customer experience 35% use Al for CX

It's all about

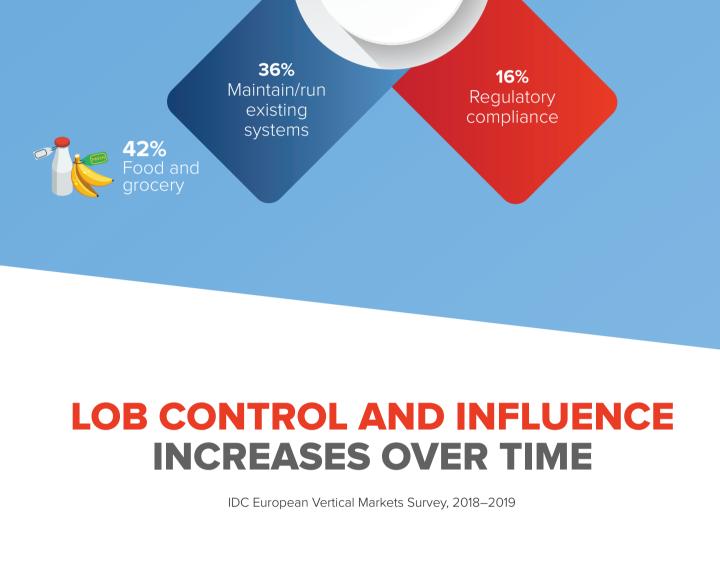
**EXPERIENCES WHETHER ONLINE** 

OR OFFLINE EVERYWHERE

Source: IDC's Retail Innovation Survey



## 28% 25% 23% Upgrade Innovations systems It's all about Commerce **Everywhere**



IT BUDGET

**35**%

U.K.

**Horizon 1** 

**Horizon 2** 

**Horizon 3** 

marketplace (fast follow)

Be resilient to market disruption — have a supply chain that can quickly adapt to disruptions in the

Be the disruptor—supply chain supports new business models

or dramatically reimagined ones (leader, bleeding edge)

30%

Entirely

controlled

by IT dept.

## 40% Eating and Eating and drinking drinking

38%

Controlled

by IT dept.,

influenced

by LOB

40%

General

merchandise

**32**%

Entirely

controlled by

LOB dept.

**47%** 

CEE

Netherlands

+ Nordics





SUPPLY CHAIN TRANSFORMATION

IS ABOUT EFFICIENCY AND

RESILIENCY TO DISRUPTION

60% say it's about efficiency (driving the ROI)

**59%** expect to

be disrupted within

the next year

AREAS OF INTERVENTION

60%

Europe

**50%** of

future revenue

growth

## **MODEL POINTS TO MARKETPLACE RELATIONSHIPS** Source: IDC's 2018 Retail Innovation Survey

TOP PRIORITY FOR DISTRIBUTION

EUROPEAN RETAIL



**AI INVESTMENTS** 

**ARE TOP PRIORITY FOR** 

**EUROPEAN RETAILERS** 

Source: IDC European Vertical Markets Survey, 2018–2019

**INNOVATION ACCELERATORS** 

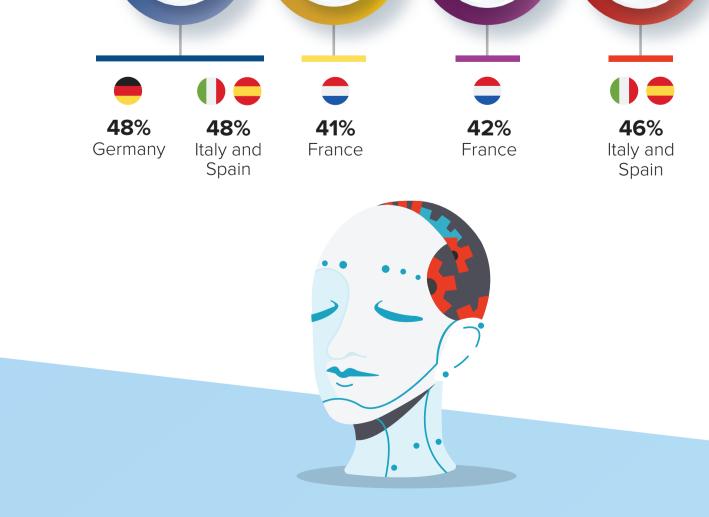
30%

printing

34%

Αl

Marketplace



27%

Robotics

35%

AR/VR



**RETAILERS' TOP 3 INFORMATION** 





in IDC EMEA

@IDCInsightsEMEA

www.idc-ri.com

organizational areas. Source: • IDC Retail Insights' 2019 Western Europe Retail Trends: Results from the European • IDC Retail Insights: European Retail Digital Transformation Strategies FOR FURTHER INFORMATION CONTACT:

## prevention The results of this survey are published in the European Retail Digital Transformation Strategies program, which examines the impact of digital transformation on European retailers' business, technology, and

**42%** Data loss/leakage

**Ornella Urso** Research Analyst, IDC Retail Insights

Andrea Sangalli

Research Director, IDC Retail Insights