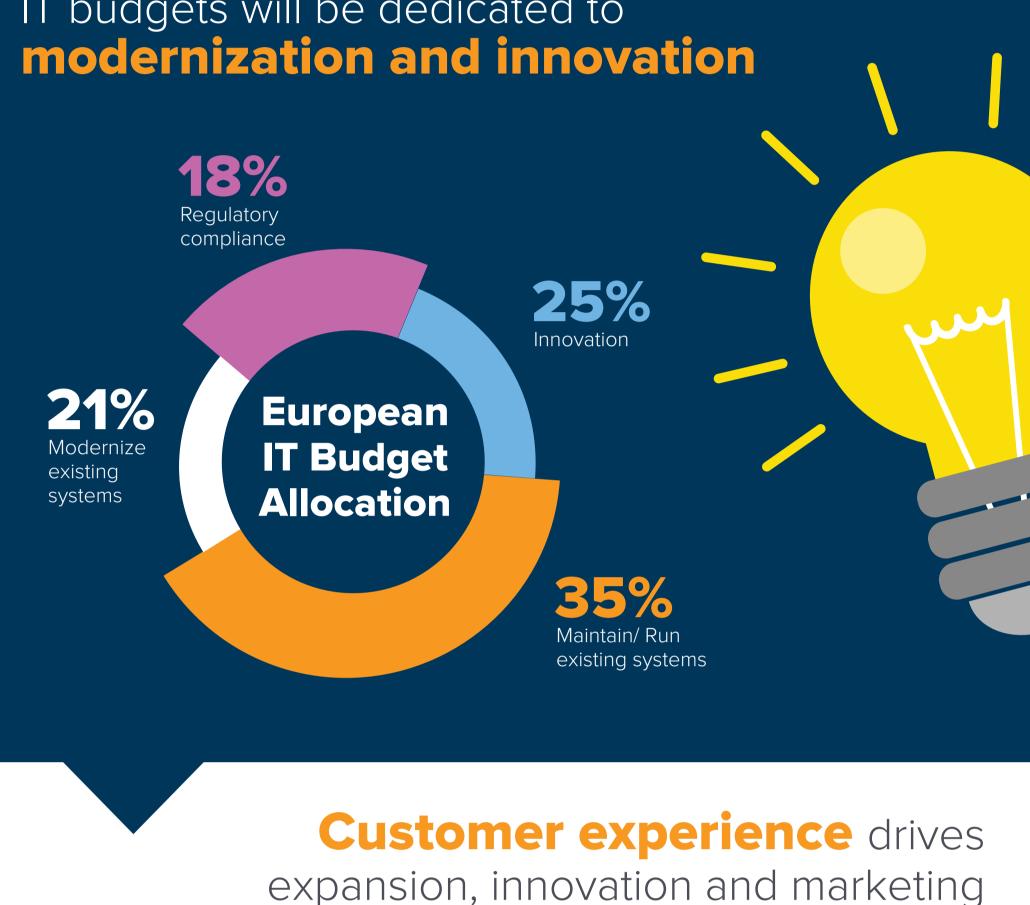
## **European Retail Trends in 2018: Accelerated Pathways Toward** Innovation, AI, and CX



## SEGMENTS 9 - My Apparel, footwear eCommerce and Other and accessory other non-store Eating and drinking places Consumer In Europe, retailers' IT departments control the largest part of IT spending, but LOBs exercise significant

control and influence. Controlled by IT dept., influenced by LoB Entirely controlled by LoB





69% Innovation **55% Business Priorities** 

strategies for European Retailers

**50%** 

Marketing



**Omni-channel** 

**Profitability** 

performance

**37**%

A&M

Mobile Apps

Merchandising

**56%** 

**43**%

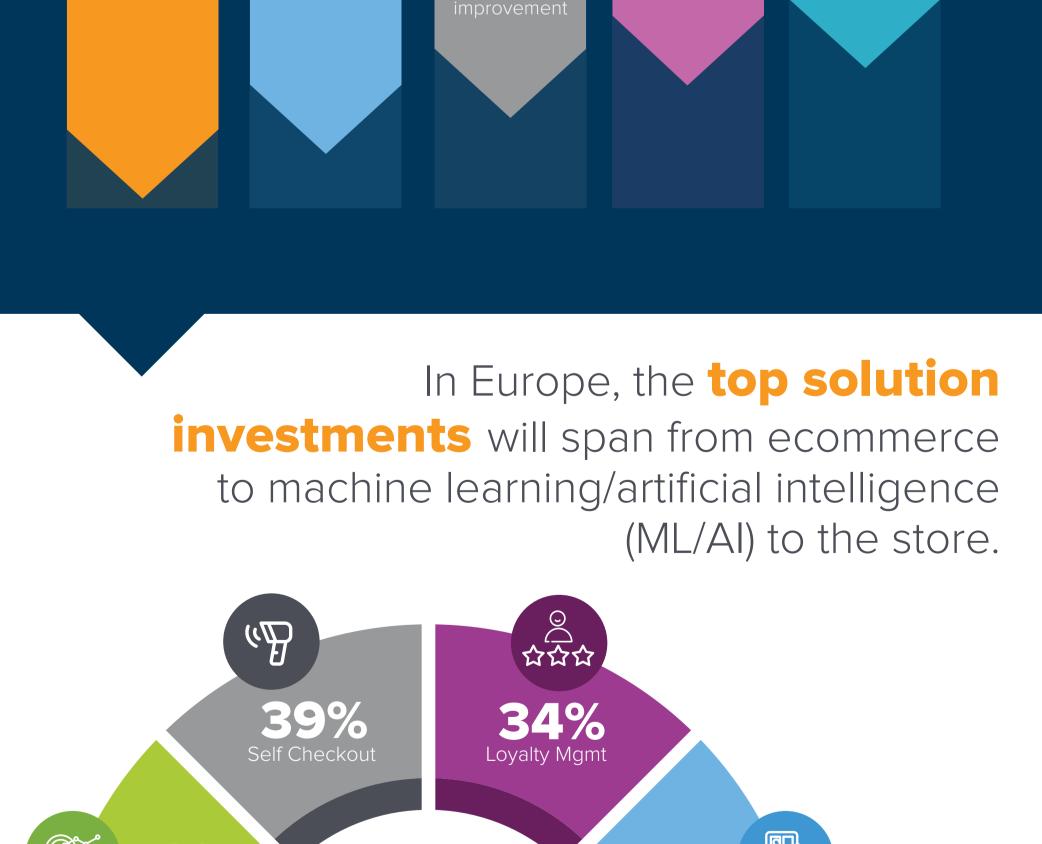
Platform

**45%** 

optimization

Customer

experience (CX) personalization



European retailers' interest in the IoT opportunity is clear, but still a minority of them use loT-generated data to provide an impact on business



This infographic highlights the results of an IDC Retail Insights survey published in The European Retail Digital Transformation Strategies program. The survey examines the impact of digital transformation on the European retailers' business, technology, and organizational areas. Specific coverage is given to provide valuable insights into the European retail industry, with a specific focus on digital transformation strategies applied by retail companies to improve the omni-channel customer experience.

