5 TRENDS RESHAPING THE RETAIL INDUSTRY IN 2019

Customers are demanding more from retailers than ever before, and brands are implementing new technology to try and create a great experience. Here are five trends reshaping the retail industry in 2019.

$3.4 BILLION

Projected retail spend in cognitive/AI in 2018 [1]

RETAILERS ARE INCREASING SPENDING ON ARTIFICIAL INTELLIGENCE

$6.6 BILLION IN 2020

is what the click-and-collect market is expected to be worth? [2]

CLICK-AND-COLLECT IS GROWING

64 PERCENT

of customers say they'd prefer to get a personalized shopping experience based on their previous purchase behavior [3]

PERSONALIZATION WILL BE A KEY DIFFERENTIATOR

60 PERCENT

of US retailers say they don't have reliable-enough data for executing effective customer acquisition initiatives [4]

DATA & ANALYTICS CONTINUES TO BE A CHALLENGE FOR RETAILERS

70 PERCENT

of consumers say technology has made it easier than ever to take their business elsewhere [5]

CUSTOMERS ARE LESS LOYAL THAN EVER

[1] https://www.marketrealist.com/news/slc-retail-will-lead-ai-spending-in-2018/5108817/
[2] https://www.invespcsro.com/en-US/insights/view/bt-survey-finds-click-and-collect-frequens-to-the-Core-Engine-Behind-Click-E-commerce-Growth
[3] http://www.digitaltrends.com/social-media/why-consumers-are-increasingly-willing-to-trade-data-for-personalization/6k2c20686/pinko
[4] http://www.mytotalretail.com/article/making-big-data-actionable-for-multichannel-retailers/
[5] https://www.salesforce.com/company/news-press-releases/press/press-releases/2017/01/170125/

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