

THE FUTURE OF SHOPPING

5 TECHNOLOGIES CHANGING THE RETAIL INDUSTRY

Retail has changed dramatically since the advent of the Internet and the iPhone®. But what's on the horizon for the retail industry, and which new technologies will transform the ways we shop?

THE CONNECTED CONSUMER

Consumer connectivity has increased companies' responsiveness to customers and leveled the competitive playing field.



Customers who access retailers' or third-party apps while shopping have a 21% higher conversion rate.

BY 2016, MOBILE RETAIL SALES PROJECTED TO REACH

\$752 BILLION

2014 5%

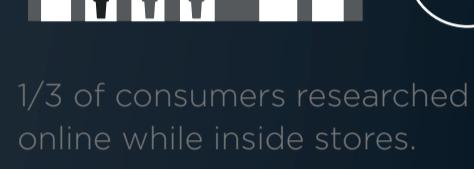
2016 21%

Mobile currently accounts for 5% of total retail sales.

In 2016 this will increase up to 21%, or \$752 BIL.



80% of consumers research pricing information online before buying in-store.



1/3 of consumers researched online while inside stores.

HEEDING THE NEED FOR TECHNOLOGY

5 technologies already transforming the way we shop

1 TECH BRINGS POWER TO PERSONALIZATION

Consumers increasingly expect technology to enhance brand personalization, with impact on buying behavior at 59% and desire for more personalization at 31%.

59%
IMPACT

31%
WANT MORE

2 MOBILE WALLETS GET FATTER

NFC technologies like Google Wallet empower consumers with mobile payments and offers, and are expected to rise to \$90BIL in coming years.

↑ \$90BIL



3 INTELLIGENT FITTING ROOMS

79% of customers were properly fitted and purchased items due to virtual fitting room technologies.

↑57%
CONVERSION

Virtual fitting rooms increase conversion rates by 57% in first-time buyers.

5 SAME-DAY DELIVERY BRINGS IMMEDIATE BENEFITS

Amazon's new fleet of drones offers smartphone customers same-day delivery.

4 FACIAL RECOGNITION

Paypal allows customers to pay for items using an image of their face on smartphones. Facial recognition helps combat fraud, speeds up checkout and helps shoppers avoid lines.

PayPal™

BANK NAME
1234 4567 8901 2345



amazon® + = 25% CONVERSION

Amazon's same-day delivery has increased conversion by 25%.

WHAT'S NEXT IN RETAIL

We see what new technologies can do today, but what does the future hold for shopping?



OMNI-CHANNEL BECOMES UNI-CHANNEL

Businesses unify channels with customer experiences, targeting high-growth categories like consumer electronics (70%) and toys (66%).

STORES EVOLVE TO EXPERIENTIAL SHOWPLACES

Physical stores will become interactive showplaces and a place for consumers to have fun using 3D virtual technology.



TRENDS TRANSFORMING RETAIL

TRACKING GETS PERSONAL

With almost half (45%) of smartphone owners allowing beacon technology, retailers will connect bricks with clicks and draw traffic back into stores.



VIRTUAL REALITY IS THE NEW REALITY

60% of retail execs are missing customer personalization, and companies like Avenue Imperial lead the way with virtual reality technologies.

