



THE FUTURE OF RETAIL: CAUSE FOR CONCERN OR OPTIMISM?

WHAT WILL TRADING PARTNERS LEARN?

Traditional retail is challenged, but it is certainly not dead. Over the past few decades, there's been a tremendous cultural shift in how we live, work and most importantly, shop. Local retail has remained dominant through this period, though the future of the local store won't look anything like you grew up with. Personal shopping and design services have always been at the forefront of brick-and-mortar stores, and while that remains paramount to the customer, the previous focus on customer service has quickly shifted the pendulum over to customer experience. For those retailers who have not recognized and executed against that reality over the past 24 months, they have felt the downturn, and many are even out of business. With advancements in logistics and next-day delivery possible, in-store retail is naturally becoming less about inventory and more about providing intermediary and indispensable, location-based services that result in sales, crafting new relationships with customers and capturing new data.

KEY ELEMENTS AND DELIVERABLES IN THIS RESEARCH WILL BE:

- While tech adoption in-store has been slow, brick-and-mortar is ready for dramatic changes in digital payments and automation. How?
- Exploration of how changes will repurpose space in the store, opportunities for impulse, and which categories will be most impacted.
- Which categories will gain or lose space in the store longer term as retailers look to revitalize topline growth?
- The up-trend of private label and why it matters to consumers.
- Who and what are the threats to traditional retail, and what next steps should they take?
- How to stay ahead of the continually evolving consumer, and what is the next new behavior?
- The future of multi-channel shopping: endless aisle, home delivery, subscription models, and other concepts on the horizon
- How has the shopper journey changed and what are the new "loyalty" tactics?
- What are the new points of influence and how can you use them to drive brand equity?



WILL YOU SUPPORT AND CONTRIBUTE TO MAKE THESE INSIGHTS A REALITY? CONTACT ME TODAY!

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