

What's the future of digital retail success?



Customer expectations are changing, and retail executives need to continually innovate to stay ahead.



The digital age presents a basketful of opportunity for retailers.



The question is, are they willing to jump to the front of the queue?

Quick facts

- 42%** of millennials avoid brick-and-mortar shopping whenever possible
- 72%** of Gen-Z prefer to buy from ethical and socially conscious brands
- European spending on Augmented Reality to grow **88%** in 2021 to reach €2.4bn in 2022
- 71%** of consumers say that they would shop online more if sites used Augmented Reality
- 60%** of Gen-Z won't buy from a site if it's slow to load
- 2/3** US shoppers now use self-checkout, compared to 1/3 pre-Covid

Retailers need to leverage user generated content on their brand site and social platforms to build authenticity, credibility, and community

Going digital first? PRICELESS.

- 01** Experience across touchpoints must be seamless to deliver a genuine omnichannel experience
- 02** Blur the lines between physical retail and ecommerce experiences using augmented and virtual reality solutions
- 03** Leverage AR and RFID to optimise warehouse efficiency and fulfilment methods
- 04** Embrace new technologies, putting software at the centre of strategy

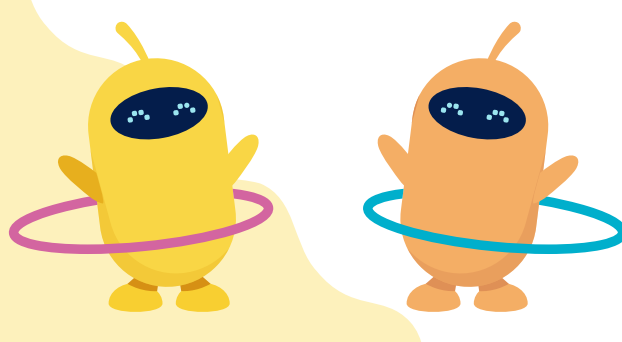
Cashback with AR

- Immersive tech displays additional info about products, enriching the shopping experience
- Provide post-sale support, troubleshoot, and virtually assist
- Virtual fitting rooms increase conversions and reduce returns
- Optimise warehouse space by improving staff navigation
- Virtual stores combine traditional retail and ecommerce experiences

INVESTING in new technologies

The current landscape presents retailers with a world of opportunity, and the tech to take advantage.

Digital twins



Digital twins improve the customer journey, enable product data to be stored digitally throughout the lifespan of a product to create a more efficient retail process for shoppers while reducing retailer costs, and provide highly detailed data to improve the customer experience.

The re-emergence of QR-code shopping



QR-based software has been a new presence on restaurant tables, allowing diners to use their mobiles to view menus, and also order and pay — a contactless dining experience. QR codes can also give information to shoppers — useful for vitamins, supplements, and medications.

Frictionless-first retail



See: Amazon Go stores. Seamless, digitally enabled experiences available everywhere, perfect for a post-pandemic life. Frictionless commerce provides convenience to both retailers and customers with extended hours and optimised operations.

The rise of localised ecommerce



The global ecommerce market is expected to total **€4.1 trillion** by 2022.

An increasing amount of small businesses may start shifting to online to offer fast delivery to local customers, operating in networks with other merchants in a virtual marketplace.



To stay one step ahead of the competition, retailers need highly talented software teams who can continually innovate at scale and help brands properly harness the power of technology.



Want to build your dedicated tech team in the Silicon Valley of Asia?

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