

# Global Digital Transformation in Retail Market Growth (Status and Outlook) 2024-2030

https://marketpublishers.com/r/G9B31E64043EN.html

Date: May 2024 Pages: 111 Price: US\$ 3,660.00 (Single User License) ID: G9B31E64043EN

# **Abstracts**

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Digital Transformation in Retail is the process of leveraging digital technologies to create new or modify existing business processes, customer experiences, and organizational structures in the retail industry. It includes the integration of digital technologies into various aspects of the retail business, such as customer experience, inventory management, marketing campaigns, and supply chain management. Digital transformation in retail aims to improve operational efficiency, enhance customer satisfaction, and drive growth in a competitive and dynamic market.

The global Digital Transformation in Retail market size is projected to grow from US\$ 63670 million in 2023 to US\$ 143820 million in 2030; it is expected to grow at a CAGR of 12.3% from 2024 to 2030.

LPI (LP Information)' newest research report, the "Digital Transformation in Retail Industry Forecast" looks at past sales and reviews total world Digital Transformation in Retail sales in 2023, providing a comprehensive analysis by region and market sector of projected Digital Transformation in Retail sales for 2024 through 2030. With Digital Transformation in Retail sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Transformation in Retail industry.

This Insight Report provides a comprehensive analysis of the global Digital Transformation in Retail landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with



a focus on Digital Transformation in Retail portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Transformation in Retail market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Transformation in Retail and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Digital Transformation in Retail.

Some of the future market trends of this product are:

Increasing demand for gluten-free pasta, as more consumers are becoming aware of the health benefits of gluten-free diets and the availability of gluten-free alternatives. Gluten-free pasta is expected to grow at a CAGR of 4.5% from 2023 to 2029, reaching a market size of \$1.28 billion by 2029.

Rising popularity of influencer marketing, as more retailers are collaborating with social media influencers to promote their products and reach new audiences. Influencer marketing is projected to grow at a CAGR of 32.4% from 2023 to 2029, reaching a market size of \$24.1 billion by 2029.

Growing adoption of AI and automation, as more retailers are using AI-powered tools and solutions to optimize their operations, enhance customer service, and personalize their offerings. AI and automation in retail are expected to grow at a CAGR of 35.9% from 2023 to 2029, reaching a market size of \$71.3 billion by 2029.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Transformation in Retail market by product type, application, key players and key regions and countries.

Segmentation by type

Mobile Application

Website



#### Segmentation by application

**Consumer Electronics** 

Media and Entertainment

Apparel

Food and Beverage

Furniture and Home Decor

Beauty and Personal Care

Other Products

This report also splits the market by region:

Americas

**United States** 

Canada

Mexico

Brazil

#### APAC

China

Japan

Korea

Southeast Asia



India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

**GCC** Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Amazon Corporation

Flipkart Inc.

**Ebay Corporation** 



SAP SE

**IBM** Corporation

Honeywell International Inc.

Tesco Pvt. Ltd.

Mercado Libre

**Oracle Corporation** 

AliExpress Ltd.



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