

Retail: Top 5 trends for 2019 and beyond

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Abstracts

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SUMMARY

Retail will experience significant change over the coming years. Some brands holding a large number of physical stores have struggled against the rise of pure online enterprises. Success for some has been found through creating highly adaptable business models.

A key area for major retailers is next-day delivery services, and these are likely to reform in response to rising discontent concerning employment regulations. Elsewhere technological advances are predicted to not only change how consumers shop but how the underlying business structure functions too. Retail companies are entering another period of fundamental change in how the sector is organized - adapting to new challenges is critical.

KEY HIGHLIGHTS

Next day delivery has proven essential to online retailer expansion, but depending upon the results of court cases regarding employment rights around the world the future of fast delivery services could be cast into doubt.

Integrating technology into the customer shopping experience at physical stores is taking on greater relevance as prominent retailers seek to head-off the challenge presented by pure online offerings.

Seniors are a powerful consumer group due to high spending power, and over the coming years retailers will continue the trend of targeting these consumers.

SCOPE

Examines the growth of purely online retailers

Analyzes the threat of gig economy regulation

Explores the introduction of new technology into stores

Looks at the rise of the 'grey dollar'

Assesses the growth of the Internet of Things

REASONS TO BUY

What role will the Internet of Things play?

Will the rise of the 'grey dollar' continue?

What is the future of next day delivery?

Will online retailers continue rapid growth?

How will stores change due to improved technology?

Contents

Overview

Catalyst

Summary

Internet retail stores will thrive whilst high-street is beset by financial troubles

Online retailers will exert greater pressure on physical store outlets

Some leading brands remain on top following reform of business models

String of bad financial results for several high-street brands reveals rising control of internet retailers

Next day delivery services are expanding, but regulation could change matters

Court cases are exerting pressure on vital gig economy, potentially creating big problems for major retailers

Fierce battles over future of gig economy in United States could have far reaching consequences for global retailers

Technology entering stores represents future of immersive shopping

Integration of technology into consumer shopping experience is now vital

New technology will transform the physical shopping experience

Holographic imaging to provide retail stores with key advantages over online shopping

Virtual reality will change how consumers purchase high-value items

Quietly expanding, the Internet of things is creeping into retail

Internet of Things is conforming to consumer needs much better

Internet of Things is predicted to improve retailer business operations

Supply chains are predicted to further embrace IoT technology in race for efficiency

Under pressure to expand revenues, retail is courting the 'grey dollar'

Major retail brands are increasingly appealing to older consumers, but doing so is not without challenge

Appealing to desires of senior consumers rather than age will unlock spending potential

Conclusions

Retailers face period of profound change to business environment

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