

Supermarket Customer Behavior Detection Technology: Patent Distribution, Brand Strength, and Market Opportunity Analysis

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Abstracts

With the growing popularity of e-commerce, online shopping has become a popular shopping method. Despite so, consumers still have a huge demand to shop at physical stores for items such as groceries, frozen food, and beverages. In recent years, the O2O (Online to Offline) commerce is also growing as many online retailers employ the online-to-offline business strategy by offering in-store pick-up services for items purchased online while some large-scale physical retail stores adopt the offline-to-online strategy by allowing customers to place orders online while in stores. The adoption of supermarket customer behavior detection technology will help open a new era for retail businesses and make click-and-mortar retail a reality. This report provides an analysis of supermarket customer behavior detection patent distribution by country and field in terms of patent counts, patent citations, and relative R&D intensity; discovers opportunities and challenges of major assignees such as IBM, Walmart, and Amazon; examines key and relevant technologies pertaining to supermarket customer behavior detection.

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