

Connected Retail Market Outlook 2025-2034: Market Share, and Growth Analysis By Component (Hardware, Software, Services), By Technology (ZigBee, NFC (Near Field Communication), Bluetooth Low Energy, Wi-Fi, Other Technologies), By Application

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Abstracts

The Connected Retail Market is valued at USD 43.2 billion in 2025 and is projected to grow at a CAGR of 17.6% to reach USD 186.4 billion by 2034. The connected retail market represents a transformative shift in how retailers engage with customers and manage operations. Through the use of IoT devices, sensors, and advanced analytics, stores are becoming more responsive to consumer needs. From smart shelves that automatically update inventory counts to beacons that personalize in-store offers, connected retail solutions are enhancing both the customer experience and operational efficiency. This connectivity helps retailers remain competitive in a landscape where e-commerce is continually raising the bar for convenience and customization. Connected retail also involves leveraging data analytics to predict trends, optimize stock levels, and refine pricing strategies. By connecting systems and platforms, retailers can gain real-time insights into consumer behavior, inventory movement, and sales patterns. This, in turn, allows them to make informed decisions quickly and adapt to changing market conditions. As a result, the industry is witnessing a significant push toward seamless omnichannel strategies that integrate physical stores with online platforms, ensuring a consistent shopping experience across all touchpoints. Additionally, the integration of artificial intelligence (AI) in connected retail systems is enabling more sophisticated customer personalization. AI-driven recommendation engines, personalized marketing campaigns, and dynamic pricing models are just a few examples of how connected retail is using data to create a more tailored shopping journey. Overall, the connected

retail market continues to grow as retailers seek innovative ways to deliver value, enhance customer loyalty, and streamline their operations in a fast-paced, digital-first world.

Key Insights Connected Retail Market

Implementation of smart shelves and IoT-enabled inventory tracking.

Adoption of personalized marketing through beacon technology.

Integration of AI for predictive analytics and customer recommendations.

Growth of cashier-less checkout systems and frictionless payment solutions.

Increased focus on omnichannel retail strategies.

Demand for enhanced customer experience and personalized shopping journeys.

Need for real-time inventory visibility and better stock management.

Competitive pressure from e-commerce platforms driving digital transformation.

Availability of advanced IoT and analytics technologies.

High initial investment and integration costs.

Concerns over data security and consumer privacy.

Complexity in maintaining consistent experiences across multiple channels.

Connected Retail Market Segmentation

By Component

Hardware

Software

Services

By Technology

ZigBee

NFC (Near Field Communication)

Bluetooth Low Energy

Wi-Fi

Other Technologies

By Application

Electronics And Appliances

Home And Personal Care

Food And Beverage

Apparel

Sporting Goods And Toys

Other Applications

Key Companies Analysed

Microsoft Corporation

Zebra Technologies Corporation

Intel Corporation

PTC Inc.

SAP SE

Cisco Systems Inc.

International Business Machines Corporation

Google LLC

NXP Semiconductors N.V.

Softweb Solutions Inc.

Honeywell International Inc.

Sonata Software Limited

iVend Retail

Avanade Inc.

Fujitsu Limited

Verizon Enterprise Solutions

Amazon Inc.

ARM Holdings PLC.

Atmel Corporation

Belatrix Software Private Limited

Samsung Electronics Co. Ltd.

Toshiba Corporation

Siemens AG

Wipro Limited

Accenture plc

Capgemini SE

Infosys Limited

NEC Corporation

Tata Consultancy Services Limited

DXC Technology Company

Connected Retail Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Connected Retail Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Connected Retail market data and outlook to 2034

United States

Canada

Mexico

Europe — Connected Retail market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Connected Retail market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Connected Retail market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Connected Retail market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Connected Retail value chain with secondary data from associations, government publications, trade

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databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Connected Retail industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Connected Retail Market Report

Global Connected Retail market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Connected Retail trade, costs, and supply chains

Connected Retail market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Connected Retail market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Connected Retail market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Connected Retail supply chain analysis

Connected Retail trade analysis, Connected Retail market price analysis, and Connected Retail supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Connected Retail market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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