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Retail Digital Transformation Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Accessibility (Mobile Application, Website), By Industry (Consumer Electronics, Media & Entertainment, Apparel & Fashion, Others), By Technology (Cloud Computing, Big Data & Analytics, Artificial Intelligence, Internet of Things, Others), By Business Process (Customer Experience, Supply Chain Management, Marketing & Sales, Operations Management), By Region, and Competition, 2019-2029F

https://marketpublishers.com/r/R7FED911471EEN.html
Date: July 2024
Pages: 185
Price: US$ 4,900.00 (Single User License)
ID: R7FED911471EEN

Abstracts

The Global Retail Digital Transformation Market was valued at USD 251.73 Billion in 2023 and is predicted to experience robust growth in the forecast period with a CAGR of 16.92% through 2029.

The global Retail Digital Transformation market is undergoing a profound evolution driven by the convergence of technology, changing consumer behaviors, and competitive pressures within the retail sector. Digital transformation in retail encompasses the strategic adoption of digital technologies and data-driven insights to enhance customer experiences, optimize operations, and drive business growth in an increasingly digital-first world.

Key trends shaping the market include the rapid adoption of e-commerce platforms, mobile shopping apps, and omnichannel strategies by retailers seeking to meet

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consumer expectations for seamless shopping experiences across online and offline channels. The shift towards personalized marketing and targeted customer engagement through AI-driven analytics and customer relationship management (CRM) systems is also prominent, allowing retailers to tailor offerings and promotions based on individual preferences and purchase histories.

Cloud computing and big data analytics play pivotal roles in enabling retailers to harness vast amounts of data generated from online transactions, social media interactions, and IoT devices to gain actionable insights into consumer behavior, inventory management, and supply chain optimization. Retailers are increasingly investing in digital technologies such as artificial intelligence (AI), machine learning (ML), and Internet of Things (IoT) to enhance operational efficiency, predict demand patterns, and optimize inventory levels in real-time.

Moreover, the COVID-19 pandemic has accelerated the digital transformation journey for many retailers, highlighting the importance of agile and resilient business models capable of adapting to disruptions. Retailers have accelerated investments in digital payment systems, contactless shopping experiences, and last-mile delivery solutions to meet changing consumer preferences and safety concerns, thereby reshaping the retail landscape for years to come.

Key Market Drivers

Shift towards Omnichannel Retail Experiences

The shift towards omnichannel retail experiences is a significant driver in the global retail digital transformation market. Consumers today expect seamless shopping experiences across multiple channels, including physical stores, e-commerce websites, mobile apps, social media platforms, and even voice-activated devices. Retailers are increasingly investing in integrated omnichannel strategies to unify customer interactions, enable click-and-collect options, offer personalized recommendations, and provide consistent pricing and promotions across all touchpoints. This trend not only enhances customer convenience and satisfaction but also drives operational efficiencies by optimizing inventory management, reducing fulfillment costs, and improving overall sales performance.

Adoption of E-commerce Platforms

The widespread adoption of e-commerce platforms is another major driver propelling

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the global retail digital transformation market. With the growing preference for online shopping among consumers worldwide, retailers are expanding their digital footprint and investing in robust e-commerce infrastructure. E-commerce platforms enable retailers to reach a global audience, expand market reach beyond physical store locations, and capitalize on the convenience and accessibility of online shopping. Advanced features such as mobile optimization, secure payment gateways, personalized product recommendations, and real-time inventory updates enhance the overall shopping experience, driving higher conversion rates and customer retention. Additionally, e-commerce platforms facilitate data-driven decision-making through analytics tools that provide insights into consumer behavior, purchase patterns, and market trends, enabling retailers to refine marketing strategies and optimize product offerings.

Integration of Artificial Intelligence and Machine Learning

The integration of artificial intelligence (AI) and machine learning (ML) technologies is revolutionizing the global retail digital transformation market. AI-powered solutions enable retailers to automate routine tasks, predict consumer preferences, personalize marketing campaigns, and optimize pricing strategies based on real-time data analysis. Chatbots and virtual assistants powered by AI enhance customer service by providing instant responses to inquiries, resolving issues, and guiding shoppers through their purchase journey. ML algorithms analyze vast amounts of data, including customer interactions, social media sentiment, and sales trends, to uncover actionable insights that drive operational efficiencies and competitive advantage. By leveraging AI and ML, retailers can enhance decision-making processes, streamline supply chain operations, and deliver personalized shopping experiences that foster customer loyalty and satisfaction.

Emphasis on Data-driven Insights and Analytics

Data-driven insights and analytics play a pivotal role in driving the global retail digital transformation market forward. Retailers are leveraging advanced analytics tools to gain deeper understanding of consumer behavior, preferences, and shopping patterns. By analyzing customer data collected from multiple touchpoints, including online transactions, loyalty programs, social media interactions, and in-store behavior, retailers can segment their customer base, personalize marketing campaigns, and tailor product assortments to meet specific market demands. Predictive analytics models help retailers forecast demand, optimize inventory levels, and mitigate risks associated with stockouts or overstocking. Real-time analytics enable agile decision-making, allowing retailers to respond swiftly to market trends, competitor actions, and changing consumer

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expectations. Ultimately, data-driven insights empower retailers to optimize operational efficiencies, drive revenue growth, and enhance overall business performance in a highly competitive retail landscape.

Key Market Challenges

Legacy Systems Integration

One of the primary challenges in retail digital transformation is the integration of legacy systems with new digital technologies. Many retailers operate on outdated IT infrastructures that lack compatibility with modern cloud-based solutions, AI algorithms, and IoT devices. Integrating legacy systems with new digital platforms often requires substantial investments in system upgrades, data migration, and training programs to ensure seamless operations across the organization. The complexity of legacy system integration can delay digital transformation initiatives, hinder agility, and limit the scalability of digital solutions, posing a significant challenge for retailers aiming to achieve comprehensive digital transformation.

Data Privacy and Security Concerns

Data privacy and security concerns represent another critical challenge for retailers undergoing digital transformation. With the increasing volume of customer data collected through online transactions, mobile apps, and IoT devices, retailers face heightened risks of data breaches, cyber-attacks, and regulatory non-compliance. Maintaining robust cybersecurity measures, implementing data encryption protocols, and adhering to stringent data protection regulations such as GDPR and CCPA are essential to safeguarding customer information and preserving trust in digital platforms. Failure to address data privacy concerns effectively can result in reputational damage, legal liabilities, and financial penalties, posing a significant barrier to successful digital transformation efforts.

Omnichannel Integration and Customer Experience

Achieving seamless omnichannel integration and delivering consistent customer experiences across multiple touchpoints present significant challenges for retailers. Omnichannel strategies aim to provide a unified shopping experience where customers can interact with brands seamlessly across online, mobile, and physical store channels. However, ensuring real-time inventory visibility, personalized marketing messages, and synchronized customer service requires integration of disparate systems and data

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sources. Retailers must invest in advanced CRM systems, AI-driven analytics, and logistics solutions to orchestrate omnichannel operations effectively. Failure to deliver a cohesive omnichannel experience can lead to customer dissatisfaction, lost sales opportunities, and increased churn rates, undermining the objectives of digital transformation initiatives.

Talent Acquisition and Skill Gaps

The shortage of digital talent and skills gaps within the retail industry presents a significant challenge to digital transformation efforts. Retailers require skilled professionals proficient in data analytics, AI, digital marketing, and e-commerce platforms to drive digital innovation and implement technological solutions effectively. However, recruiting and retaining qualified digital talent is competitive and costly, particularly in regions experiencing high demand for tech-savvy professionals. Additionally, upskilling existing workforce members to adapt to digital technologies and new ways of working requires ongoing training and development programs. Addressing talent acquisition and skill gaps is essential for retailers to build a resilient workforce capable of driving successful digital transformation initiatives and sustaining competitive advantage in the digital age.

Key Market Trends

Accelerated Shift towards Omnichannel Retail

The retail industry is witnessing a pronounced shift towards omnichannel strategies, where retailers integrate their online and offline channels to provide seamless shopping experiences. Consumers expect flexibility in how they shop, whether through e-commerce platforms, mobile apps, social media, or physical stores. Retailers are investing in technologies that enable unified customer experiences across these channels, such as inventory visibility, click-and-collect services, and personalized recommendations based on consumer data. Omnichannel retail not only enhances customer satisfaction but also improves operational efficiency by optimizing inventory management and fulfillment processes to meet diverse consumer demands.

Adoption of Artificial Intelligence and Machine Learning

Artificial intelligence (AI) and machine learning (ML) technologies are transforming retail operations by enabling predictive analytics, personalized marketing campaigns, and automated customer service. AI-powered solutions analyze vast amounts of customer

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data to predict consumer behavior, forecast demand trends, and optimize pricing strategies in real-time. Retailers are leveraging AI-driven chatbots and virtual assistants to provide personalized customer support and enhance the shopping experience. Moreover, AI-enhanced visual search and recommendation engines help consumers discover products tailored to their preferences, driving conversion rates and increasing average order values. As AI continues to evolve, its integration into various retail processes will further streamline operations and drive competitive advantage in the digital marketplace.

Emphasis on Customer Experience and Personalization

Customer experience remains a top priority for retailers investing in digital transformation. Personalization efforts are increasingly sophisticated, utilizing AI algorithms and big data analytics to deliver targeted marketing messages, product recommendations, and loyalty rewards based on individual shopper behaviors and preferences. Retailers are enhancing online and in-store experiences through interactive displays, virtual try-on technologies, and immersive shopping environments that engage and delight customers. Additionally, seamless payment solutions, including mobile wallets and contactless payments, are becoming standard to offer convenient and secure transactions. By prioritizing customer-centric strategies and leveraging data-driven insights, retailers can build stronger relationships with consumers, drive repeat business, and differentiate themselves in a competitive market.

Expansion of Digital Payment Solutions

The adoption of digital payment solutions is accelerating within the retail sector, driven by changing consumer preferences for contactless and secure payment methods. Mobile wallets, QR code payments, and digital wallets linked to loyalty programs are gaining traction as retailers seek to offer convenient checkout experiences both online and in-store. The COVID-19 pandemic accelerated this trend as safety concerns prompted a shift away from cash transactions. Retailers are partnering with fintech companies and payment processors to integrate these payment solutions seamlessly into their platforms, catering to a tech-savvy consumer base accustomed to digital convenience. As digital payment adoption continues to rise globally, retailers are focusing on enhancing transaction security, improving payment processing speeds, and supporting diverse payment preferences to accommodate a broad range of consumer needs.

Segmental Insights

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Accessibility Insights

Mobile Application segment dominates in the global Retail Digital Transformation Market in 2023. The ubiquitous adoption of smartphones and tablets globally has empowered consumers with unprecedented access to online shopping platforms and mobile apps. These devices serve as personalized, portable storefronts, allowing retailers to engage with customers anytime and anywhere. Mobile applications offer convenience, enabling users to browse products, compare prices, read reviews, and make purchases swiftly and securely, thereby enhancing the overall shopping experience.

The COVID-19 pandemic accelerated the shift towards digital shopping channels, reinforcing the importance of mobile applications in retail digital transformation. Lockdowns and social distancing measures prompted consumers to rely heavily on mobile apps for essential purchases, groceries, and non-essential items alike. Retailers swiftly adapted by enhancing their mobile app functionalities, expanding product offerings, and implementing contactless payment options to meet evolving consumer preferences and safety concerns.

Mobile applications facilitate seamless omnichannel experiences, allowing retailers to integrate online and offline shopping journeys. Features such as in-app promotions, personalized recommendations based on browsing history, and loyalty programs tailored to mobile users incentivize customer engagement and retention. Retailers leverage mobile analytics to gain insights into user behavior, optimize app performance, and refine marketing strategies to drive conversions and increase average order values.

Advancements in mobile technology, including augmented reality (AR), virtual reality (VR), and AI-powered chatbots, have enriched the mobile shopping experience. AR and VR technologies enable virtual try-on capabilities for apparel and accessories, enhancing purchasing confidence and reducing return rates. AI-driven chatbots provide real-time customer support, answer queries, and guide users through the shopping journey, replicating personalized in-store experiences on mobile platforms. The continuous evolution of mobile payment solutions, including digital wallets, mobile banking apps, and QR code payments, has further streamlined the checkout process and minimized friction points in mobile commerce. These secure and convenient payment options cater to the preferences of tech-savvy consumers, driving higher conversion rates and customer satisfaction.

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Regional Insights

North America dominates the global Retail Digital Transformation Market in 2023. North America boasts a mature and highly competitive retail landscape, characterized by a strong emphasis on technological advancements and consumer-centric strategies. Retailers in the region have been early adopters of digital transformation initiatives, leveraging advanced technologies such as artificial intelligence (AI), machine learning (ML), and big data analytics to enhance customer experiences, optimize supply chain management, and personalize marketing efforts. This proactive approach has enabled North American retailers to stay ahead in meeting evolving consumer expectations for seamless omnichannel shopping experiences and innovative digital solutions.

The region benefits from a robust infrastructure supporting e-commerce and digital payments. North America has a high internet penetration rate and widespread adoption of mobile devices, facilitating widespread consumer adoption of online shopping and digital payment methods. Retailers have capitalized on this digital infrastructure to expand their online presence, launch mobile apps, and implement sophisticated digital marketing strategies that drive online traffic and sales.

North American retailers have embraced data-driven decision-making processes to gain insights into consumer behavior, preferences, and purchasing patterns. By leveraging advanced analytics and AI-driven technologies, retailers can personalize marketing messages, optimize pricing strategies, and forecast demand more accurately. This data-centric approach not only enhances operational efficiency but also enables retailers to offer tailored shopping experiences that resonate with their target audiences.

The competitive dynamics within North America's retail sector encourage continuous innovation and investment in digital transformation. Established retail giants, as well as nimble startups and tech-savvy disruptors, compete vigorously to capture market share by offering cutting-edge digital solutions and enhancing customer engagement through loyalty programs and personalized recommendations. This competitive environment fosters a culture of innovation and drives the rapid adoption of emerging technologies that redefine the retail landscape.

Key Market Players

Amazon.com, Inc.

Alibaba Group

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Walmart Inc.

Target Corporation

Best Buy Co., Inc.

Home Depot Product Authority, LLC

Costco Wholesale Corporation

JD.com, Inc.

Lowe's Companies, Inc.

Tesco Group

Report Scope:

In this report, the Global Retail Digital Transformation Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Retail Digital Transformation Market, By Accessibility:

Mobile Application

Website

Retail Digital Transformation Market, By Industry:

Consumer Electronics

Media & Entertainment

Apparel & Fashion

Others

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Retail Digital Transformation Market, By Technology:

Cloud Computing

Big Data & Analytics

Artificial Intelligence

Internet of Things

Others

Retail Digital Transformation Market, By Business Process:

Customer Experience

Supply Chain Management

Marketing & Sales

Operations Management

Retail Digital Transformation Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

France

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United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Asia-Pacific

China

India

Japan

South Korea

Australia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Retail Digital Transformation Market.

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Available Customizations:

Global Retail Digital Transformation Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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Contents

1. PRODUCT OVERVIEW

1.1. Market Definition
1.2. Scope of the Market
  1.2.1. Markets Covered
  1.2.2. Years Considered for Study
  1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

2.1. Baseline Methodology
2.2. Key Industry Partners
2.3. Major Association and Secondary Sources
2.4. Forecasting Methodology
2.5. Data Triangulation & Validation
2.6. Assumptions and Limitations

3. EXECUTIVE SUMMARY

4. VOICE OF CUSTOMER

5. GLOBAL RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

5.1. Market Size & Forecast
  5.1.1. By Value
5.2. Market Share & Forecast
  5.2.1. By Accessibility (Mobile Application, Website)
  5.2.2. By Industry (Consumer Electronics, Media & Entertainment, Apparel & Fashion, Others)
  5.2.3. By Technology (Cloud Computing, Big Data & Analytics, Artificial Intelligence, Internet of Things, Others)
  5.2.4. By Business Process (Customer Experience, Supply Chain Management, Marketing & Sales, Operations Management)
  5.2.5. By Region (North America, Europe, South America, Middle East & Africa, Asia Pacific)
5.3. By Company (2023)
5.4. Market Map

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6. NORTH AMERICA RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

6.1. Market Size & Forecast
6.1.1. By Value
6.2. Market Share & Forecast
6.2.1. By Accessibility
6.2.2. By Industry
6.2.3. By Technology
6.2.4. By Business Process
6.2.5. By Country
6.3. North America: Country Analysis
6.3.1. United States Retail Digital Transformation Market Outlook
6.3.1.1. Market Size & Forecast
6.3.1.1.1. By Value
6.3.1.2. Market Share & Forecast
6.3.1.2.1. By Accessibility
6.3.1.2.2. By Industry
6.3.1.2.3. By Technology
6.3.1.2.4. By Business Process
6.3.2. Canada Retail Digital Transformation Market Outlook
6.3.2.1. Market Size & Forecast
6.3.2.1.1. By Value
6.3.2.2. Market Share & Forecast
6.3.2.2.1. By Accessibility
6.3.2.2.2. By Industry
6.3.2.2.3. By Technology
6.3.2.2.4. By Business Process
6.3.3. Mexico Retail Digital Transformation Market Outlook
6.3.3.1. Market Size & Forecast
6.3.3.1.1. By Value
6.3.3.2. Market Share & Forecast
6.3.3.2.1. By Accessibility
6.3.3.2.2. By Industry
6.3.3.2.3. By Technology
6.3.3.2.4. By Business Process

7. EUROPE RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

+44 20 8123 2220
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7.1. Market Size & Forecast
7.1.1. By Value
7.2. Market Share & Forecast
7.2.1. By Accessibility
7.2.2. By Industry
7.2.3. By Technology
7.2.4. By Business Process
7.2.5. By Country
7.3. Europe: Country Analysis
7.3.1. Germany Retail Digital Transformation Market Outlook
7.3.1.1. Market Size & Forecast
7.3.1.1.1. By Value
7.3.2. Market Share & Forecast
7.3.2.1.1. By Accessibility
7.3.2.1.2. By Industry
7.3.2.1.3. By Technology
7.3.2.1.4. By Business Process
7.3.3. France Retail Digital Transformation Market Outlook
7.3.3.1. Market Size & Forecast
7.3.3.1.1. By Value
7.3.3.2. Market Share & Forecast
7.3.3.2.1. By Accessibility
7.3.3.2.2. By Industry
7.3.3.2.3. By Technology
7.3.3.2.4. By Business Process
7.3.4. United Kingdom Retail Digital Transformation Market Outlook
7.3.4.1. Market Size & Forecast
7.3.4.1.1. By Value
7.3.4.2. Market Share & Forecast
7.3.4.2.1. By Accessibility
7.3.4.2.2. By Industry
7.3.4.2.3. By Technology
7.3.4.2.4. By Business Process
7.3.5. Italy Retail Digital Transformation Market Outlook
7.3.5.1. Market Size & Forecast
7.3.5.1.1. By Value
7.3.5.2. Market Share & Forecast
7.3.5.2.1. By Accessibility
7.3.5.2.2. By Industry

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info@marketpublishers.com

7.3.5.2.3. By Technology
7.3.5.2.4. By Business Process
7.3.6. Spain Retail Digital Transformation Market Outlook
7.3.6.1. Market Size & Forecast
7.3.6.1.1. By Value
7.3.6.2. Market Share & Forecast
7.3.6.2.1. By Accessibility
7.3.6.2.2. By Industry
7.3.6.2.3. By Technology
7.3.6.2.4. By Business Process

8. SOUTH AMERICA RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

8.1. Market Size & Forecast
8.1.1. By Value
8.2. Market Share & Forecast
8.2.1. By Accessibility
8.2.2. By Industry
8.2.3. By Technology
8.2.4. By Business Process
8.2.5. By Country
8.3. South America: Country Analysis
8.3.1. Brazil Retail Digital Transformation Market Outlook
8.3.1.1. Market Size & Forecast
8.3.1.1.1. By Value
8.3.1.2. Market Share & Forecast
8.3.1.2.1. By Accessibility
8.3.1.2.2. By Industry
8.3.1.2.3. By Technology
8.3.1.2.4. By Business Process
8.3.2. Colombia Retail Digital Transformation Market Outlook
8.3.2.1. Market Size & Forecast
8.3.2.1.1. By Value
8.3.2.2. Market Share & Forecast
8.3.2.2.1. By Accessibility
8.3.2.2.2. By Industry
8.3.2.2.3. By Technology
8.3.2.2.4. By Business Process
8.3.3. Argentina Retail Digital Transformation Market Outlook

+44 20 8123 2220
info@marketpublishers.com

8.3.3.1. Market Size & Forecast
8.3.3.1.1. By Value
8.3.3.2. Market Share & Forecast
8.3.3.2.1. By Accessibility
8.3.3.2.2. By Industry
8.3.3.2.3. By Technology
8.3.3.2.4. By Business Process

9. MIDDLE EAST & AFRICA RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

9.1. Market Size & Forecast
9.1.1. By Value
9.2. Market Share & Forecast
9.2.1. By Accessibility
9.2.2. By Industry
9.2.3. By Technology
9.2.4. By Business Process
9.2.5. By Country
9.3. Middle East & Africa: Country Analysis
9.3.1. Saudi Arabia Retail Digital Transformation Market Outlook
9.3.1.1. Market Size & Forecast
9.3.1.1.1. By Value
9.3.1.2. Market Share & Forecast
9.3.1.2.1. By Accessibility
9.3.1.2.2. By Industry
9.3.1.2.3. By Technology
9.3.1.2.4. By Business Process
9.3.2. UAE Retail Digital Transformation Market Outlook
9.3.2.1. Market Size & Forecast
9.3.2.1.1. By Value
9.3.2.2. Market Share & Forecast
9.3.2.2.1. By Accessibility
9.3.2.2.2. By Industry
9.3.2.2.3. By Technology
9.3.2.2.4. By Business Process
9.3.3. South Africa Retail Digital Transformation Market Outlook
9.3.3.1. Market Size & Forecast
9.3.3.1.1. By Value

+44 20 8123 2220
info@marketpublishers.com

9.3.3.2. Market Share & Forecast
9.3.3.2.1. By Accessibility
9.3.3.2.2. By Industry
9.3.3.2.3. By Technology
9.3.3.2.4. By Business Process

10. ASIA PACIFIC RETAIL DIGITAL TRANSFORMATION MARKET OUTLOOK

10.1. Market Size & Forecast
10.1.1. By Value
10.2. Market Share & Forecast
10.2.1. By Accessibility
10.2.2. By Industry
10.2.3. By Technology
10.2.4. By Business Process
10.2.5. By Country
10.3. Asia Pacific: Country Analysis
10.3.1. China Retail Digital Transformation Market Outlook
10.3.1.1. Market Size & Forecast
10.3.1.1.1. By Value
10.3.1.2. Market Share & Forecast
10.3.1.2.1. By Accessibility
10.3.1.2.2. By Industry
10.3.1.2.3. By Technology
10.3.1.2.4. By Business Process
10.3.2. India Retail Digital Transformation Market Outlook
10.3.2.1. Market Size & Forecast
10.3.2.1.1. By Value
10.3.2.2. Market Share & Forecast
10.3.2.2.1. By Accessibility
10.3.2.2.2. By Industry
10.3.2.2.3. By Technology
10.3.2.2.4. By Business Process
10.3.3. Japan Retail Digital Transformation Market Outlook
10.3.3.1. Market Size & Forecast
10.3.3.1.1. By Value
10.3.3.2. Market Share & Forecast
10.3.3.2.1. By Accessibility
10.3.3.2.2. By Industry

+44 20 8123 2220
info@marketpublishers.com

10.3.3.2.3. By Technology
10.3.3.2.4. By Business Process
10.3.4. South Korea Retail Digital Transformation Market Outlook
10.3.4.1. Market Size & Forecast
10.3.4.1.1. By Value
10.3.4.2. Market Share & Forecast
10.3.4.2.1. By Accessibility
10.3.4.2.2. By Industry
10.3.4.2.3. By Technology
10.3.4.2.4. By Business Process
10.3.5. Australia Retail Digital Transformation Market Outlook
10.3.5.1. Market Size & Forecast
10.3.5.1.1. By Value
10.3.5.2. Market Share & Forecast
10.3.5.2.1. By Accessibility
10.3.5.2.2. By Industry
10.3.5.2.3. By Technology
10.3.5.2.4. By Business Process

11. MARKET DYNAMICS

11.1. Drivers
11.2. Challenges

12. MARKET TRENDS AND DEVELOPMENTS

13. COMPANY PROFILES

13.1. Amazon.com, Inc.
13.1.1. Business Overview
13.1.2. Key Revenue and Financials
13.1.3. Recent Developments
13.1.4. Key Personnel
13.1.5. Key Product/Services Offered
13.2. Alibaba Group
13.2.1. Business Overview
13.2.2. Key Revenue and Financials
13.2.3. Recent Developments
13.2.4. Key Personnel

+44 20 8123 2220
info@marketpublishers.com

13.2.5. Key Product/Services Offered
13.3. Walmart Inc.
13.3.1. Business Overview
13.3.2. Key Revenue and Financials
13.3.3. Recent Developments
13.3.4. Key Personnel
13.3.5. Key Product/Services Offered
13.4. Target Corporation
13.4.1. Business Overview
13.4.2. Key Revenue and Financials
13.4.3. Recent Developments
13.4.4. Key Personnel
13.4.5. Key Product/Services Offered
13.5. Best Buy Co., Inc.
13.5.1. Business Overview
13.5.2. Key Revenue and Financials
13.5.3. Recent Developments
13.5.4. Key Personnel
13.5.5. Key Product/Services Offered
13.6. Home Depot Product Authority, LLC
13.6.1. Business Overview
13.6.2. Key Revenue and Financials
13.6.3. Recent Developments
13.6.4. Key Personnel
13.6.5. Key Product/Services Offered
13.7. Costco Wholesale Corporation
13.7.1. Business Overview
13.7.2. Key Revenue and Financials
13.7.3. Recent Developments
13.7.4. Key Personnel
13.7.5. Key Product/Services Offered
13.8. JD.com, Inc.
13.8.1. Business Overview
13.8.2. Key Revenue and Financials
13.8.3. Recent Developments
13.8.4. Key Personnel
13.8.5. Key Product/Services Offered
13.9. Lowe's Companies, Inc.
13.9.1. Business Overview

+44 20 8123 2220
info@marketpublishers.com

13.9.2. Key Revenue and Financials
13.9.3. Recent Developments
13.9.4. Key Personnel
13.9.5. Key Product/Services Offered
13.10. Tesco Group
13.10.1. Business Overview
13.10.2. Key Revenue and Financials
13.10.3. Recent Developments
13.10.4. Key Personnel
13.10.5. Key Product/Services Offered

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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