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Retail Trends 2025: The Future of Shopping

A landscape of hyper-personalized, technology-driven, mobile-centric experiences.

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Drivers of Retail Transformation

Trend

Key Characteristics

The Rise of Mobile Commerce

Mobile commerce is projected to account for 43% of total retail e-commerce sales by 2025, with total sales expected to surpass $710 billion (United States). Mobile apps have a much lower cart abandonment rate of 20% compared to 97% on mobile websites.

Retail as an Experiential Escape

Retailers are focusing on creating immersive retail environments and enhancing customer experiences.
There's a trend towards blending the best of digital and physical worlds for seamless omnichannel experiences.

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Drivers of Retail Transformation

| Trend	Key Characteristics
AI Personalization	70% of retailers are implementing AI-driven experiences
Omnichannel Integration	Seamless digital and physical shopping experiences
Social Commerce	Live shopping, influencer partnerships expanding
Sustainability	AI-enhanced inventory and sourcing management
Data Privacy	Increased consumer control over personal information

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# A Seismic Shift in Retail Customer Objectives

Escapist and social values enrich the goal-oriented shopping journey.

Functional

Educational

Entertainment

Social

Escapist

2026

Customer Objectives

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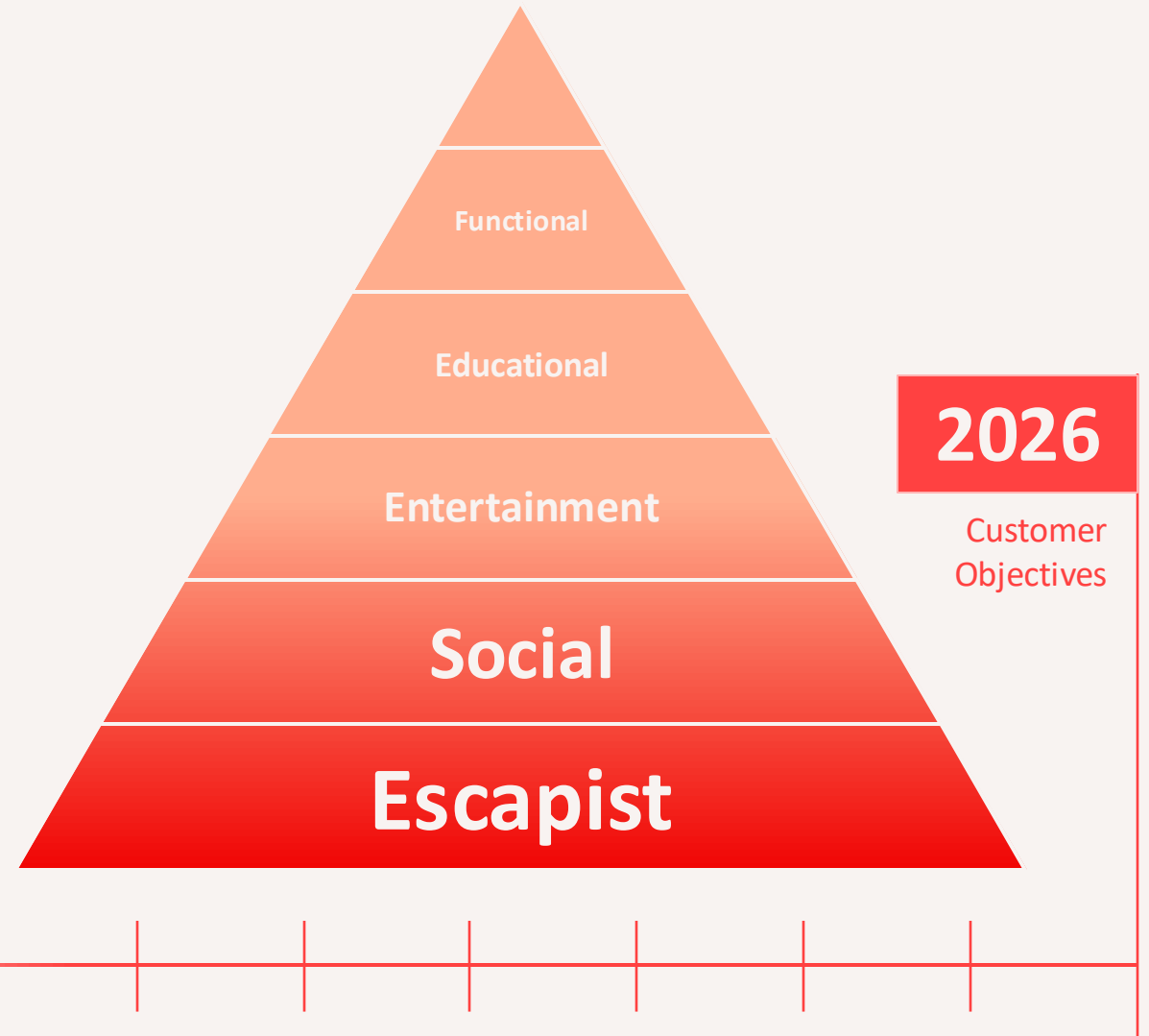
The Rise of
Mobile Commerce

- Global mobile commerce projected to reach $6.5 trillion

- 43% of retail e-commerce sales are smartphone-driven

- Mobile apps: 20% cart abandonment rate vs. 97% on mobile websites

- 82% of smartphone users made mobile purchases in past 6 months

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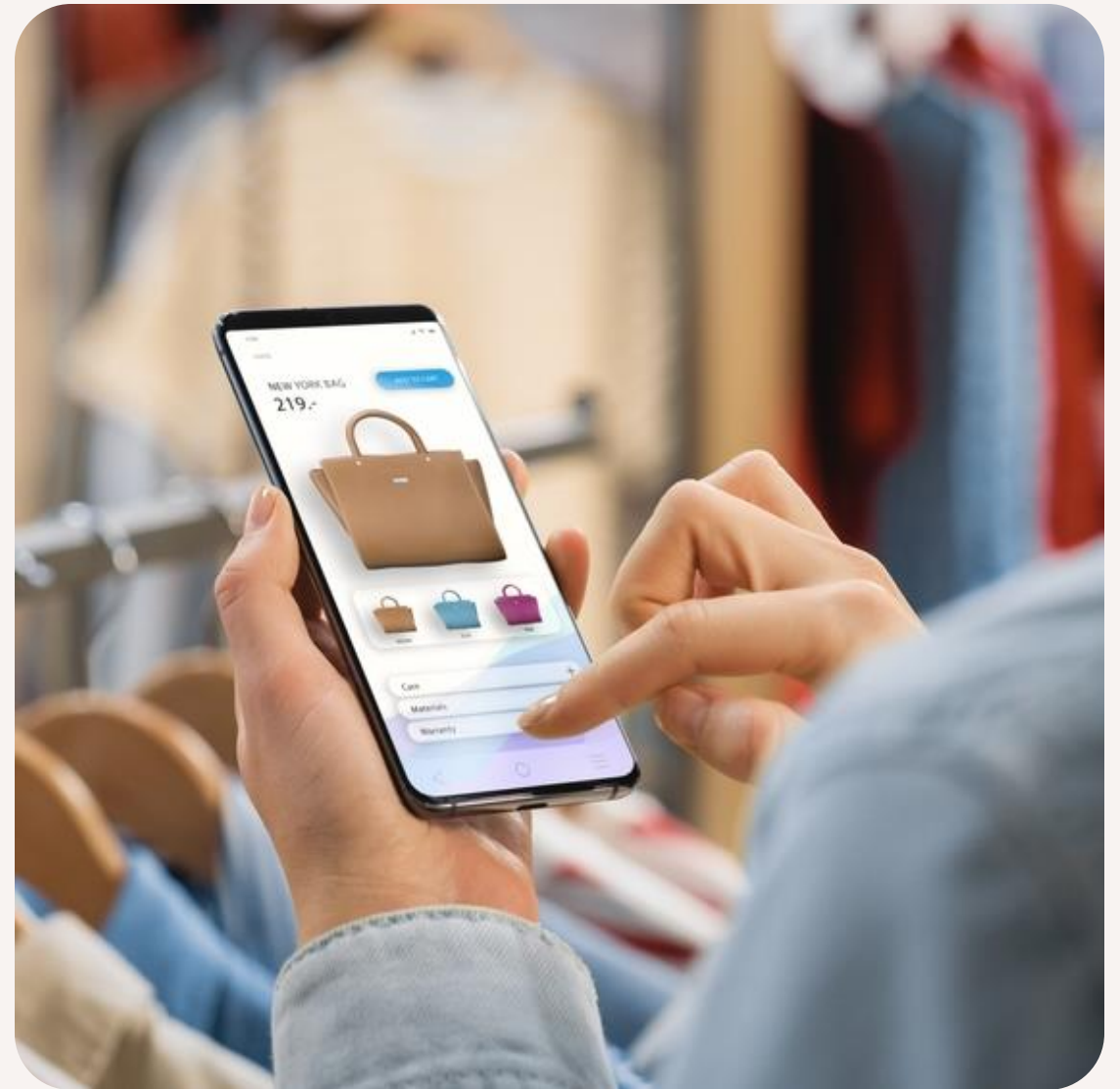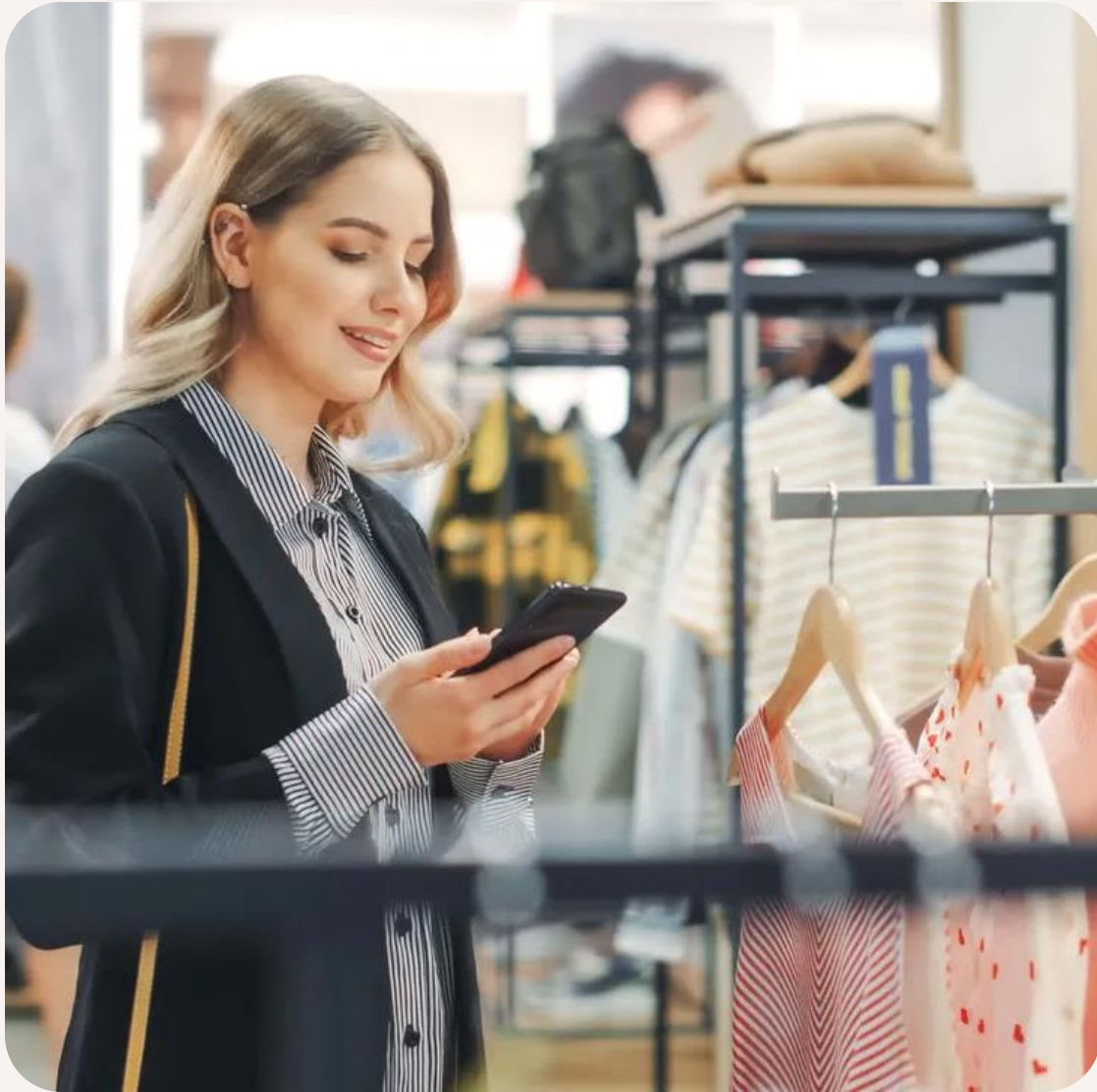
Evolving Consumer Behaviors

- Mobile-First Journey

    - Complete shopping experience via smartphone

    - Research, select, purchase, and delivery without human interaction

    - Average mobile shopper spends $2,500 annually

- In-Store Digital Preferences

    - 44.4% prefer in-person shopping

    - 27% use mobile web over apps

    - Desire for tech-enabled experiences without app downloads

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Enabling Technologies in Retail

- Augmented reality product trials
- Contactless checkout
- QR code product information
- Location-based in-store technologies

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What Drives Consumer Choices

- Convenience
- Personalized experiences
- Seamless technology integration
- Minimal friction in shopping process

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The Rise of Escapist Retail

- Immersive in-store experiences unavailable at home or online
- Multisensory spaces appeal to sight, sound, smell, and touch
- Interactive elements (e.g., rock-climbing walls in sports stores)
- Unique in-store services as revenue drivers
- "Weird and Wonderful" store designs to captivate shoppers

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Examples of Innovative Retail Concepts

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Nike
House of Innovation

Exemplifies experiential retail by blending augmented reality tools with personalized services, creating an immersive shopping destination.
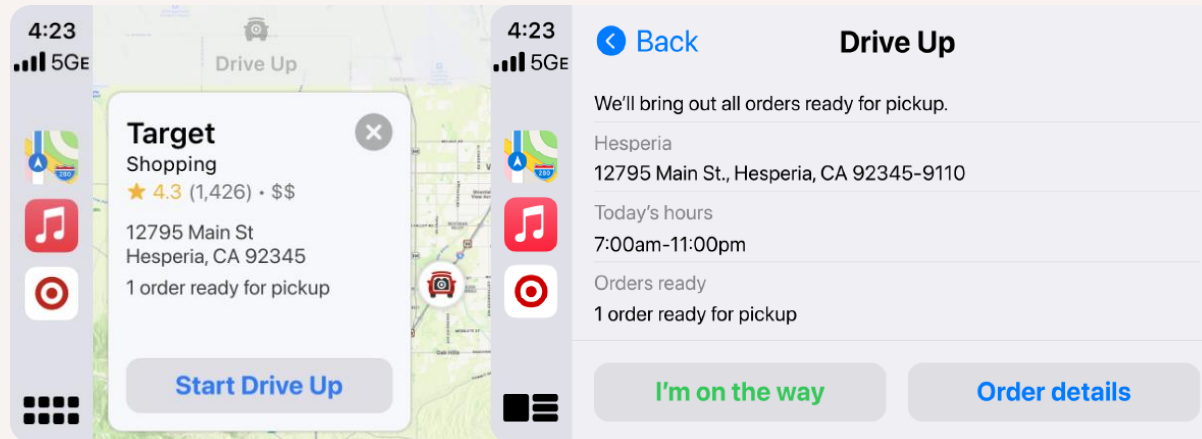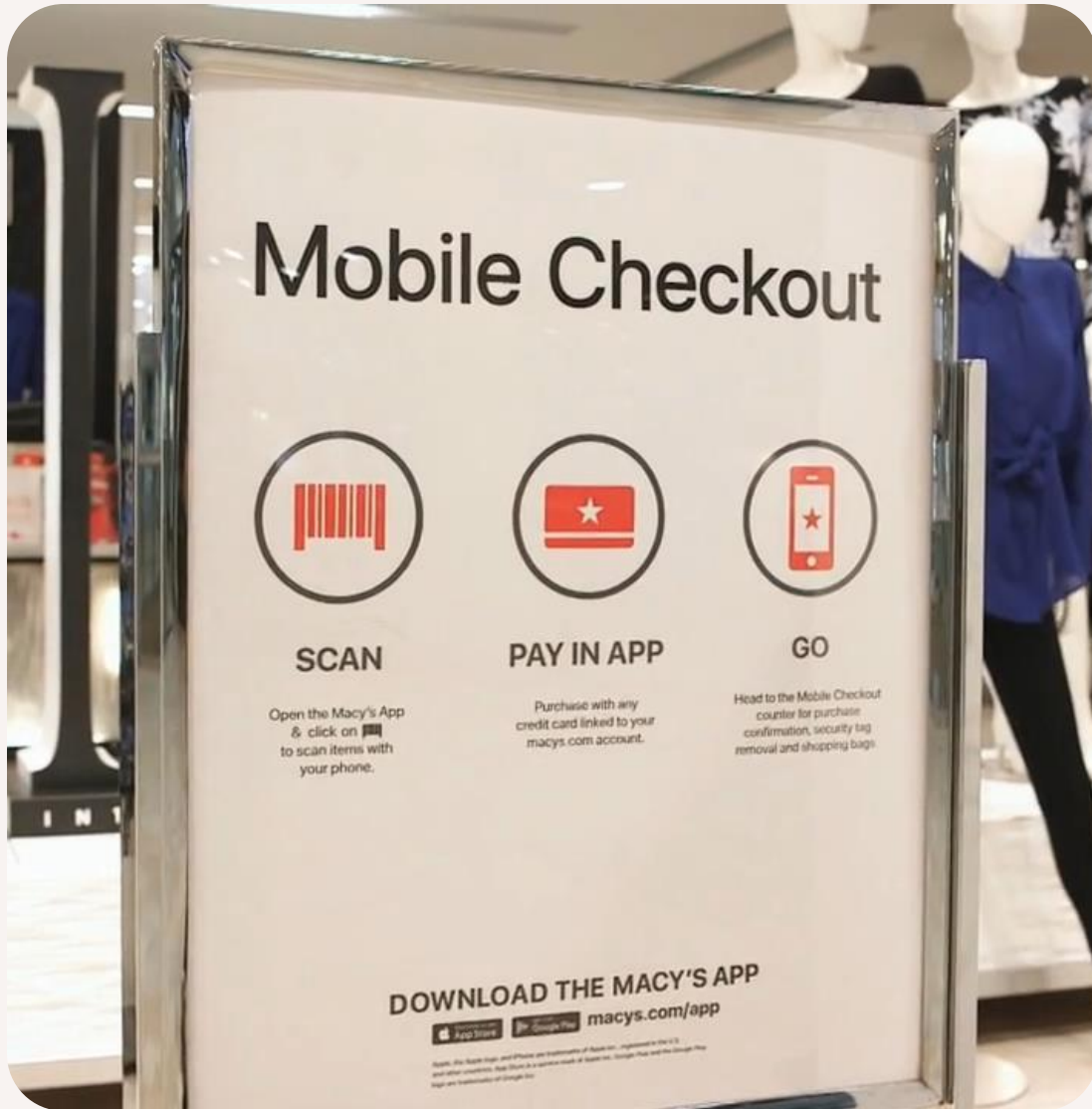
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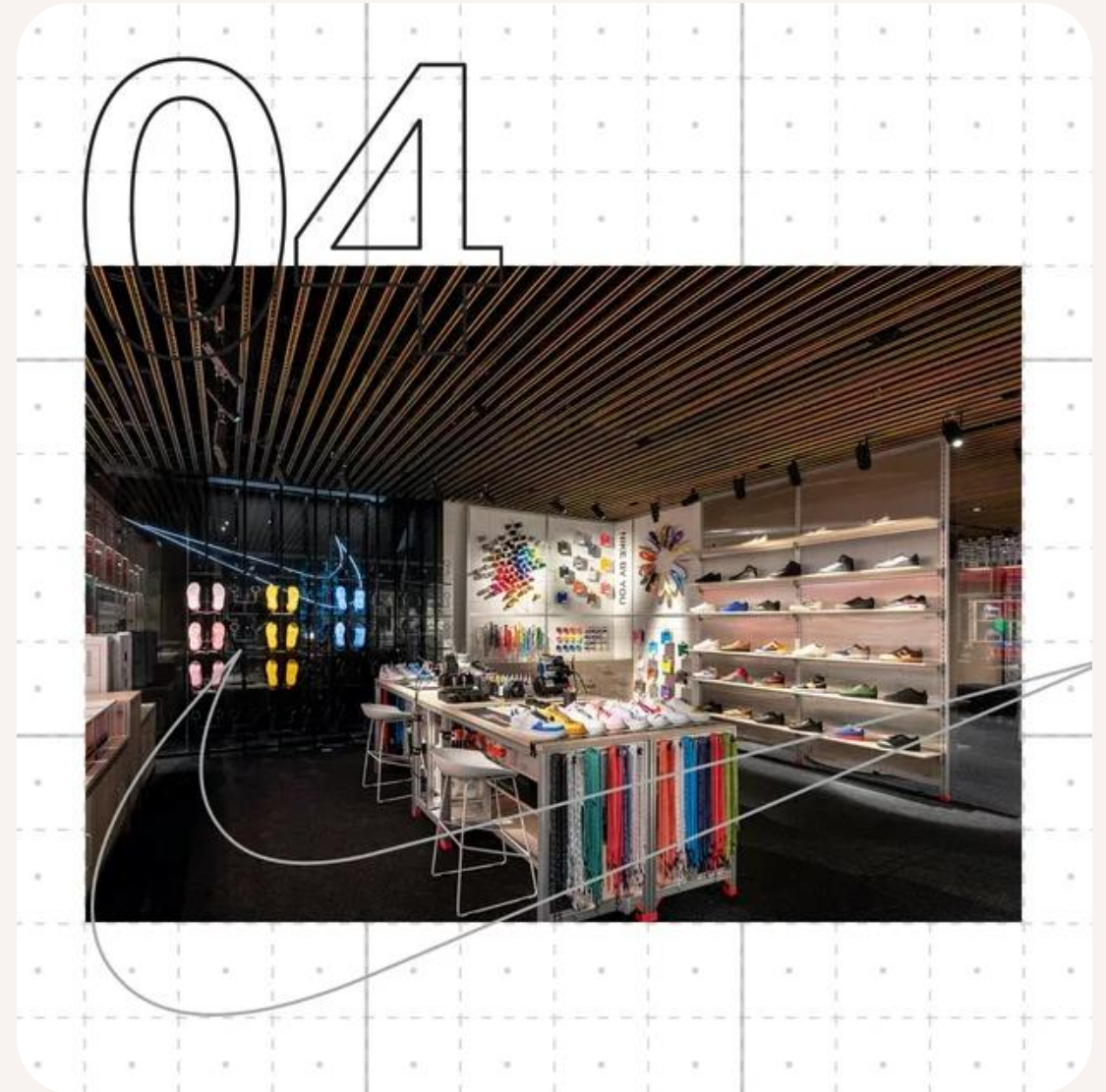
Amazon Just Walk Out

Demonstrates an advanced automated checkout system, projected to handle $400 billion in transactions by 2025.

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Target
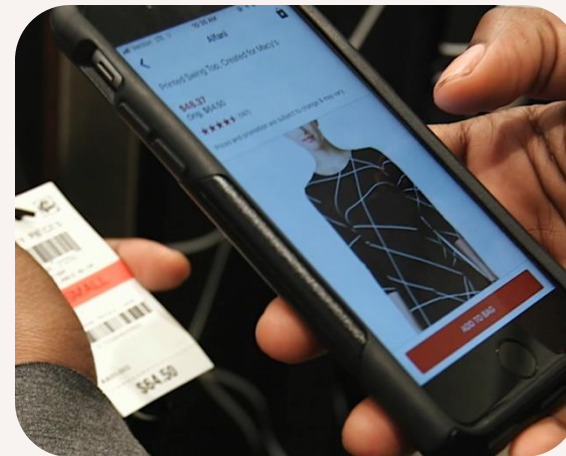# Drive Up

A service integrated with Apple CarPlay, enabling hands-free navigation and real-time order management.
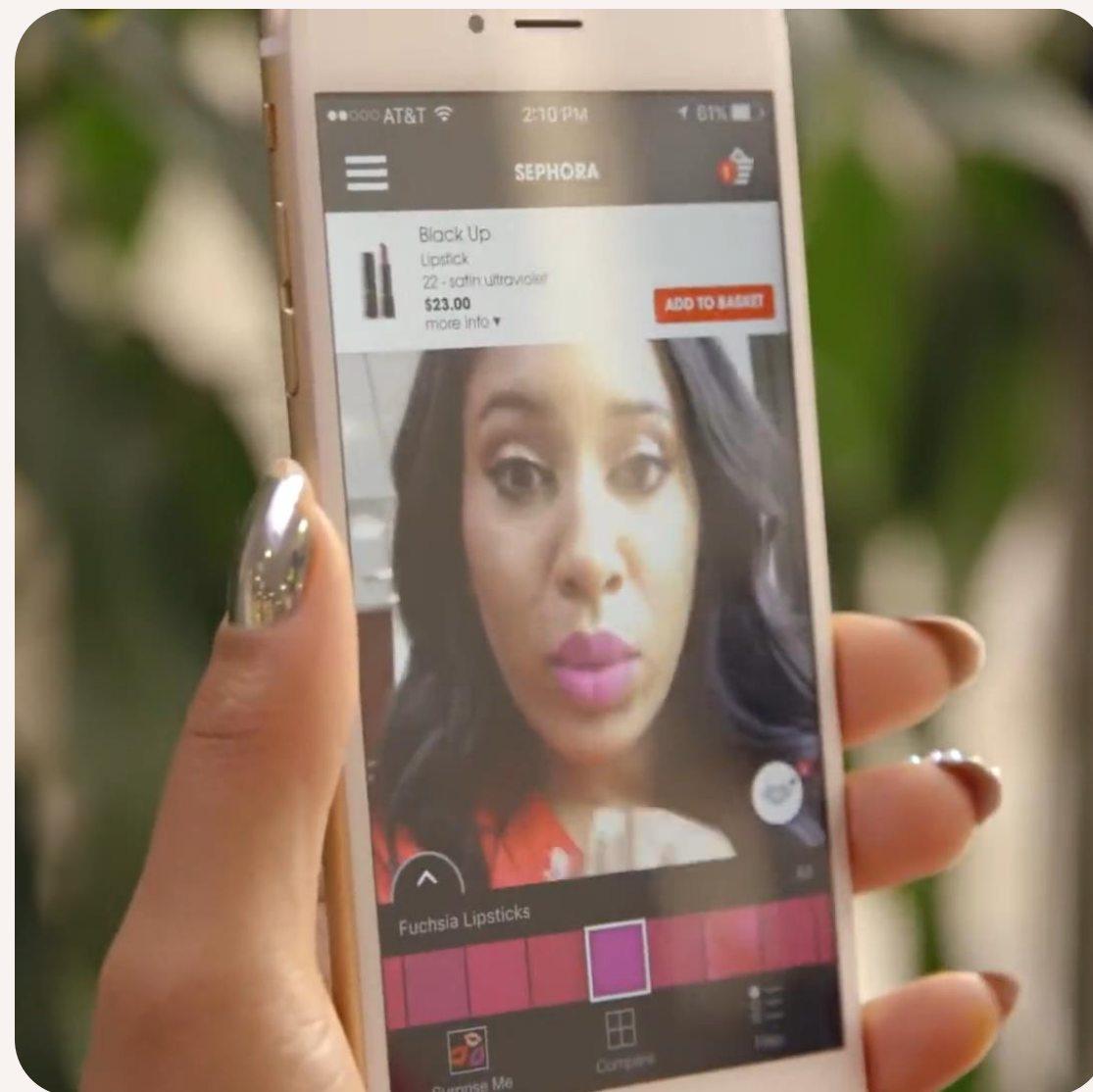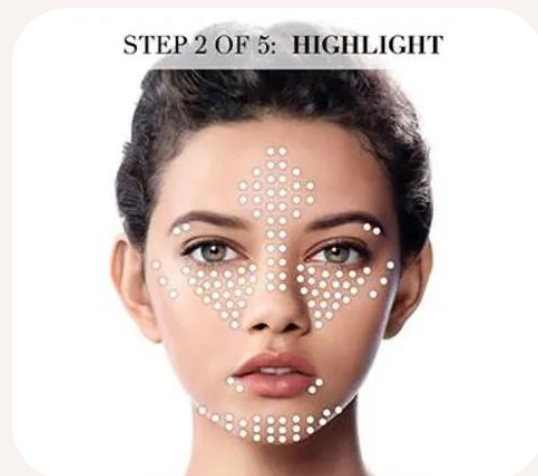
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Macy's Scan-and-Go

A mobile checkout feature enabling customers to scan items with their smartphones, apply offers, and bypass traditional checkout lines.
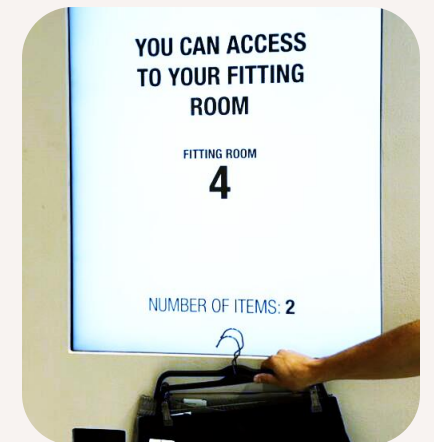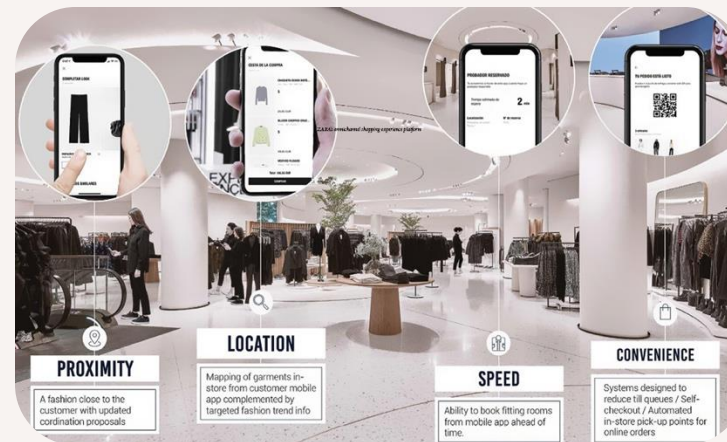
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Sephora
Virtual Artist

The Sephora app scans a user's face before allowing them to try on different make-up products digitally.

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Zara app
Store Mode

Customers can reserve items online and collect them in-store using self-service kiosks or RFID-equipped fitting rooms.

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IKEA
Digital Twin

IKEA leverages digital twin technology to create virtual replicas of its stores and products, helping to optimize store layouts, test product displays, simulate customer behavior, and enhance the overall shopping experience through data-driven insights and virtual experimentation.

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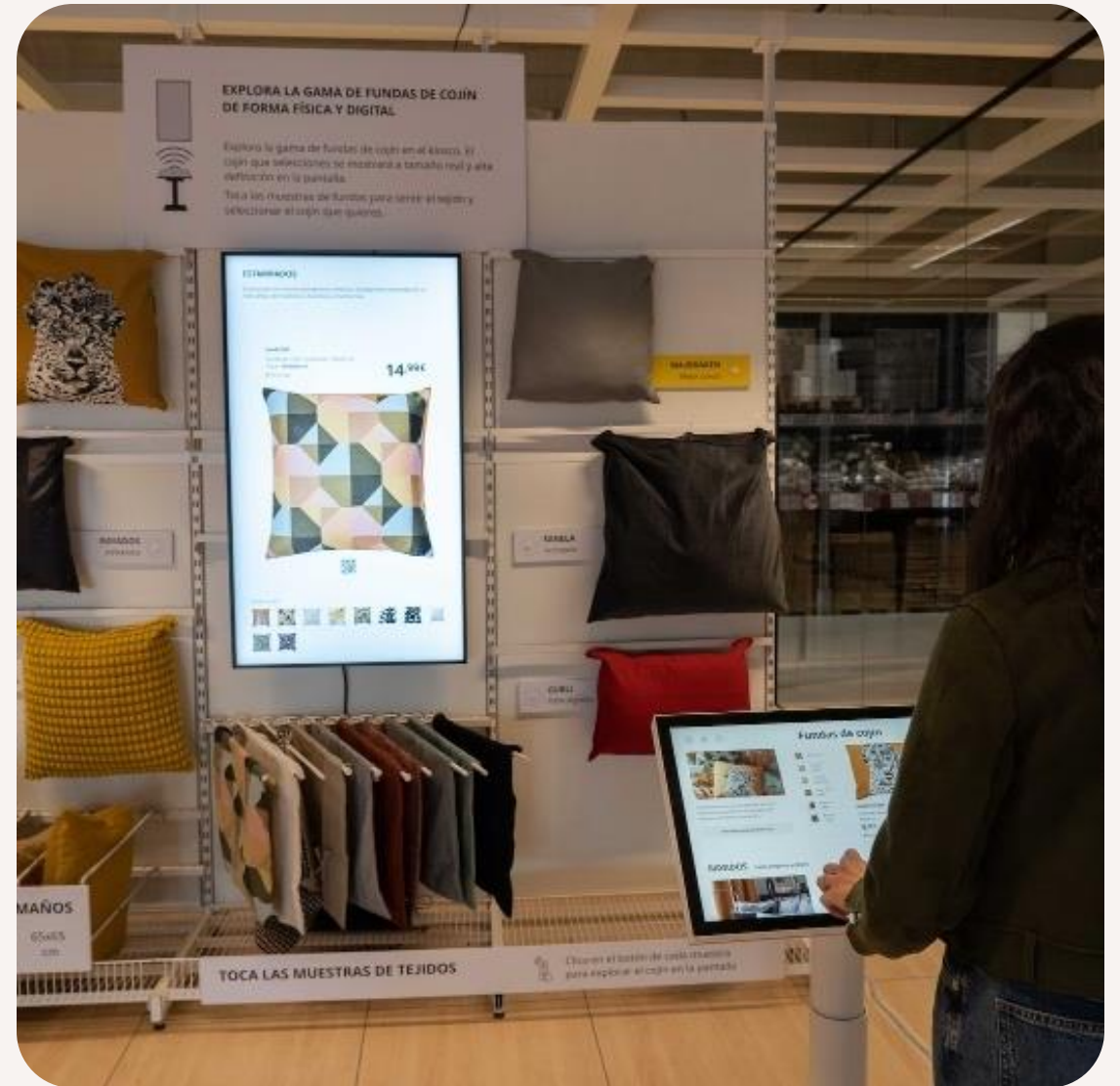
Louis Vuitton Temporary Store

Pop-up store including towering art of iconic trunks, a café, and a curated book selection. The combination of art and retail creates an aesthetically pleasing atmosphere that attracts photography enthusiasts.

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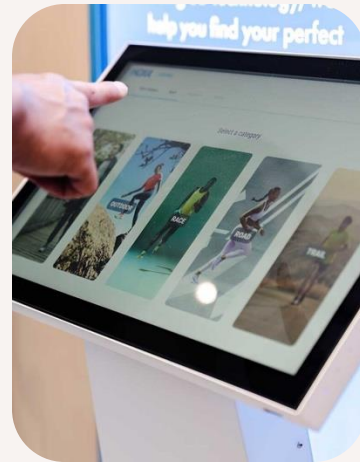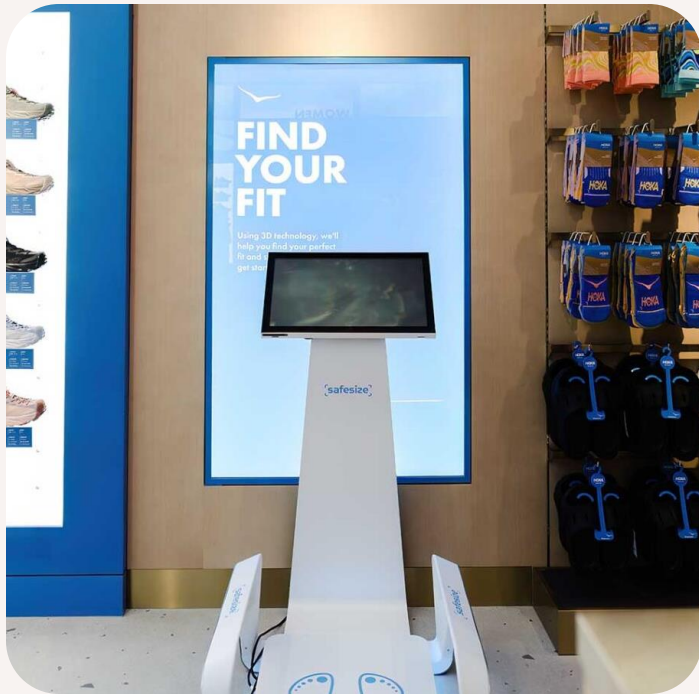
HOKA
ION Orchard

Embodies future retail trends by integrating technology like 3D foot scanning for personalized recommendations, creating a landscape-inspired design that connects to the brand's origins, and offering a full range of products to cater to various customer needs from running to lifestyle.

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Future-Forward
Retail Technologies

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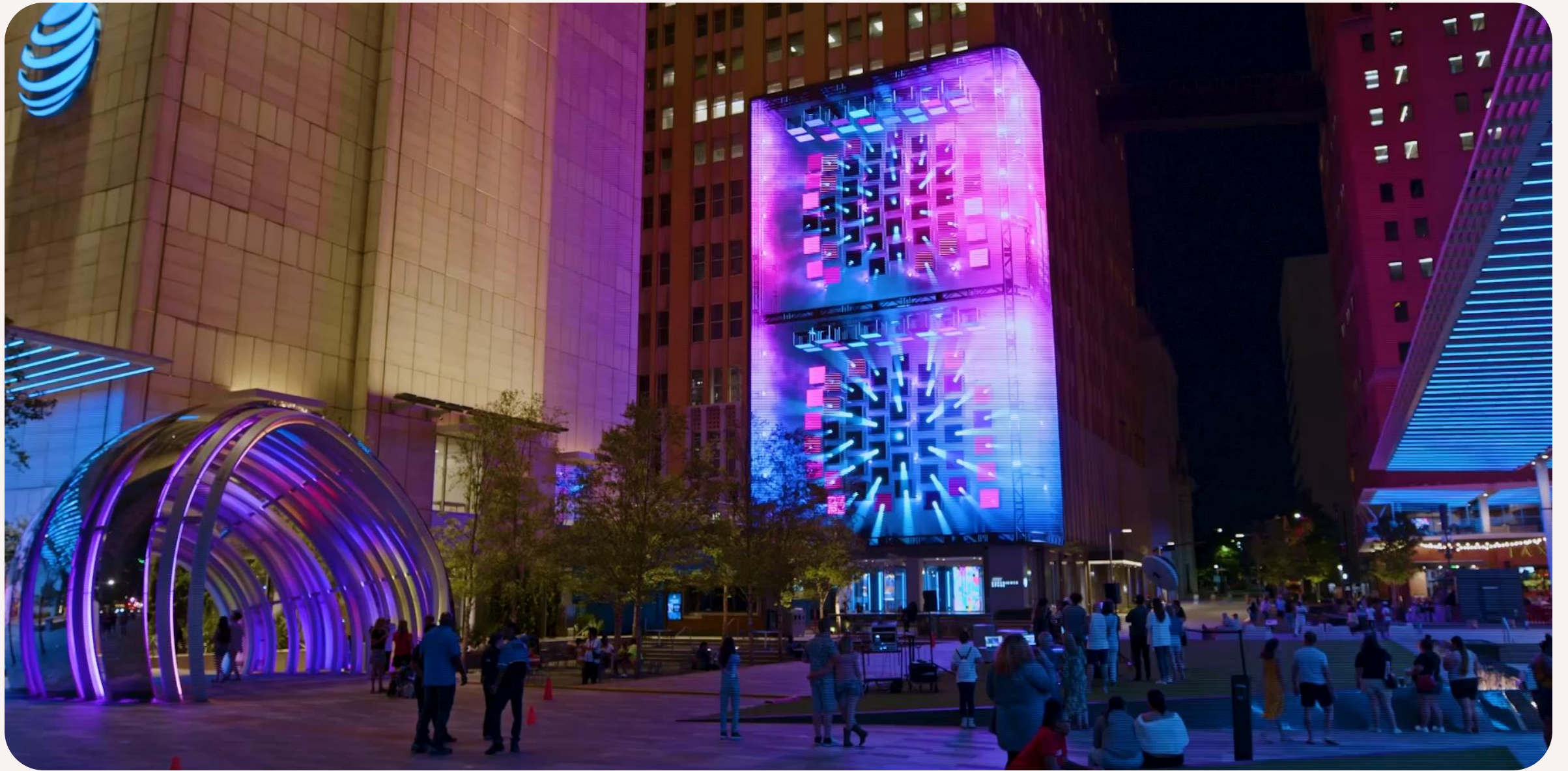
HYPERVSN Holographic Walls

Large-scale 3D holographic displays to transform retail by providing immersive, attention-grabbing visuals that enhance customer engagement and drive sales, in line with the rising trend of AI-driven, omnichannel shopping experiences.

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InstaCart Caper Cart

Increase basket sizes, drive new revenue and boost omnichannel engagement, and make in-store shopping personalized, seamless, and fun for the whole family.

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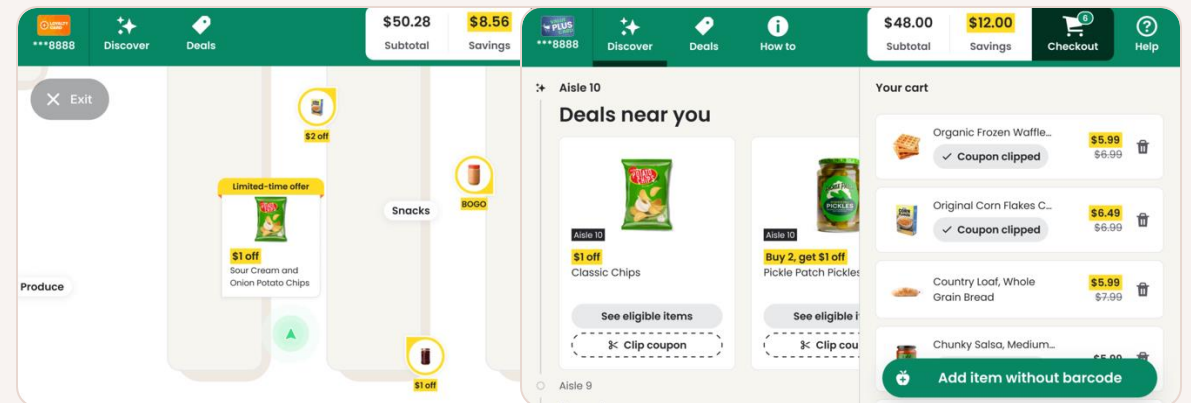
3D Holographic Lightbox Displays

Enhances retail by creating immersive, interactive experiences that significantly increase consumer engagement and drive sales through real-time interactions and personalized content delivery.

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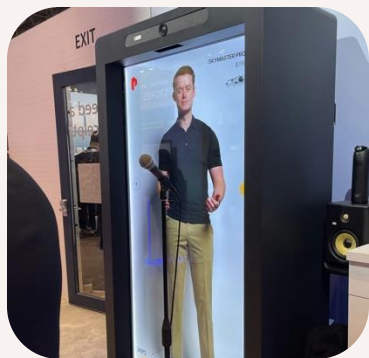
Transparent Displays

Transforming retail by seamlessly integrating digital content with physical products, creating immersive shopping experiences that enhance customer engagement and drive sales.

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Wirelessly-Powered Displays

New technology enabling flexible installation and easy updates without the hassle of cables or battery replacements, making them ideal for dynamic digital signage in various environments.

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Displays in all shapes and sizes

Uniquely shaped screens can be integrated into shelving units, wrapped around columns, or used as dynamic backdrops to create immersive product displays.

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Digital Concierge

AI-powered assistants in retail make shopping easier and more enjoyable by offering personalized help, quick answers, and tailored recommendations, creating a smoother and more satisfying experience for customers.

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AI-Powered Dynamic Content

Content can be catered or targeted to Customers using AI based on demographic, interests, purchase history, reason for visit.

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The Future of Retail:

2025 & Beyond

Retail will be characterized by hyper-personalized, technology-driven, mobile-centric experiences that prioritize consumer choice, convenience, and unique in-store encounters.

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