What Should the In-Store Retail Experience Look Like?

AUDIO

eMarketer Editors

eMarketer principal analyst Andrew Lipsman discusses what made the Apple Store so successful, which retailers are nailing the in-store experience, McDonald's voice-activated drive-thrus, Walmart's ecommerce initiatives and more.

Leading Business Challenges Facing In-Store Retail According to US* Retailers, May 2019
% of respondents

Online competitors innovate too quickly for us to keep up
53%

Consumer price sensitivity
51%

Customers have become trained to serve themselves more—they want more technology to do it
50%

Need for more consistent store execution/employee productivity
33%

Store-based competitors have adopted digital innovations more than we have yet been able to
31%

Consumers expect a level of service we are unable to deliver
23%

Customer dissatisfaction caused by lack of integration between selling channels
22%

In-store "showrooming" and increased competitive price transparency
20%

Customer expectations are driving up store costs in a way we can't sustain
16%

Note: respondents selected their top 3; *97% headquartered in the US
Source: Retail Systems Research (RSR), "The Store In 2019: Fulfilling Orders And Serving Customers," July 2, 2019

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