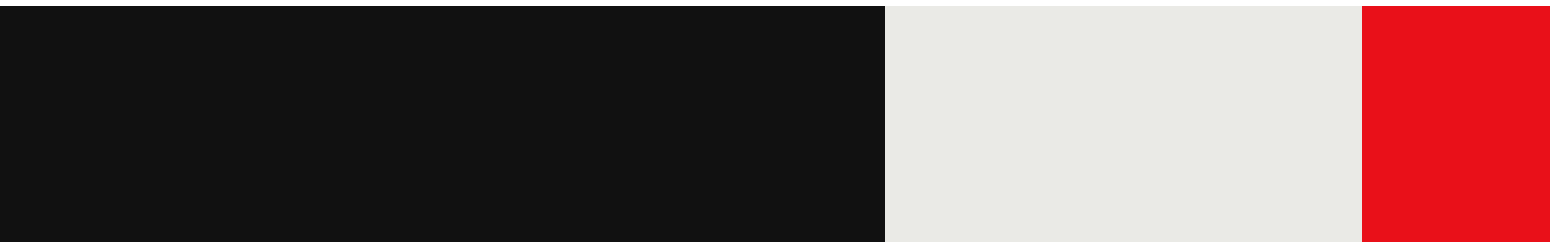



# Retailers struggle to fend off cyberattacks

## Article



**The insight:** More than half (52%) of retailers report being more vulnerable to cyberattacks during the holiday season than at any other time of year, per a survey by VikingCloud.

- The increased risks stem from the surge of online and in-store shoppers, fraudsters targeting point-of-sale (POS) devices, and challenges relating to over-extended, undertrained workforces.
- Retailers also face a wide range of threats, from supply chain attacks (52%) and data breaches (48%) to phishing (32%) and denial of service (32%) attempts.

**Cautionary tales:** Several companies have already fallen victim to scammers in the early days of the holiday season.

- A ransomware attack at supply-chain services provider **Blue Yonder** affected **Starbucks'** ability to manage schedules and pay workers at 11,000 stores in the US and Canada. The attack also impacted UK grocers **Morrisons** and **Sainsbury's**.
- Some of **Ahold Delhaize's** US ecommerce and pharmacy operations were forced offline due to a cybersecurity issue, resulting in empty shelves at some stores and dragging down delivery partner **Instacart's** Q4 sales outlook.

**Our take:** Retailers have to be prepared to fend off cyberattacks at any time of year, especially as [genAI tools](#) make it easier for fraudsters to carry out their schemes.

- Retail websites were subjected to an average of **560,000 AI-driven attacks per day** between April and September, per an analysis by cybersecurity company Imperva.
- These attacks originated from tools like **ChatGPT, Claude, Gemini**, and specialized bots.

At the same time, companies have to make sure their security measures don't add too much friction to the ecommerce experience.

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