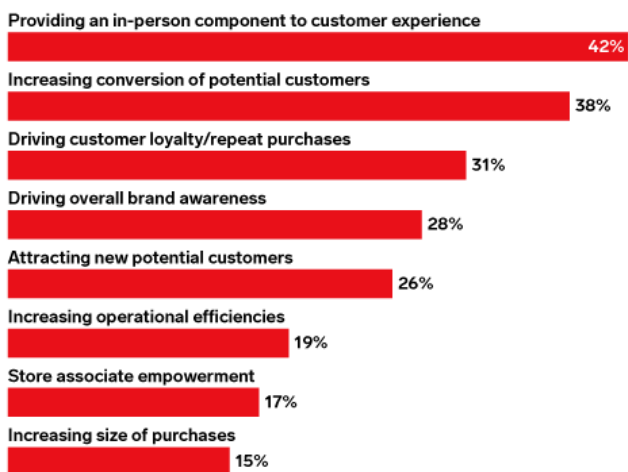


Retail executives worldwide say physical stores add a personal element to the customer experience

Article

Most Important Role of Physical Retail as Omnichannel Retail Experience Evolves According to Retail Executives Worldwide*, April 2023

% of respondents



Note: respondents chose their top 2; *Canada, UK, US

Source: Bain and Aptos, "The State of Unified Commerce," Nov 16, 2023

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Key stat: 42% of retail executives worldwide say the most important role of physical retail as omnichannel buying evolves is to provide an in-person component to the customer experience (CX), according to April 2023 data from Bain and Aptos.

Beyond the chart:

- To compete with ecommerce giants like Amazon, retailers with a physical presence must think more creatively to [draw customers in-store](#), according to our analysts.
- We predict brick-and-mortar retailers will invest in events, influencer collaborations, and other experiences that drive brand loyalty and advocacy going forward.
- Physical stores will claim 83.4% of overall US retail sales in 2024, down from 84.4% in 2023, according to our November 2023 forecast.

Use this chart:

- Evaluate the strategy behind physical stores.

More like this:

- [Why experiences and discoverability drive customers to stores](#)

- Retail stores still dominate ecommerce when it comes to new product discovery and conversion
- Retail tips for 2024: Focus on value, in-store experience
- How retailers like Sephora, Nike, and Amazon bridge the digital-physical gap

Methodology: Data is from the November 2023 Bain and Aptos report titled "The State of Unified Commerce." 394 retail executives in Canada, the UK and the US were surveyed during March-April 2023. Respondents are responsible for unified commerce investments at their organizations. Surveyed retailers' annual revenue is no less than \$150 million. Most respondents cited earnings between \$150 million and \$50 billion in annual revenue.