

Five Charts: The State of Retail Tech

ARTICLE | **DECEMBER 20, 2018**

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What Areas Are Retailers Investing In?

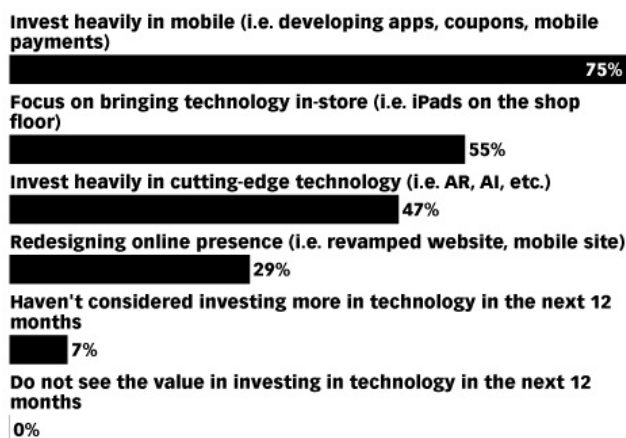
Retail is undergoing a technological transformation that is driving retailers to **automate redundant tasks** and **revamp their mobile strategies**.

According to Gartner, worldwide retail tech spending will **increase 3.6%** to \$203.6 billion in 2019.

Retailers are investing more in technology at a time when many firms are growing their mobile operations. In a study published in September by **VoucherCodes** and **WBR Insights**, 75% of senior retail executives from the UK and France said they plan to invest heavily in developing mobile apps, coupons and payments.

What Are the Tech Investment Plans of Senior Retail Executives in France and the UK for the Next 12 Months?

% of respondents, Q2 2018



Source: VoucherCodes, part of RetailMeNot, "Retail perspectives and innovation: Payments, personalization and the phygital" conducted by WBR Insights, Sep 5, 2018

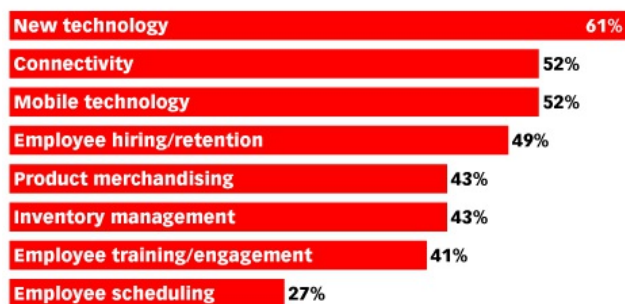
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Similarly, in a recent [Retail Touchpoints](#) survey of 115 US retail professionals, new technology and mobile technology were the most-cited areas for in-store budget increases in 2018.

Which Areas of US Retailers' In-Store Budget Increased in 2018?

% of respondents



Note: vs. 2017

Source: Retail Touchpoints, "2018 Store Operations Survey" sponsored by Esri, Intouch Insight, Kronos and Nudge, Oct 11, 2018

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What Technologies Are Retailers Already Using?

Ecommerce platforms and point-of-sale (POS) systems are the most commonly used retail technologies, according to an October study of 235 US retail professionals by [Total Retail](#), [Radial](#) and [NAPCO Media](#). Just around one in five respondents said they used fraud prevention

software, personalization products and content management systems.



How Do Shoppers Feel About Retail Tech?

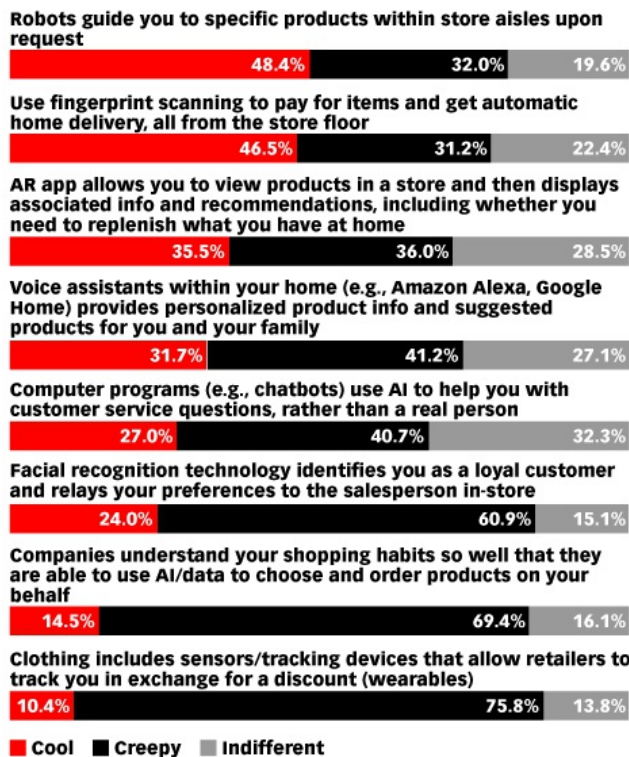
Consumers have mixed feelings—and it depends on the tech.

A [SAS study](#) conducted in March 2018 revealed that nearly half (47%) of shoppers said they're comfortable with the use of AI in business interactions.

But what about self-checkouts? Many still [prefer to use cashiers](#). And as for clothing with sensors that allow retailers to track users in exchange for discounts, most respondents polled by [RichRelevance](#) found that to be very creepy.

US Internet Users' Attitudes Toward Select Retail Technologies, May 2018

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: RichRelevance, "Creepy or Cool 2018: 4th Annual RichRelevance Study," June 20, 2018

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Are Retailers Concerned About Data Privacy?

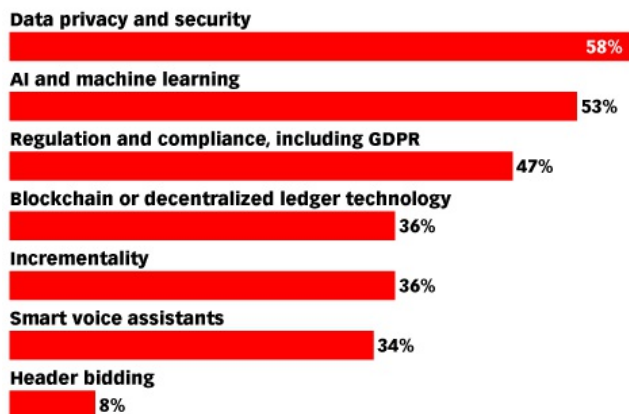
Given that data breaches and consumer privacy issues frequently make headlines, retailers should be cautious about how they use new technologies and data-driven products that can be perceived as invasive.

The results of RichRelevance's study reflect that data privacy has become a sensitive topic for retailers.

Furthermore, a June 2018 poll of 100 US retail marketing leaders by Nanigans and Advertiser Perceptions found that the majority of respondents (58%) were actively discussing data privacy and security issues.

Which Marketing Topics Are US Retail Marketing Leaders Actively Discussing?

% of respondents, June 2018



Note: n=100

Source: Nanigans, "Retail CMO Pulse Check" in partnership with Advertiser Perceptions, Sep 28, 2018

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