

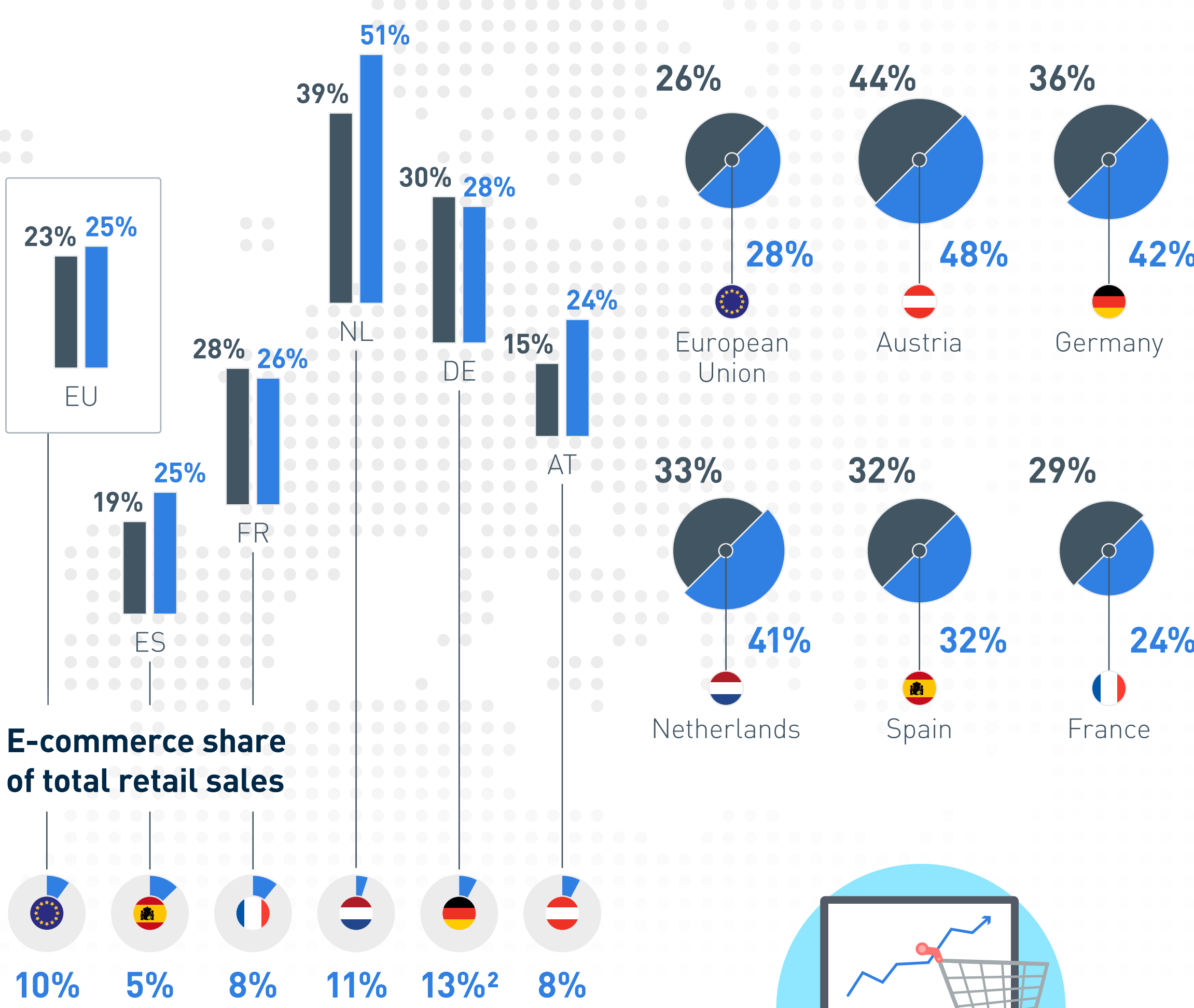
# DIGITALIZATION IN RETAIL

## DIGITAL TRANSFORMATION IN EUROPEAN RETAIL<sup>1</sup>

■ 2015 ■ 2017

### Companies selling via website or app

### Companies using customer relationship management



**Retail goes digital:** More and more retailers are selling online, generating a large share of their turnover via the web. This represents a breakthrough in the digitalization of the whole customer lifecycle.

## DIGITALIZATION OF CONSUMERS' SHOPPING BEHAVIOR

**56%** of in-store and **60%** of overall retail sales are influenced by digital interaction.<sup>3</sup>

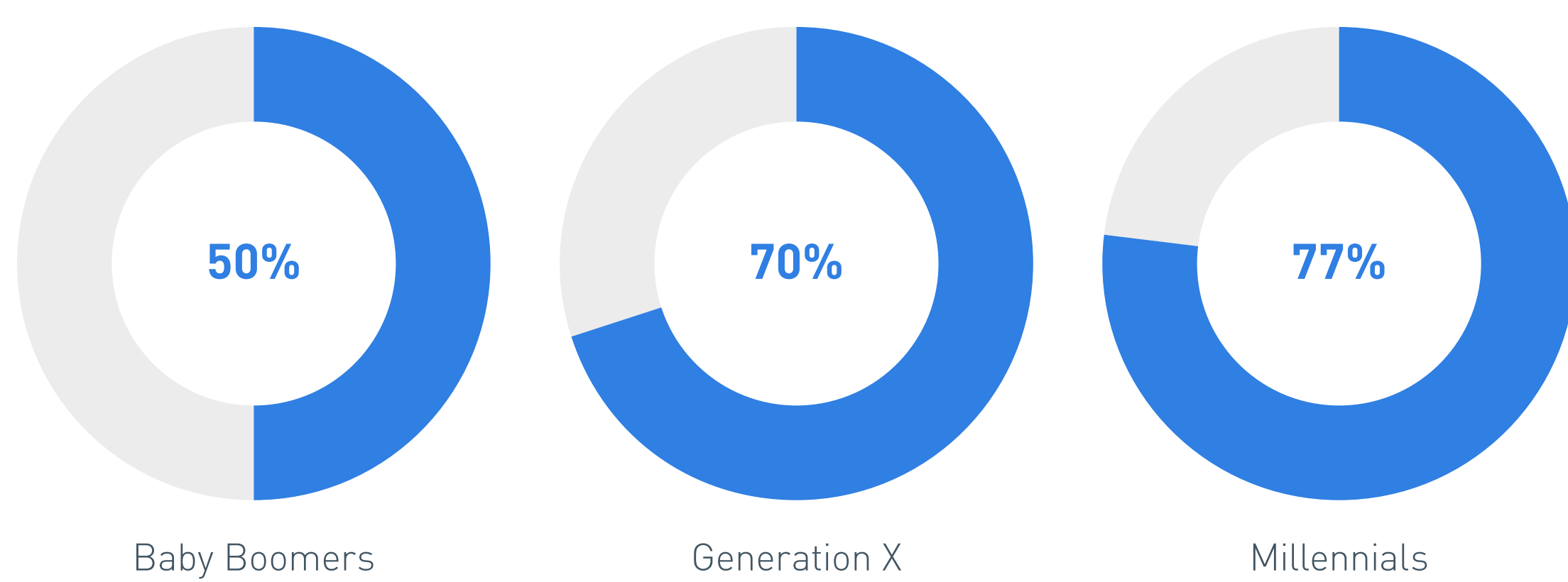
**More than 40%** of smartphone users say they prefer to complete their entire shopping journey on a mobile device—from research to purchase.<sup>4</sup>

**6 in 10** Internet users start shopping on one device but continue or finish on a different one.<sup>6</sup>

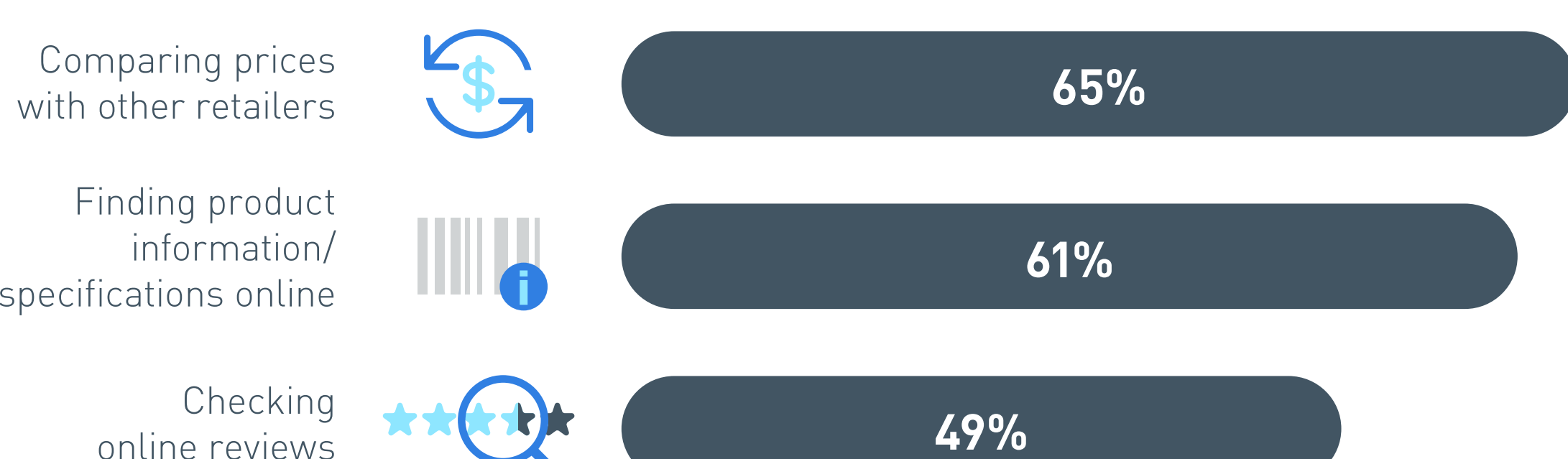
Searches for "shopping near me" have grown by **over 200%**

### Online shoppers use their smartphones in-store (especially younger generations)<sup>7</sup>

Percentage of online shoppers who have used their smartphone to look up a product whilst in a shop



### What they use it for



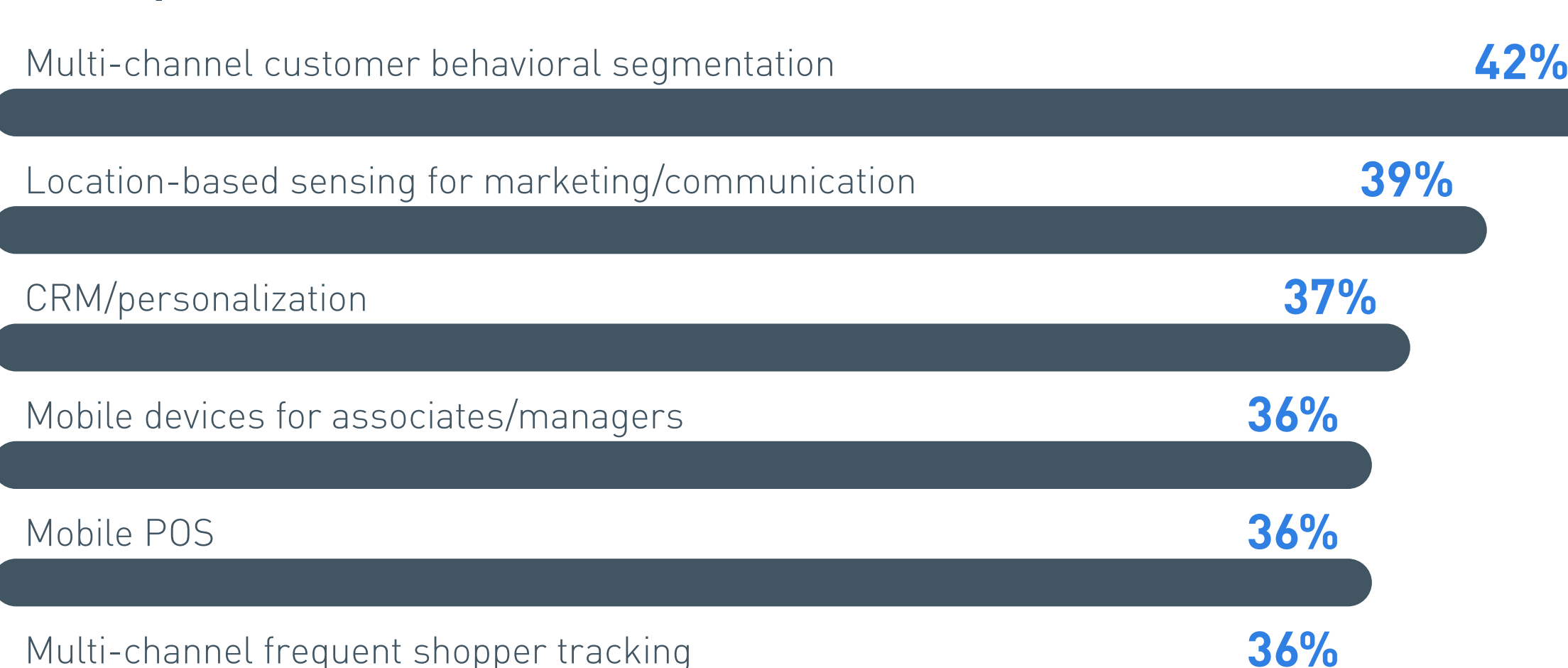
**Digital and analog are completely integrated:** buyers get inspired, look for more information on the web, save with special promotions, and share impressions online—whilst on a real shopping trip or online.

## RETAIL IS GETTING SMARTER

### Smart retail<sup>4</sup> market size (worldwide)



### Most important tech trends in retail for 2020<sup>5</sup>



Digitalization in retail is leading to **huge investment in promising Internet technologies.**