

Retail Predictions **2022**

This year's future-forward wins will rely on fearlessness and how well retailers can roll out rising tech

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2021 OVERVIEW

2021 was the year retailers leveraged consumers' receptivity and comfortability with online and omnichannel shopping. At this point, efficient websites and omnichannel offerings are either table stakes or are well underway to becoming so.



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2022 NEW APPROACH

Thus, 2022 should be the year that retailers kick it up a notch and enact the technologies that have been waiting in the wings for the right implementation to accelerate consumer uptake. If communicated and executed correctly, here are the retail strategies and technologies we can expect from 2022:

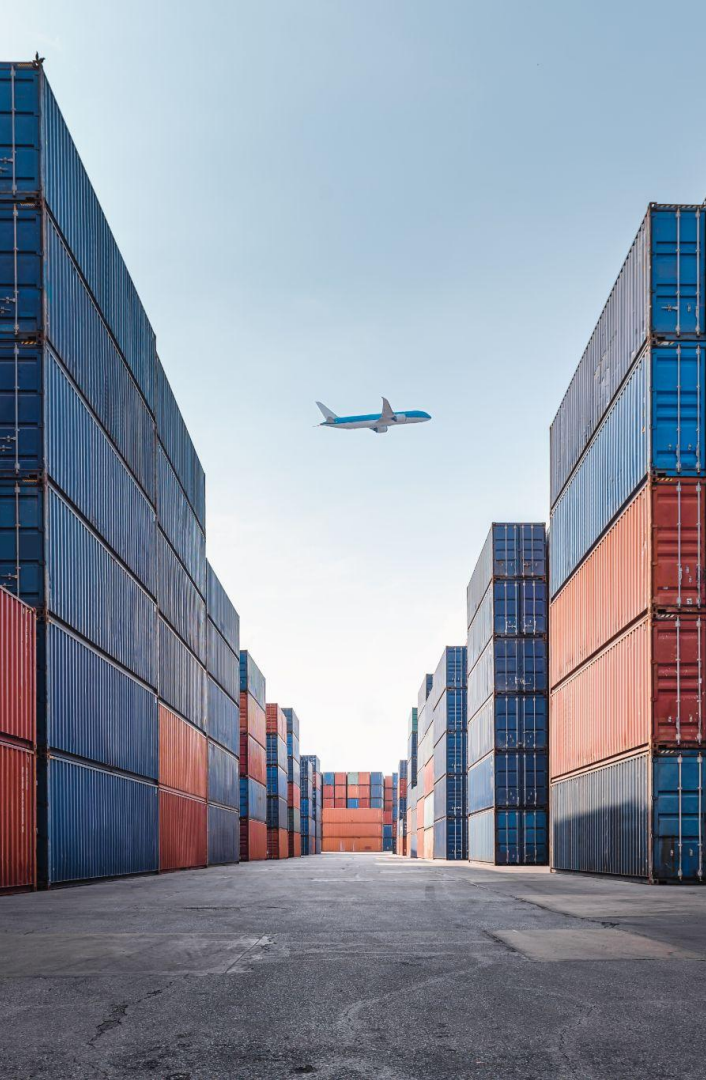
The image features a solid red background with a complex, abstract pattern of overlapping, semi-transparent red geometric shapes, primarily triangles and polygons, creating a sense of depth and movement. Centered on this background is the word "STRATEGY" in a bold, white, sans-serif typeface.

STRATEGY



Retailers will no longer fear cannibalization, and they'll demonstrate that fearlessness in the following ways:

- **Omnipresence** across both DTC and Third Party platforms, without the aim of funneling consumers from the latter to the former
- **Data-sharing.** Now that data capture is becoming more heavily regulated, brands and retailers will be forced to actually own data together. Smart retailers will allow their suppliers access to their data, and vice versa
- **Creative partnerships.** Machine learning powered order optimization will suggest additional products to add to shoppers carts that aren't from the retailer whose page they're currently on

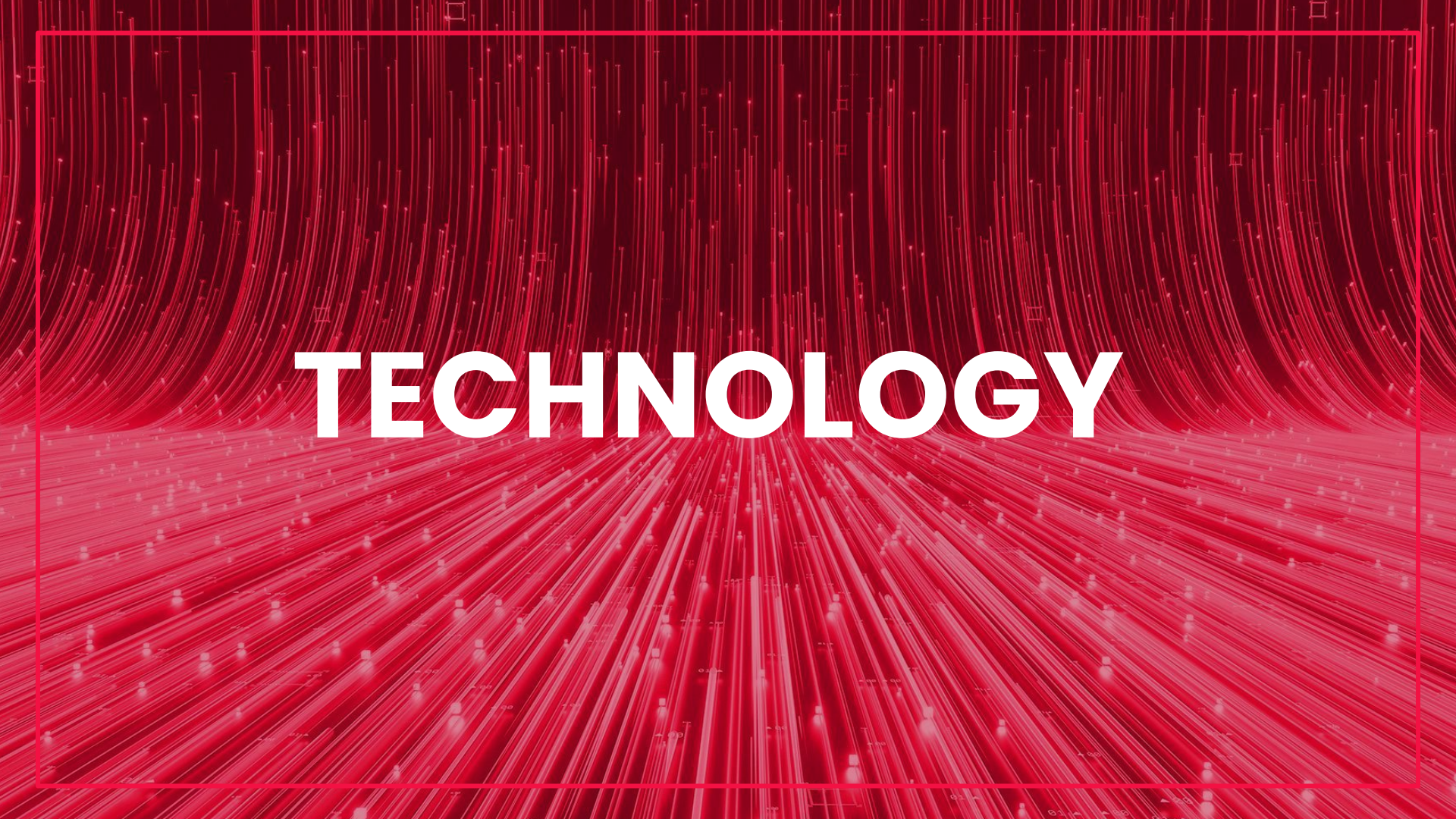


VERTICAL INTEGRATION W/R/T DISTRIBUTION:

- Whether it's starting their own or acquiring a postal service, buying proprietary ships/jets/factories/etc, retailers will take delays into their own hands

DATA-BASED LOYALTY PROGRAMS:

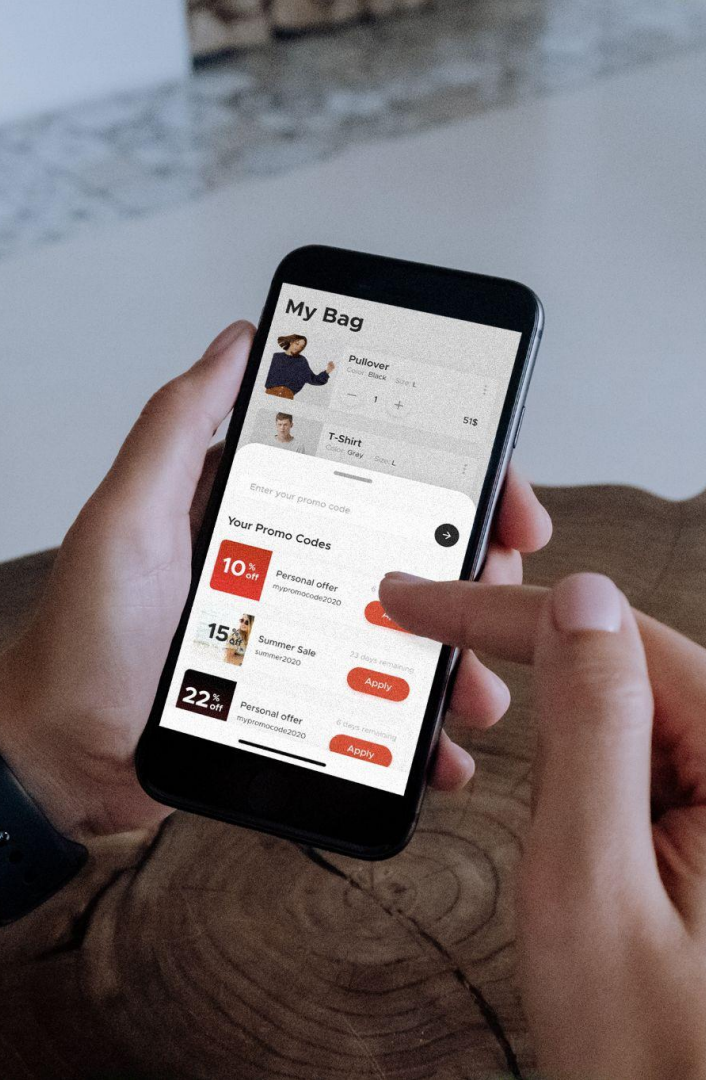
- With data as THE currency in retail, brands will incentivize consumers all different ways to share as much personal information as possible. US consumers may take years to feel comfortable with certain levels of privacy, but retailers will increasingly encourage shoppers to opt in to data sharing via all kinds of exclusive perks. Instead of rewarding purchases, reward data sharing. Think: special web page access (or discounts, or services) just for those who surrender the number of kids they have and their ages, for example.

The background is a vibrant red field filled with a dense pattern of thin, curved lines that create a sense of depth and movement, resembling a data visualization or a stylized landscape. Scattered throughout are small, white, square-like shapes that add to the abstract, technological feel. A thin red rectangular border frames the entire composition.

TECHNOLOGY



- **On-the-go POS:** self-checkout is still too inefficient, and apps and QR codes provide great opportunities for data collection when consumers are forced to download or scan them in order to breeze through the purchase moment. OTG POS will become mainstream
- **Voice technology:** several retailers tried to leverage voice technology in the past, but none succeeded because convenience wasn't the value at the root of the experience. If a retailer can demonstrate that the search functionality is more accurate, Faster than the text form, and integrated within the digital experience, this could actually take off



- **Collaborative shopping carts:** the next iteration of social commerce, shoppers will be able to host ongoing carts on retailer's sites/apps with friends and family who can add items for each other to review pre-purchase
- **Smart substitutions:** stockouts and narrow assortments show no sign of slowing down due to supply chain issues. To keep consumers' attention to retailers' pages, offering an immediate, close substitution, and/or ensuring assortment for a product type never gets too minimal will be crucial uses for technology

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