

The Future: Retail

2025

**THE YEAR RETAIL IoT IS
ESTIMATED TO BE A \$94
MILLION MARKET**

Whether you're an entrepreneur with a retail startup or the head of a traditional global corporation, you've likely seen first-hand the increased challenges of today's brick-and-mortar retail environment.

While many brands have focused on the online shopping experience over in-store experiences, retail leaders are realising that today, customers want both.

- Give customers real-time product information while they're in the store.
- Offer an in-store navigation app that allows shoppers to find products in the store more efficiently, using their mobile phones.
- Check product stock levels.
- While a digital retailer can track how a customer clicks around a website to improve the website design, a brick-and-mortar retailer can likewise track in-store behavior to optimise the store layout.
- Streamline the checkout process.
- Target customers with personalised promotions and experiences.
- Let customers engage with products in personalised ways while still in the store.

