

In-store Experiential Retailing - US - March 2021

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This report looks at the following areas:

Modern retail concepts will emerge and entail increased emphasis on cleanliness, atmosphere and community, and this in turn will give consumers a reason to want to break away from their computers and make physical stores a destination again.

- The impact of COVID-19 on the retail industry, and specifically consumer behavior related to in-store shopping
- How brick and mortar retailers will adjust to the changing role of value
- Key drivers of in-store shopping now, and in the future
- Types of in-store shopping experiences that consumers favor
- Types of emerging technologies that consumers are interested in



“The in-store shopping experience has been forever changed. Moving forward, next-generation brick and mortar retail experiences will be shaped by digitally enabled technologies that will make the shopping experience more efficient and inviting.”

– Diana Smith, Associate Director – Retail & eCommerce

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Source: US Census Bureau, Monthly Retail Trade Surveys/
Mintel

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