

Omnichannel Retailing - US - May 2019

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This report looks at the following areas:

- The state of the retail
- Defining omnichannel shoppers
- Drivers and barriers
- Key trends
- The role of technology



"Omnichannel retailing includes integration across devices and centering mobile as the connective tissue that merges stores and digital channels. Brick and mortar retailers have an advantage as they make the store experience more enjoyable. Omnichannel boils down to elevated convenience for today's channel-agnostic shoppers."

- **Diana Smith, Associate Director - Retail & Apparel**

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- Positive economic climate supports the retail sector
- Population trends serve as leading indicators for future of retail

MARKET SIZE AND FORECAST

- Retail industry continues to post gains

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- **Technology is connective tissue between channels**
- **Different channels have different strengths, but consumers seek consistency**
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- **Stores are a critical part of omnichannel, but there isn't enough room for them all**
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