

# Omnichannel Retailing - China - December 2020

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## This report looks at the following areas:

- Expanding customer touchpoints in a shrinking urban space
- The human factor in retail is still important
- Phygital “shoptainment” crucial to omnichannel engagement

Omnichannel retailing has leveraged technology to bring an enhanced shopping experience. Brands and retailers are still exploring its many possibilities and consumers are eager to try the smart features that promise to enhance their shopping experience with convenience, personalisation and entertainment.

Innovating around user experience will be paramount to the appeal of omnichannel retailing, which will make shopping easier rather than marginalise less tech savvy customers. A learning curve is expected before consumers can fully embrace many new retail solutions, such as unmanned convenience stores, virtual product trials or smart customisation by a machine. To ease them into the unmanned economy, a ‘high touch’ approach will complement the ‘high tech’ solutions nicely.

Digitally savvy younger generations will be expecting a continuous experiential shopping journey where the boundaries between online and offline blur. The growing importance of interactive virtual worlds as consumers’ primary product information and brand engagement channels provide both opportunities and challenges in omnichannel retailing. Successfully joining online and offline experiences will create the “shoptainment” that consumers desire.



“Omnichannel retailing enhances Chinese consumers’ shopping journey and experience, allowing them to navigate online and offline platforms to find the latest products and the best deals. Driven by technological and socioeconomic developments, many innovative retail formats with futuristic applications will emerge.” – Hui Tse Gan, Research Analyst

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- **Phygital “shoptainment” crucial to omnichannel engagement**
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