

REIMAGINING THE RETAIL INDUSTRY

THE RISE IN THE MOMENTUM OF THE RETAIL INDUSTRY

The contribution of the retail industry reaches around

\$1 trillion

Direct Labour Income

The retail industry in the US accounts for

18.7% of total Gross Domestic Product (GDP)

Retail supports 1 in 4 American jobs, which is over

50 million

American workers



The retail industry growth forecast for 2021 was **7.2%**

This is a **12.3%** point jump from the **5.7%** dip experienced in 2020

CONSUMER PREFERENCES AND MARKET VOLATILITY ARE RESHAPING THE INDUSTRY



Focus on Omni-Channel Investments

More than 1/3rd Americans have made omnichannel features a part of their regular shopping routine



Buy Now Pay Later

56% of consumers have used a **Buy now, Pay Later (BNPL)** service as budget-friendly financing options gain popularity



Personalization

Customers spend **48%** more when their experiences are **personalized**



Contactless Options

87% of customers prefer **contactless** or **self-checkout options**



Same Day Delivery

41% of customers prefer to pay for **fast shipping options**



Health and Safety

55% of consumers were anxious about shopping in stores

DIGITAL ACCELERATION IS THE KEY TO MULTIFOLD GROWTH OPPORTUNITY



Supply Chain Resilience

94% of **Fortune 1000** companies have seen supply chain disruptions from COVID-19



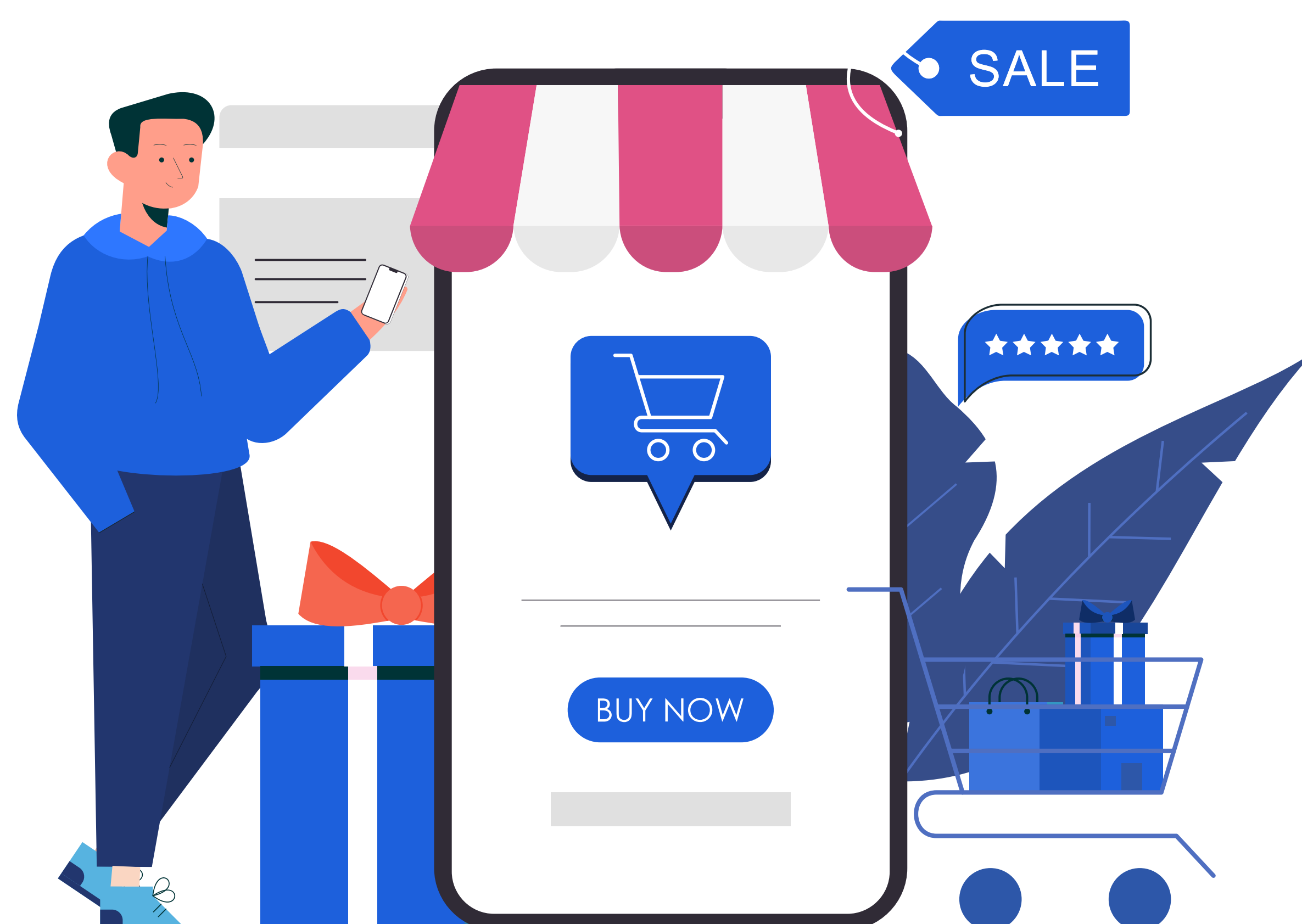
Virtual Store Experience

In-store digital interactions results in **56 cents** of every dollar spent



Smart Assistant

Forecasts suggest that by 2024, the number of digital voice assistants will reach **8.4 billion units** – a number higher than the world's population



Effective Product Return Management

Effective return management leads to a **29% increase in profit** per customer over a 3-year span