

**STATS AND FACTS**

# Retail Innovations

The retail experience is being reimagined using new tech advances, in part due to the pandemic, providing consumers with immersive ways to purchase products and services. CTA's October 2020 study, *COVID-19 Impact: Retail Innovations* found the physical and digital spaces are merging. Robots, touchless displays and contactless payments, cashier-less stores and even augmented reality (AR) and virtual reality (VR) are being used to provide consumers with more efficient ways to shop. Consumers younger than age 35 in suburban and urban areas are the most receptive to these technologies. ■



## CONSUMERS WANT TO SEE SIMPLER SHOPPING WITH MINIMAL CONTACT

Which of the following aspects of retail shopping do you believe needs the most improvement?



**28%**

Want Improved Product Returns



**24%**

Want Improved Payments & Checkout

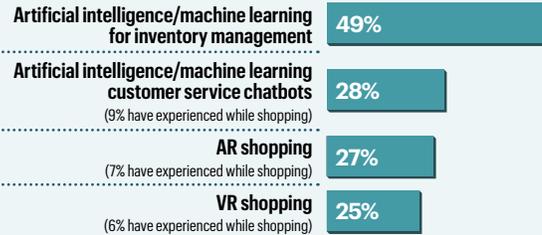


**23%**

Want a Better Overall In-Store Experience

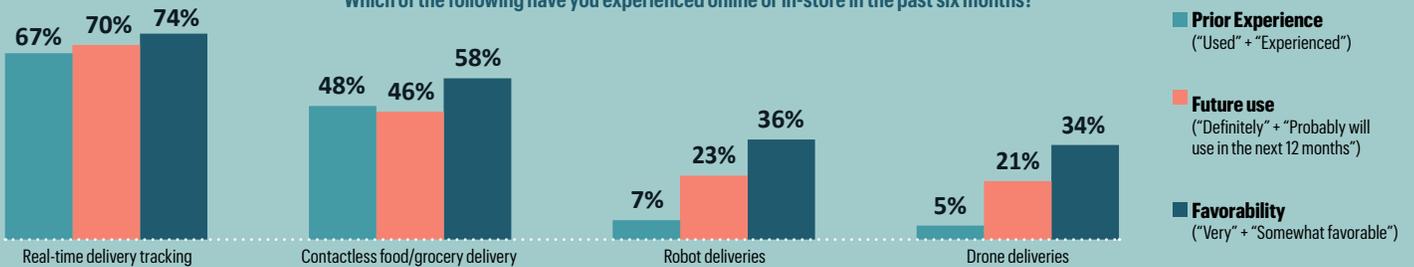
## CONSUMERS ARE READY TO SEE AI AND MIXED REALITY TECH IN RETAIL

How favorably do you feel toward each of the following retail innovations?



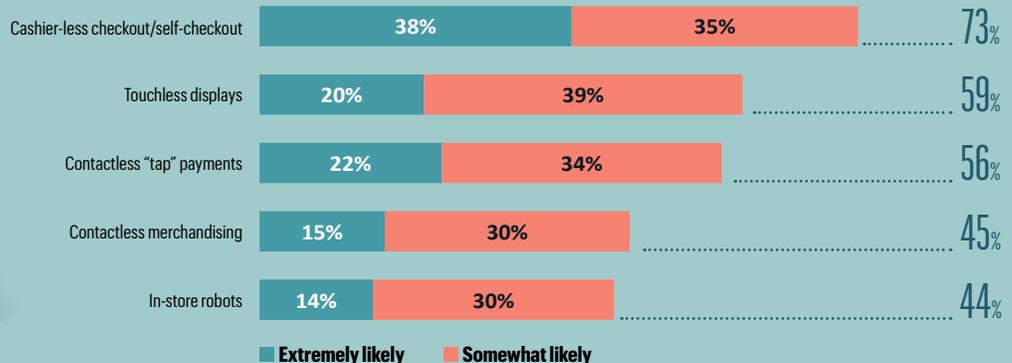
## CUSTOMERS ARE READY FOR DELIVERY INNOVATIONS

How favorably do you feel towards the following retail innovations? In the next 12 months, how likely are you to use the following while shopping online or in store? Which of the following have you experienced online or in-store in the past six months?



## CONSUMERS OPEN TO MORE INDEPENDENT, CONTACT-FREE SHOPPING IN-STORE

In the next 12 months, how likely are you to use the following while shopping online or in-store?



Source: CTA, COVID-19 Impact: Retail Innovations

