INTRODUCTION

Scope
About Euromonitor’s Voice of the Industry survey series
Key findings

KEY TRENDS IMPACTING RETAIL
Retail is navigating through prolonged turbulence due to continuing inflationary pressure
Inflationary pressures persist, prompting necessary retail adaptations in 2023
Retail professionals foresee digitalisation remaining a prevailing trend in the long term
Retail professionals prioritise fostering loyalty over short-term discount campaigns
Sephora continues to revamp its rewards programme for member exclusivity
Leveraging an omnichannel approach to maximise customer loyalty via the LidlPlus app

RETAIL MEDIA NETWORKS
As a part of digital marketing, brands are beginning to invest in retail media networks
Leveraging retail media network insights enables creation of more targeted campaigns
Organisations encounter various challenges when implementing retail media networks
Amazon’s global e-commerce leadership sets the stage for retail media network expansion

ONGOING DIGITAL TRANSFORMATION
E-commerce continues to show promise and potential
Despite ongoing digitalisation, investments in new online experiences will remain limited
Limited budgets restrict omnichannel strategy implementation
Asia Pacific drives mobile commerce sales across the globe
TikTok Shop launch in the US is set to drive m-commerce

ROLE OF THE STORES
Digitalisation is reshaping physical stores to align with evolving consumer preferences

ROLE OF THE STORES
Retailers and brands keep blurring the lines between shopping and entertainment
LEGO keeps opening Discovery Centers across the globe to provide entertaining experience
IKI autonomous store concept emphasises a modern and efficient shopping experience

STRATEGIC PRIORITIES
Retailers navigate inflationary pressures, prioritising operational cost balance
Long-term priorities for retail professionals: Technology investments and market expansion
Next year investment plans are centred around ensuring seamless consumer access
Retailers invest in seamless and convenient consumer experience in every purchasing step
Walmart delivers retail experiences to anyone, anywhere and anytime

CONCLUSION
Key takeaways
About Euromonitor’s Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:
- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-industry-retail/report](http://www.euromonitor.com/voice-of-the-industry-retail/report).