


# The State of Technology in Retail


The era of consumer-informed retailing has arrived

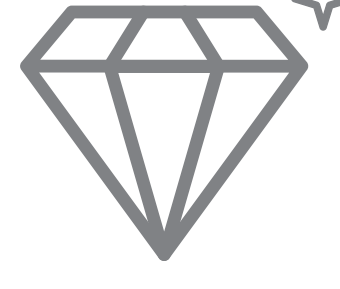
2019

The State of Technology in Retail research report surveyed 254 product professionals from retailers and brands as well as 301 consumers and found that despite a healthy consumer appetite for providing feedback on future products, product professionals are still challenged with understanding what their customers really want. Results indicated the importance of brands adopting new technologies—such as artificial intelligence (AI), predictive analytics and 3D printing—and integrating consumer feedback into the product creation process to narrow the gap between what consumers want and what brands produce.

## Today's tech savvy consumers want to engage with retail brands

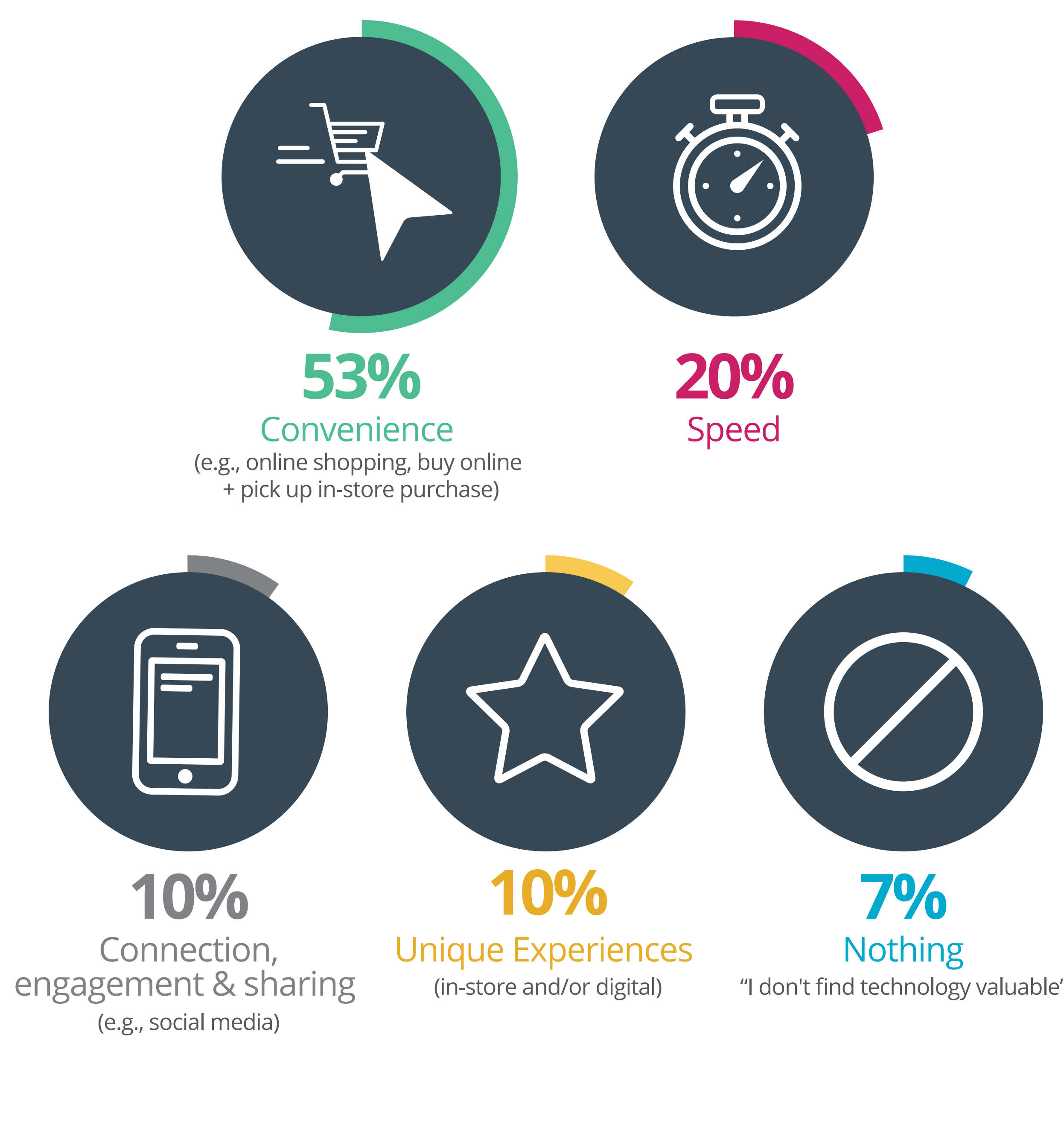
**75%** of consumers use technology to interact with the retail brands they love 

**94%** of consumers think technology has a positive impact on their relationship with retail brands 

**93%** of consumers find technology somewhat or very valuable within their shopping experience 

## Convenience reigns supreme

When asked about the value technology brings to their shopping experience, consumers value convenience most



## Create what they want and they will buy



**75%** of consumers indicated that being part of the product creation process would **increase** their likelihood to purchase and drive brand loyalty

A majority of consumers wish there were more opportunities to share feedback with their favorite brands

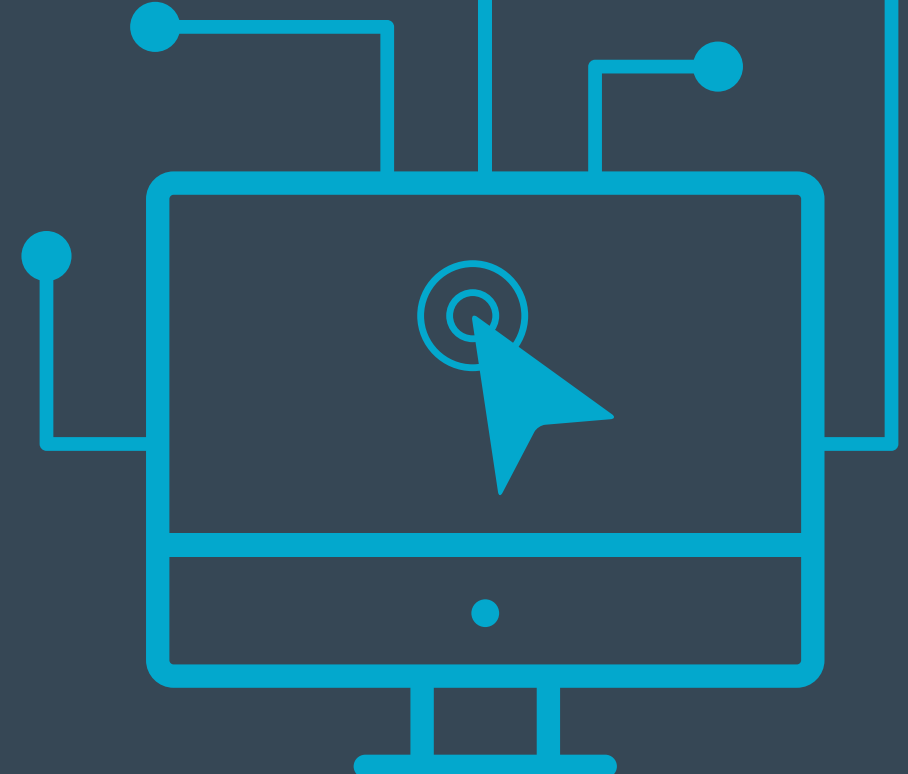
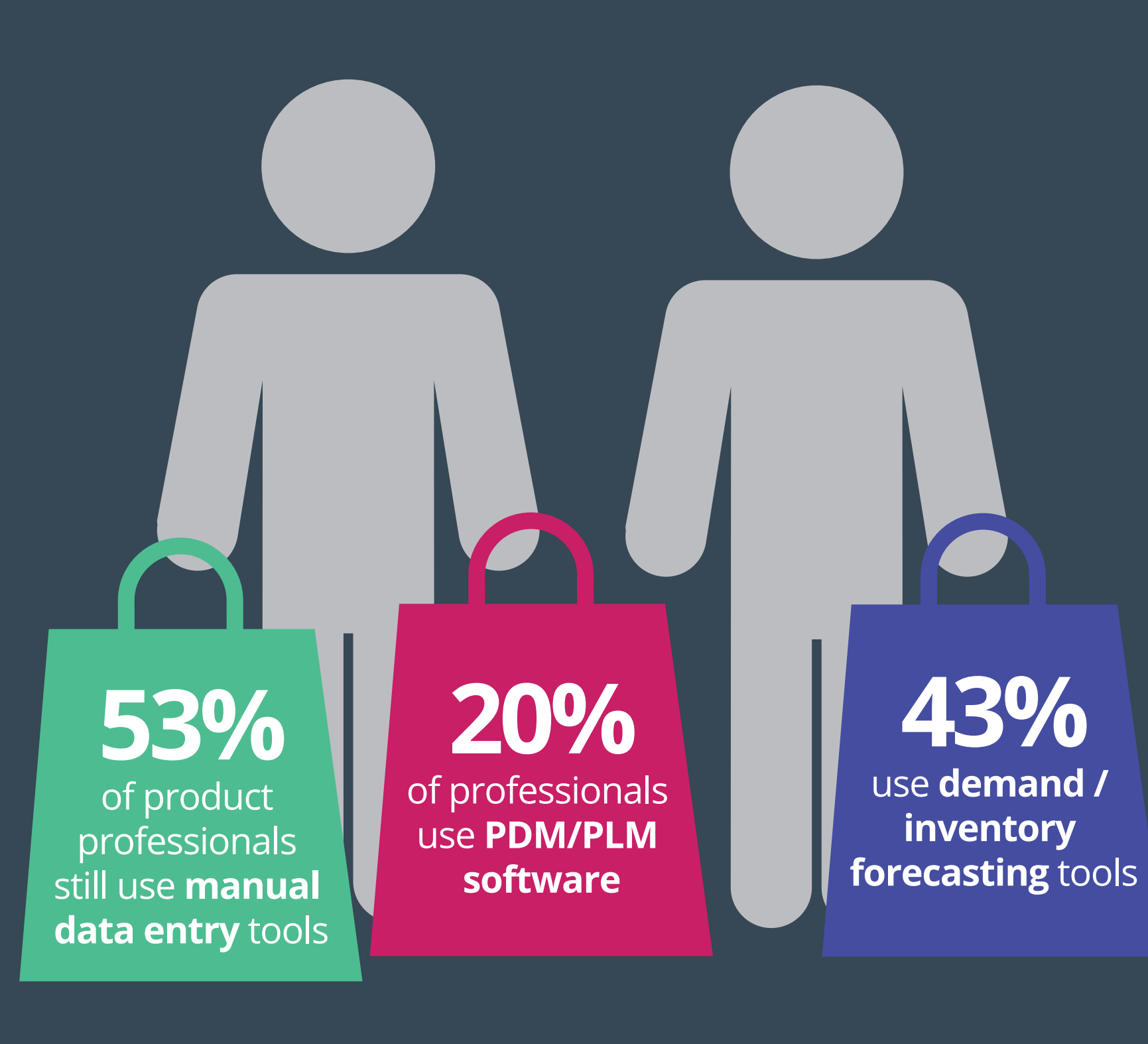


## Brands want to connect with consumers, but are ill-equipped



**43%** of product professionals said one of their toughest challenges when bringing new products to market is understanding what consumers want

Product professionals' tech toolkits, a mixed bag



**43%** of product professionals said embracing technology further is a "high" company priority

## The top technologies for today's product professionals

