



FUTURE of RETAIL

What does the future hold for the world of retail?

The emergence of Amazon as the leading U.S. e-commerce retailer has **disrupted the retail industry.**



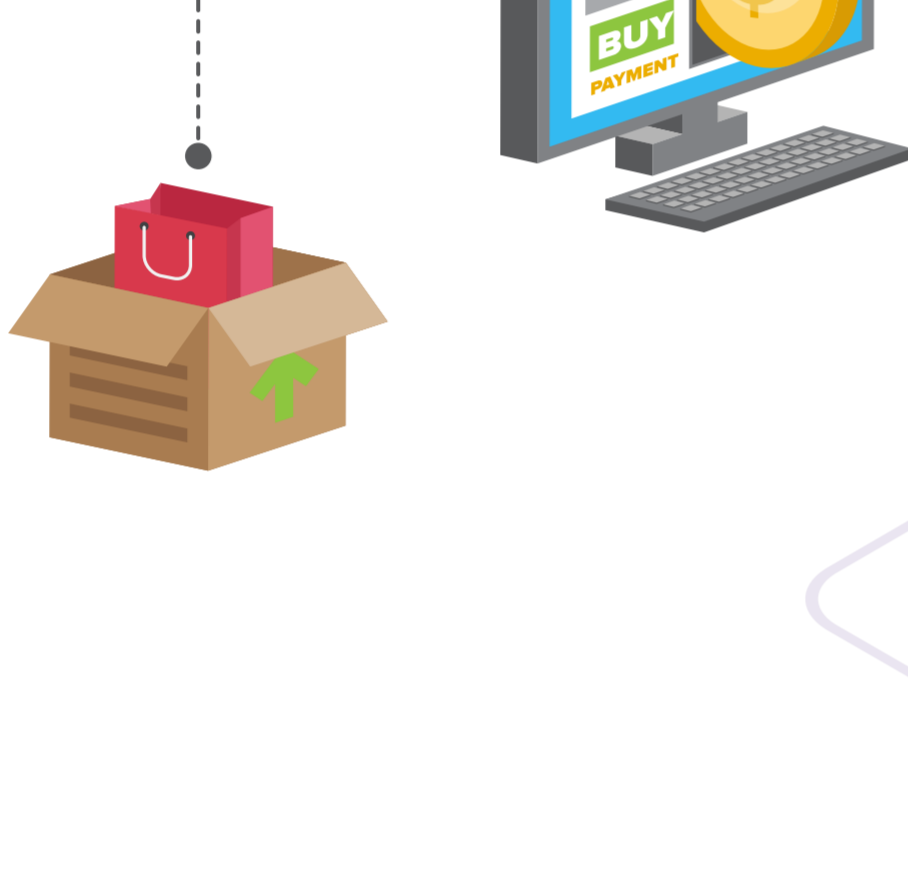
Traditional retail organizations feel that their survival is currently at stake. They are under **tremendous pressure to fuse the digital and physical retail worlds**, such as Amazon's acquisition of Whole Foods, or Walmart's race to match Amazon's online presence.



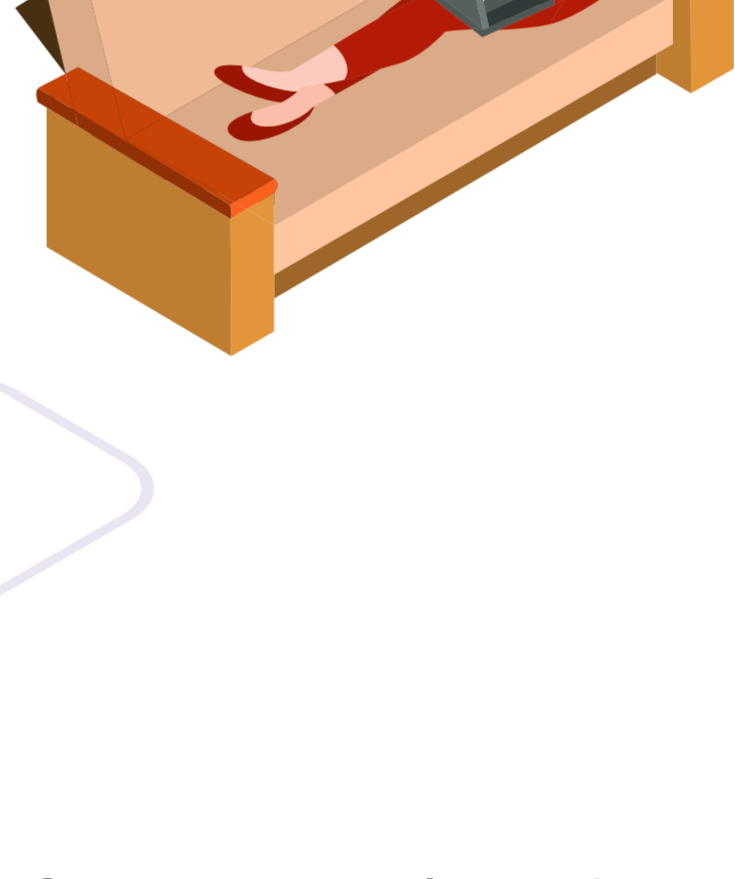
To understand the changes within retail, we interviewed marketers and retail experts to learn where the industry is headed.



They shared that the future of retail isn't simply about **making sure you have viable online and physical retail models.**



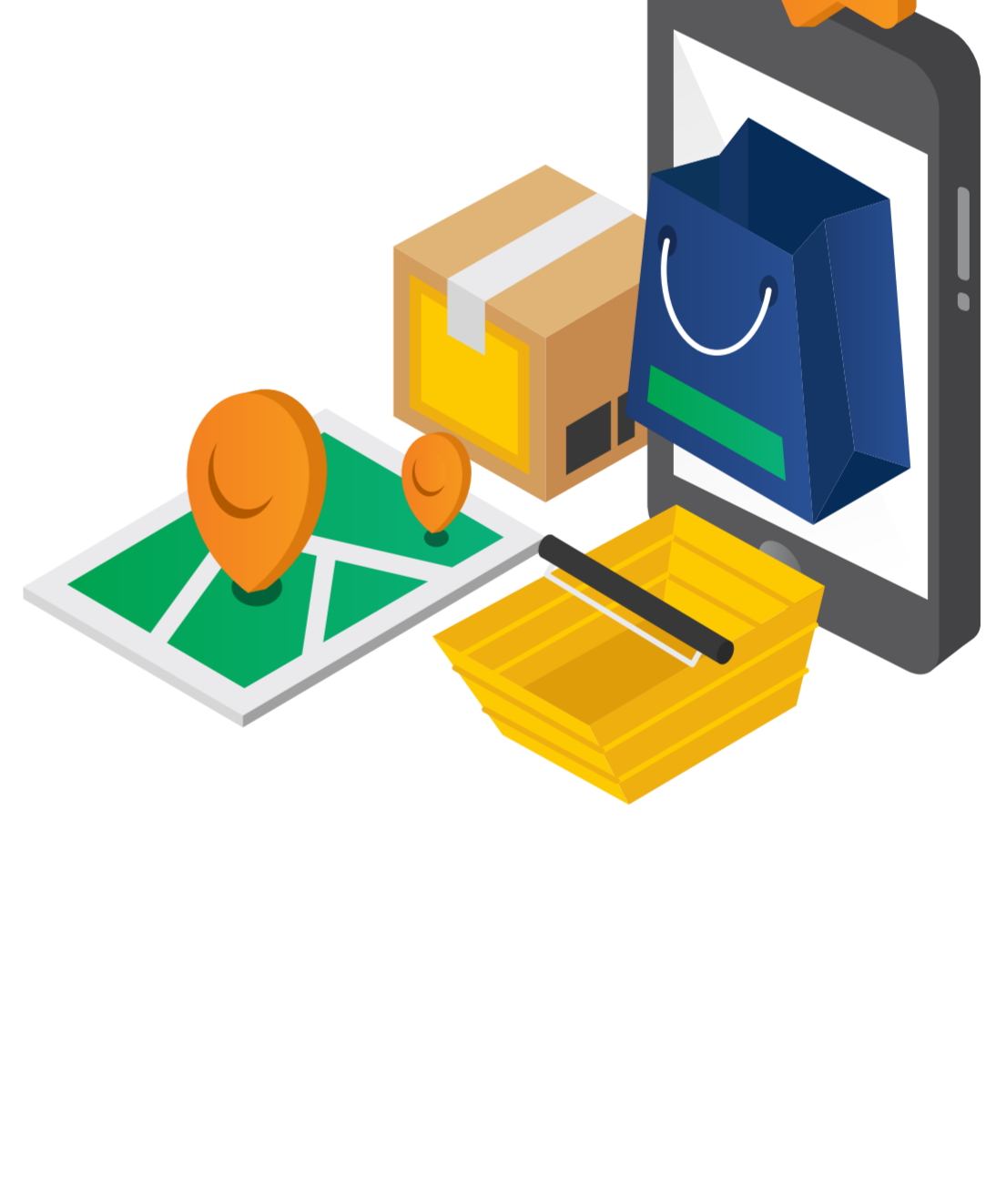
Instead, it's about engaging customers with your brand, on the ground of their choosing, and in ways that create **memorable customer experiences.**



The future involves having the right culture, using innovative approaches and technologies, and a having a willingness and the **skills to use data to learn from customers.**



Retail marketers that blend these elements to create unique consumer experiences, rather than trying to prolong the status quo, will gain **significant competitive advantages, grow brand awareness, and gain customer loyalty.**



RECOMMENDED STEPS



Are you looking to prepare for the future of retail?

ANA members have access to the full report, which include case studies on retail, but here are three steps to get you started:

1

Change requires change.

Brands have to be able to reinvent and disrupt the norm, whether it's by adding more interactivity, personalization, or enhancing the ease of use. The most successful initiatives depend on a combination of organizational, technological, operational, and marketing skills and resources.

2

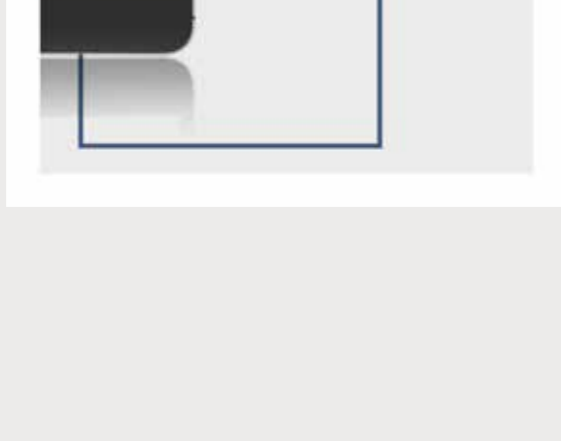
Do something (small) today.

Transformative retail experiences cannot be built overnight, but time is often a brand's enemy. To make sure you are setting yourself up for success, get new ideas in the market as fast as possible.

3

Think of your failures as investments.

If your first idea doesn't succeed, that doesn't mean that it's over. While you might not know enough to make the idea perfect, you can still learn from it and mine insights from the failure to move forward.



To **learn more about how marketers are approaching the future of retail**, check out the [full research report](#).

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.