

# 2017 GLOBAL RETAIL VISION STUDY: REINVENTING RETAIL

Zebra's 2017 Retail Vision Study reveals a high-tech makeover of retail operations to simplify, enliven and customize the shopper experience to meet the demands of today's savvy, empowered customers.



**72%**  
of retailers plan to reinvent their supply chain with real-time visibility enabled by automation, sensors and analytics.



**78%**  
of retailers rate integrating e-commerce and in-store experiences as important/business critical.

**TECHNOLOGY TRENDS**  
% OF RESPONDENTS PLANNING INVESTMENTS BY 2021

**2021 70%**



INTERNET OF THINGS



**2021 68%**

MACHINE LEARNING / COGNITIVE COMPUTING



**2021 57%**

AUTOMATION



Stores are banking on the shift to phygital – the digitization of the in-store experience – to improve the customer journey.

**65%**  
of retailers plan to invest in smart sensing for inventory management.

**90%**  
of retailers will implement buy online, pickup in store by 2021.



**EMPOWERING FRONT LINE WORKERS**  
% OF RESPONDENTS PLANNING INVESTMENTS BY 2021

**87%**

MOBILE POINT-OF-SALE DEVICES

**86%**

MOBILE COMPUTERS WITH SCANNERS

**85%**

TABLETS

**78%**

KIOSKS



**75%**  
BY 2021:  
of stores will know when specific customers are in the store, and be able to customize the visit.



**73%**  
of retailers rate managing big data as important/business critical.



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