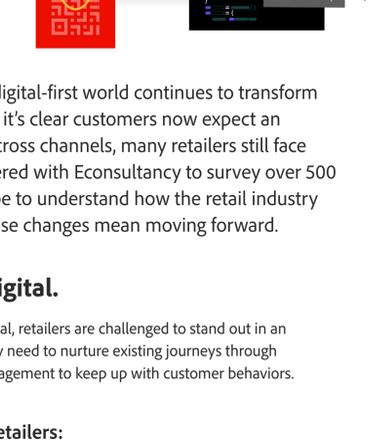


# Focus forward: Retail digital trends for 2022 and beyond.

Annual survey results from the retail industry—what's emerged, what's worked, and where it's headed next.

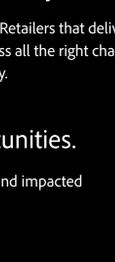
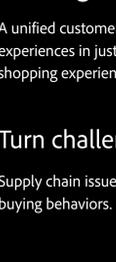


The ever-increasing push for a digital-first world continues to transform the customer experience. While it's clear customers now expect an entirely personalized journey across channels, many retailers still face challenges to deliver. We partnered with Econsultancy to survey over 500 retail executives across the globe to understand how the retail industry changed in 2021—and what those changes mean moving forward.

## The future of retail is digital.

Because so many brands are going digital, retailers are challenged to stand out in an increasingly crowded marketplace. They need to nurture existing journeys through personalization while building new engagement to keep up with customer behaviors.

### Changes in behavior seen by retailers:



### Most retailers reacted to customer expectations.

**86%** created new and changing customer journeys.

And many aren't slowing down.

**53%** of retail practitioners expect digital experience demands to accelerate further in 2022.

## Meeting customers where they are.

A unified customer journey goes a long way. Retailers that deliver personalized experiences in just the right moments—across all the right channels—are creating shopping experiences that build brand loyalty.

## Turn challenges into opportunities.

Supply chain issues tested customer trust—and impacted buying behaviors.

**253%** increase in out-of-stock messaging compared to 2019

**53%** of consumers chose retailers based on in-stock and ready-to-ship product availability

## Innovation around personalization helps retailers meet customers' expectations—online and in-store.

Tools valued by businesses as "critically important" or "important":



## With mobile experiences leading the way.

By creating integrated mobile experiences, retailers are using digital to enhance physical shopping experiences.

Top mobile experience investments for 2022:



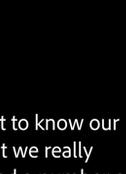
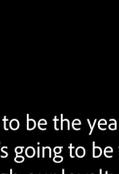
“It's not getting simpler—more channels are emerging, there are more expectations from the customer. You have to be quicker, smoother, more seamless, and integrated.”

**Matt Harker**  
Vice President, Global Marketing Strategy and Transformation  
Walgreens Boots Alliance

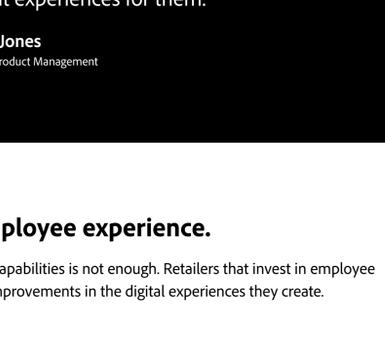
## Look ahead or risk falling behind.

The demands of digital experiences are constantly changing. But simply keeping up is not enough. Retailers need to look ahead if they want to stay competitive.

### Retailers' perception of their digital experience:



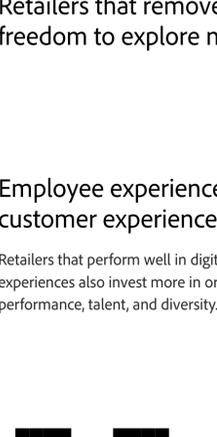
### Percentage of retailers rating each ability as "average" or below:



## The path forward is with agility and innovation.

Retailers need to understand customer behaviors even as their needs change. Having the right technology—along with the right people and processes—gives retailers an edge.

### Build the right technological foundation.

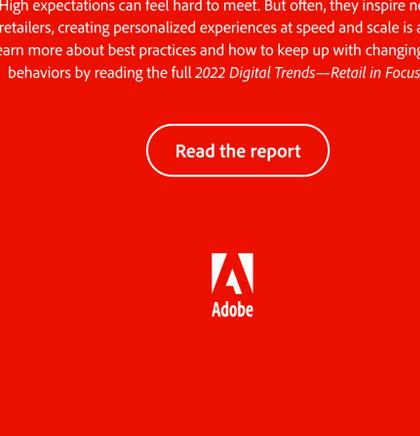


Top technological priorities:



## And invest in operations that unlock capabilities.

### Top operational priorities for improving the customer experience:



## Let data lead.

To understand customer behaviors, retailers need clear and accessible data. With a cookieless future approaching quickly, many retailers still have more to accomplish when it comes to managing data—and gaining customer trust to gather it.

92% of senior executives either "agree" or "strongly agree" that the end of third-party cookies will push them to create first-party relationships.



**77%**

## Create loyalty by gaining trust

77% of senior executives have "some" or "significant" insight into what drives customer loyalty and retention.

“2022 for us is going to be the year that we get to know our customers better. It's going to be the year that we really double down through our loyalty program and a number of initiatives to really get to know our customer on a personal level—and with their permission, use that information to create the right experiences for them.”

**Avery Worthing-Jones**  
Senior Vice President of Product Management  
Gap Inc.

## Build a better employee experience.

Having the right technology capabilities is not enough. Retailers that invest in employee experience continue to see improvements in the digital experiences they create.

But investment in employee work tools remains a low priority.



40% of senior executives don't prioritize work and project management technologies.

Yet most executives feel employees have more to learn.



74% of senior executives feel their employees lack the key skills necessary to deliver compelling digital experiences.

Retailers that remove routine tasks give employees the freedom to explore new skills that lead to innovation.

## Employee experience boosts customer experience.

Retailers that perform well in digital customer experiences also invest more in organizational performance, talent, and diversity.



64% of companies stated a positive employee experience helped them realize (or expect) better revenue.

## Dive into digital-first.

High expectations can feel hard to meet. But often, they inspire new ideas. For retailers, creating personalized experiences at speed and scale is a top priority. Learn more about best practices and how to keep up with changing customer behaviors by reading the full 2022 *Digital Trends—Retail in Focus* report.

[Read the report](#)

