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Diving deeper into retail personalization.

Survey results on the state of personalization within the retail industry by region and sub-industry.

Today's customers are digital-first. They expect shopping experiences to feel personal and flow seamlessly across every channel with which they choose to interact. Adobe partnered with Incisiv to survey over 300 retailers across regions and sub-industries to gain a deeper understanding of personalization maturity and best practices within the industry.

Regions reveal personalization gaps.

Most retailers understand the value of personalization. Still, research shows that only 37% personalize more than half of the shopper journey. Further investigation into personalization maturity reveals differences among regions.

Percentage of retailers that personalize more than half of the shopper journey:

North America	Europe	APAC
52%	49%	23%

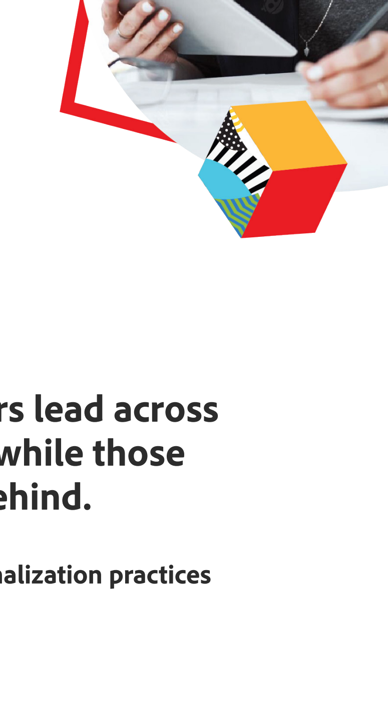
Similar challenges emerge across regions.

Top challenges ranked by regional retailers:

First challenge	Inability to develop a business case or justify ROI	North America Europe APAC
Second challenge	Inability to integrate data from multiple data sources and siloed data	North America Europe
	Limited in-house resources to support personalization	APAC

Sub-industries differ in their personalization gaps.

Customers expect personalization across all retail experiences, yet retailers across sub-industries are at different levels of delivering.



Percentage of retailers that personalize more than half of the shopper journey

Sub-industry	%
General merchandise	74%
Specialty	71%
Apparel	44%
Grocery	11%

General merchandise retailers lead across all personalization factors—while those in grocery consistently lag behind.

Percentage of retailers with strong personalization practices

	General merchandise	Specialty	Apparel	Grocery
Have a clearly defined personalization strategy	53%	44%	39%	11%
Have the right technology for personalization	65%	51%	55%	15%
Have a single executive responsible for personalization	77%	69%	44%	7%
Have a strong process to evolve their personalization strategy	63%	49%	49%	11%

Sub-industry challenges reflect unique priorities.

Unlike the similar challenges seen across regions, retailers in sub-industries face barriers unique to their personalization goals.

Top challenges ranked by sub-industry

	General merchandise	Specialty	Apparel	Grocery
Inability to scale personalization efforts across channels	First challenge			
Inability to act quickly on personalization recommendations	Second challenge			
Inability to integrate data from multiple data sources		First challenge	Second challenge	
Inability to develop a business case or justify ROI			First challenge	First challenge
Poor quality or unusable data		Second challenge		
Limited in-house resources to support personalization				Second challenge

First challenge　Second challenge

The impact of improving.

Moving up personalization levels not only allows retailers to create better customer experiences—it adds value in each step. While one-to-one personalization brings customers highly unique experiences, the greatest added value for retailers happens lower in the maturity curve.

12x to **14x** value added by moving from **basic-level personalization** to **micro-segmentation**

Value added by moving from basic-level personalization to micro-segmentation by sub-industry

Sub-industry	%
Grocery	37%
General merchandise	34%
Apparel	38%
Specialty	24%

Learn from the leaders.

A highly personalized shopper journey is the ultimate goal. While many retailers are still growing their efforts, others are already delivering experiences that closely fit customer needs.

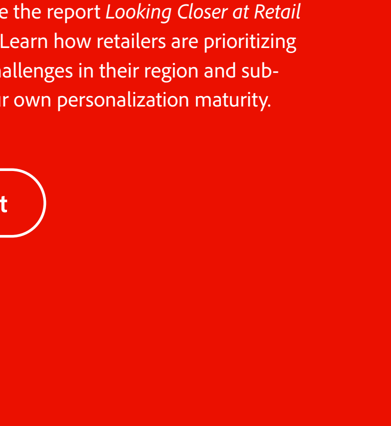
16% of retailers are personalization leaders

A leader personalizes more than 75% of the shopper journey.

Harness shared strategies.

Personalization best practices shared by top retailers:

- **Continuous improvement:** 100% of leaders have a feedback loop to improve personalization.
- **Defined roadmap:** 90% of retail leaders have a clearly defined personalization strategy and roadmap.
- **Clear ownership:** 100% of leaders have a single executive responsible for personalization.
- **Organization structure:** 6x more retailer leaders have a personalization center of excellence compared to the overall retail industry.
- **Performance visibility:** 81% of retail leaders have a unified view of personalization.
- **Technology excellence:** 92% of retail leaders have a personalization engine.



Take the next step.

Ready to boost your personalization maturity? Explore the report *Looking Closer at Retail Personalization: A Report on Region and Sub-Industry*. Learn how retailers are prioritizing their personalization efforts and tackling specific challenges in their region and sub-industry. From there, access tips for improving your own personalization maturity.

Read the report

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Sources

Michael Klein, "Failure to Scale: The State of Personalization in Retail and Travel," Adobe, July 2021.
Michael Klein, "Looking Closer at Retail Personalization: A Report on Region and Sub-Industry," Adobe, January 2022.