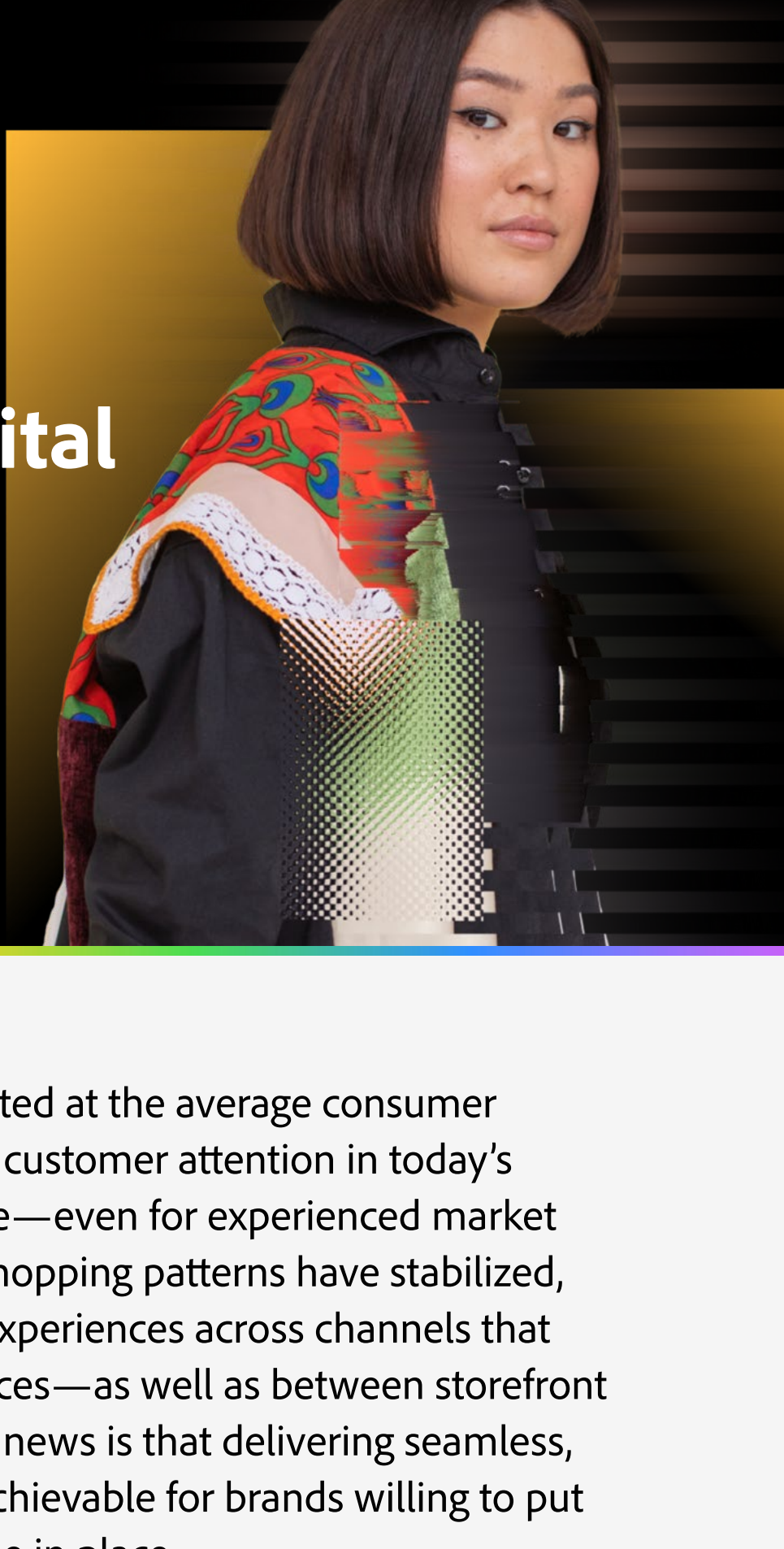




Unlock personalization and rise to retail success—top digital trends for 2023.

Retail market leaders are making moves to position their brands for sustainable success with creative, data-driven approaches. The *2023 Digital Trends—Retail in Focus* report shows how.



The amount of online content directed at the average consumer is staggering. Catching and keeping customer attention in today's digital landscape can be a challenge—even for experienced market leaders. Now that post-pandemic shopping patterns have stabilized, consumers expect engaging retail experiences across channels that transition seamlessly between devices—as well as between storefront and ecommerce settings. The good news is that delivering seamless, personalized retail experiences is achievable for brands willing to put the right tools, strategies, and people in place.

Take a look at the highlights from our 2023 retail industry research to see what's working (and what isn't) and sharpen your own game plan for market growth.

Three broad themes emerged from the report:



Mobile continues to be a top priority for engaging customers wherever they are.



Creativity is a key component to delivering hyper-personalized content and building innovative business solutions.



Data still reigns supreme. Preparing for the loss of third-party cookies by focusing on first- and second-party data enables future-proof personalization and engagement.

Table stakes are getting higher.

The global survey results are telling—most leaders understand that providing timely, engaging, personalized, cross-channel experiences is a must, but the gap between recognition and delivery is wide.

Almost

75%

of customers want to be delighted by brands.

Nearly

75%

of retailers know that customers are looking for these “wow” moments.

Fewer than

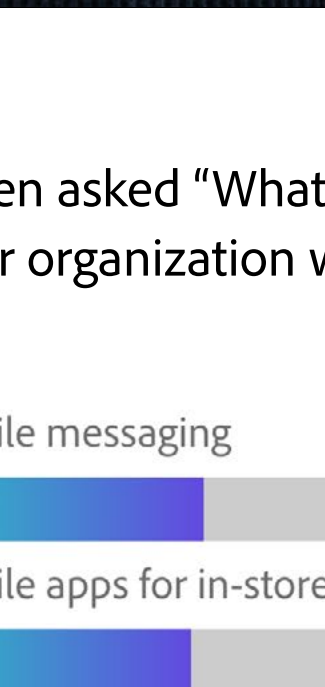
20%

of retailers claim they've delivered these moments of engagement.

Today's customer also expects every brand interaction to pick up where the last one left off—even as they move between digital and storefront experiences. Retail brands understand that these smooth, customized, cross-channel experiences are the new norm, but they also understand how difficult it can be to actually deliver this kind of seamless journey.

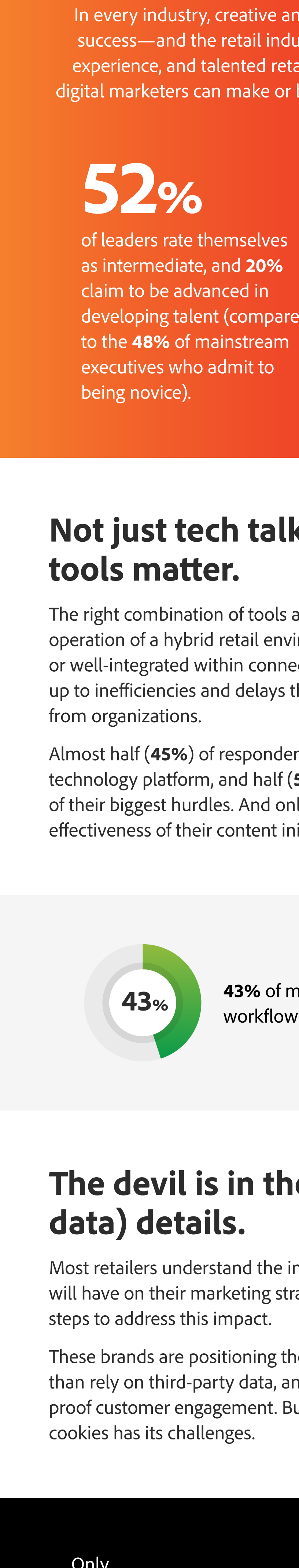


92% of retail practitioners agree that they need to deliver consistent, personalized content to more channels.



71% of these retail practitioners report that the movement between offline and online experiences makes customer journeys harder to track.

The need for seamless journeys makes harmonizing digital and physical shopping experiences a top priority in 2023.

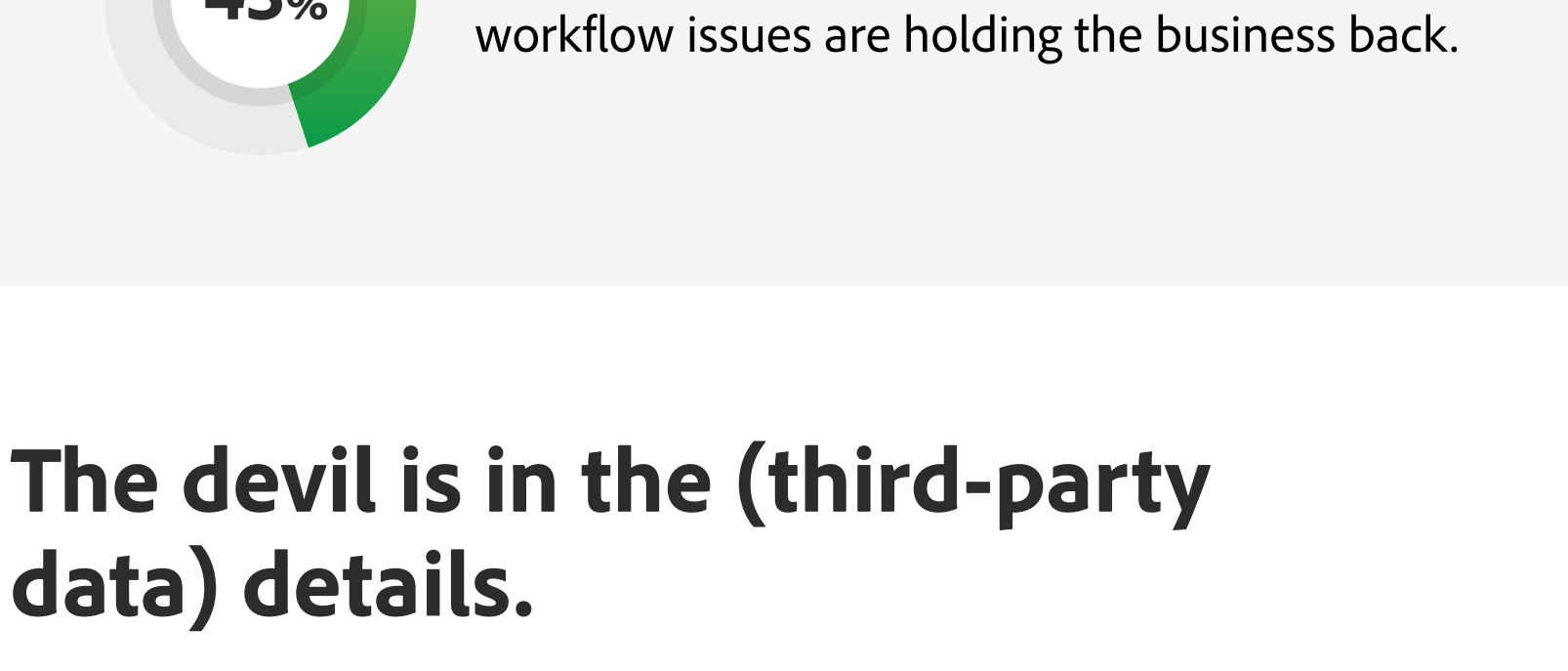


An emphatically mobile-first world.

Modern shoppers connect to the world through their mobile devices. Regardless of whether shopping is done online or in store, people use their mobiles to discover, explore, and evaluate options.

Younger consumers were reported as the most responsive age groups to mobile messaging (millennials and Gen Z consumers, at **95%** and **88%** respectively). Savvy brands are taking note, directing investment dollars toward two-way conversations, notifications, and updates.

When asked “What are the top two areas of mobile experience in which your organization will be investing most in 2023?” brand leaders replied:



An investment in talent development.

In every industry, creative and strategic talent is a key component of success—and the retail industry is no different. Shopping is a social experience, and talented retailers from showroom hosts to insightful digital marketers can make or break a customer's feeling of engagement.

52%

of leaders rate themselves as intermediate, and **20%** claim to be advanced in developing talent (compared to the **48%** of mainstream executives who admit to being novice).

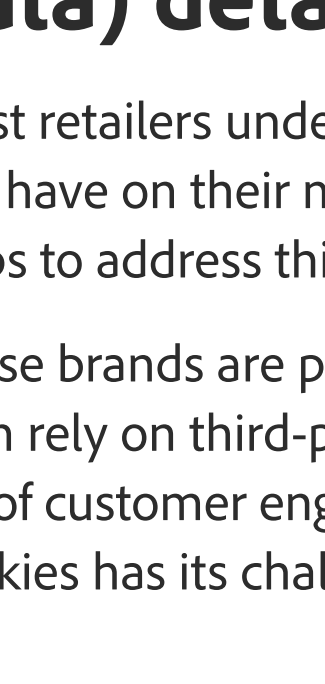
59%

of leaders claim to be intermediate when it comes to diversity, and **25%** consider themselves expert (contrasting with the **37%** of mainstream executives who say they are novice).

Not just tech talk—the right tools matter.

The right combination of tools and processes is crucial for the successful operation of a hybrid retail environment. If tools aren't updated, unified, or well-integrated within connected workflows, system speed bumps add up to inefficiencies and delays that quickly drain time, talent, and revenue from organizations.

Almost half (**45%**) of respondents say they aren't using a unified technology platform, and half (**50%**) say that a lack of integration is one of their biggest hurdles. And only about **30%** of respondents say the effectiveness of their content initiatives is either “good” or “very good.”



43% of marketing and CX professionals say that workflow issues are holding the business back.

The devil is in the (third-party data) details.

Most retailers understand the impact that the loss of third-party cookies will have on their marketing strategies, and an impressive **73%** are taking steps to address this impact.

These brands are positioning themselves to own the data they use rather than rely on third-party data, and they'll reap the rewards of future-proof customer engagement. But the pivot to a future without third-party cookies has its challenges.

Only

16%

of online retailers say they can easily personalize content based on customer interaction history.

Only

9%

of online retailers say they can easily personalize content based on customer intent.

A creativity-centric map for digital retail success.

Retailers need real, actionable solutions to address these challenges. Survey results were clear—the answer lies in creativity and the workflow solutions that make time for it.

Global market leaders are much more likely than other companies to have the time to be creative. This is encouraging news, pointing to the successful implementation of time-saving tools and techniques that create more room for high-value creative tasks.

37%

When asked what holds back their marketing or customer experience organization, **37%** of leaders cited lack of time to be creative.

57%

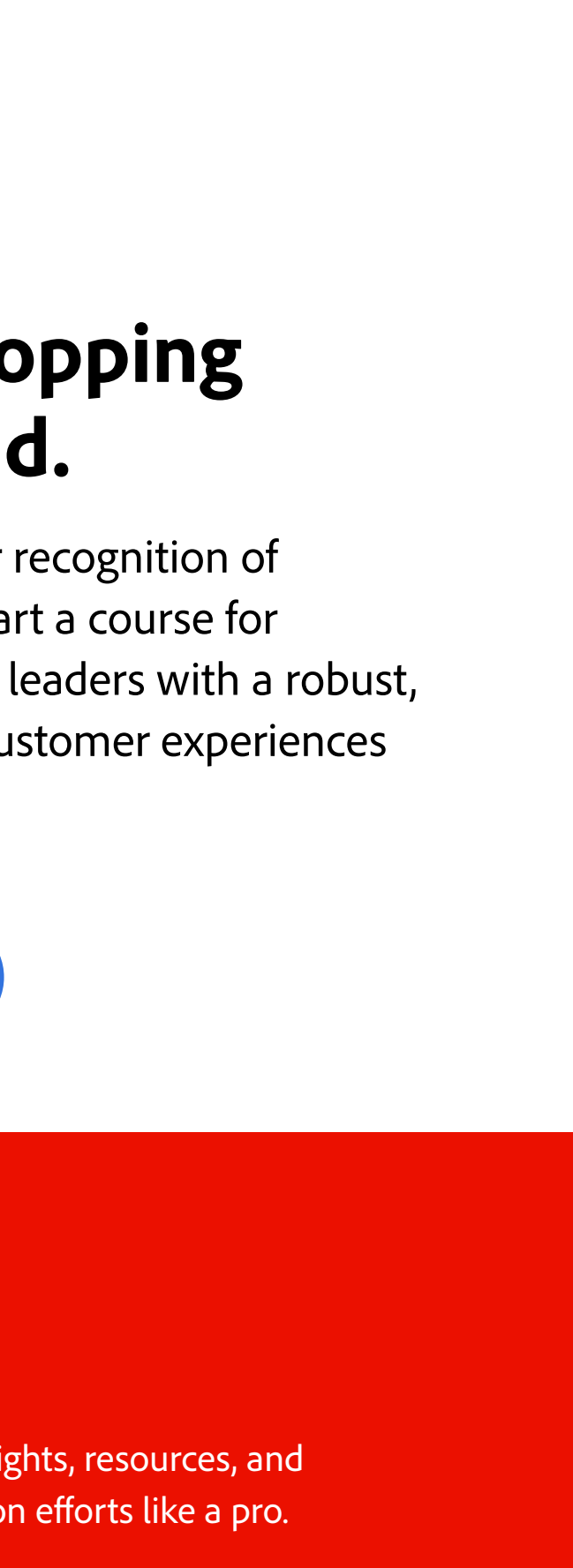
In contrast, **57%** of respondents from mainstream organizations said getting enough creative time was a real issue.

Alignment equals impact.

Organizations that skillfully align people, processes, and technology can respond to business problems and customer needs with agility and innovation.

This skillful alignment includes:

- A focus on mobile strategies that seamlessly engage and delight customers wherever they are
- Implementation of centralized, connected tools that automate repetitive tasks, integrate workflows, and empower personalization at scale
- Creation of the space and resources needed to bring groundbreaking, fresh ideas to market
- Investment in diversity and talent development
- Building future-proof data strategies and partnerships to yield the data and insights needed for best-in-class customer experiences



Position your brand for shopping success in 2023 and beyond.

Powerful new technological advances and a wider recognition of workflow best practices make 2023 the year to chart a course for digital retail success. Follow in the steps of market leaders with a robust, future-proof strategy that supports personalized customer experiences on every channel.

[Read the full report](#)

Adobe can help.

Visit the Adobe retail industry website—a hub of insights, resources, and success stories to help you scale your personalization efforts like a pro.

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