



Euromonitor
International

New Concepts in Retail

May 2025

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EXECUTIVE SUMMARY

Why read this report?

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Key findings

INTRODUCTION

Retailers must constantly innovate to align with consumers' needs and demands

Advanced technologies are transforming the face of retail

This briefing will explore retail innovation through the lens of five themes

NEW DIGITAL INTERFACES

As e-commerce triumphs, digital innovation is transforming retail

Retailers utilise digital tools to strengthen customer connections

Integrating AR/VR and loyalty are key focus areas for retailers' digital interfaces

Integrated loyalty programmes and payment methods enhance retailers' digital interfaces

Retailers craft new customer connections through their digital interfaces

RESPONSIBLE RETAIL

The rise in climate-change related disasters underscores the need for sustainability

A looming sustainability target deadline will accelerate adoption of responsible retail

Sustainability concerns are impacting the behaviour of retailers and consumers

More retailers are adopting identifiable sustainability practices to boost consumer trust

Responsible retail practices can offer inclusivity, as well as sustainability

EXPERIENTIAL RETAIL

Many retailers are making their physical stores more engaging and less transactional

Retailers are trading excess inventory space for memorable experiences

Retailers and consumers agree that embracing experiential retail increases foot traffic

Retailers are making shopping in stores more entertaining in the post-pandemic era

More retailers are embracing a multi-sensory approach to elevate shopping experiences

DATA-DRIVEN RETAIL

Retailers are increasingly leveraging advances in generative AI to improve processes

Investing in advanced technologies is becoming a key differentiator in retail

The impact of generative AI on the retail space is only just beginning to be felt

Generative AI-powered chatbots are revolutionising customer interactions online

Data-driven retail innovations are not limited to those powered by generative AI

SIMPLIFIED SHOPPING

Retailers are redesigning the store experience to match online convenience

Simplifying the shopping experience helps retailers prepare for what is coming next

Retailers are using novel technologies to simplify shopping and buck the labour crunch

Innovative retail solutions enhance convenience and efficiency

Strategic partnerships and automation reflect retailers' drive to offer greater convenience

CONCLUSION

Recommendations for growth

Evolution of new concepts in retail

Questions we are asking

About Euromonitor's Syndicated Channels Research

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