



# Voice of the Industry: Retailing

September 2022

Table of Contents

## INTRODUCTION

Scope

About Euromonitor International's Voice of the Industry survey series

Key findings

## IMPACT OF RISING INFLATION AND THE WAR IN UKRAINE

Retailers see development opportunities in 2022 and the forecast period

Almost 90% of companies suffer from rising cost of raw materials

Consumers prioritise grocery shopping, while retailers expand non-grocery assortment

Inflation challenges require companies to respond

Retail professionals are seeking opportunities

## UNDERGOING DIGITAL TRANSFORMATION

Reinvention of last mile operations is expected to show the biggest increase in impact

More than 75% of global professionals estimate e-commerce penetration at below 20%

Percentage of consumers who shop via mobile devices differs across regions

Half of retail professionals implementing omnichannel strategy face integration difficulty

Key factors impacting digital transformation in 2022

## RETAILERS BALANCE OFFLINE VERSUS ONLINE PRESENCE

COVID-19 pandemic caused permanent changes in consumer behaviour

Sustainability remains a long-term priority, while reducing costs is a top priority in 2022

Offline stores experiment with store space

Consumers demand more from the in-store experience

Global retailers' in-store retailing investment plans over the next 12 months

Global retailers' digital retailing investment plans over the next 12 months

Retailers keep navigating a change

## CONCLUSION

Key findings

## APPENDIX

About Euromonitor International's Voice of the Industry survey series

Respondent breakdown

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