

CONNECTIVITY. EVOLVED.

THE RETAIL INDUSTRY IS CHANGING

With more change set in the next 10 years than in the past 40¹, is your company ready?

A world that's driven by consumer choice

76%

Expect you to act upon their individual needs²

43%

Are receptive to personalised prices³

77%

Retract loyalty quicker than three years ago³

80%

More likely to purchase from a company that offers personalisation⁴

47%

Receptive to a service that automatically restocks everyday items⁵

Evolving potential for stores

<80%

The number of retailers who say integrated omnichannel experiences in their stores is 'business critical'⁶

\$45bn

By 2023, a \$45 billion market⁷ could be created by checkout-free 'just walk out' stores

\$1.6bn

Within the next six years, the size of the market for AR and VR in retail is expected to be \$1.6 billion

"Physical stores will evolve into experience centres: engaging, immersive environments where consumers can interact with products and services they might want to buy."

Accenture

The way retailers interact with customers is changing

90%

Growth captured by consumer goods companies that succeed at direct engagement with consumers over the next 10 years⁸

By 2021

25bn

The number of connected things in use could go up to 25 billion⁹

By 2025

4.8k

We'll interact with connected devices 4,800 times per day⁹

IoT

We'll be making 4,756 IoT connections every minute⁷

More than just goods being transacted

x2

Data volumes are doubling every two or three years¹²

37%

The amount of global data stored and analysed will rise from just 1% today to 37% by 2025¹¹

\$5tn

Implying up to \$5 trillion in annual benefits¹⁰

The value of getting it right?

By 2022

\$14.7tn

\$14.7 trillion¹⁰ on digital commerce

By 2025

\$82.3bn

\$82.3 billion¹⁴ The value of the global connected retail market

\$94bn

\$94 billion¹⁴ the size of the market formed by retail IoT

By 2030

\$3tn+

More than \$3 trillion¹² efficiency and new business value created by digital transformation

The cost of getting it wrong?

\$1.2tn

\$1.2 trillion¹² The amount spent in 2018 by companies globally on digital transformation

1%

The number forecast to achieve or exceed expectations¹²

Without the proper infrastructure, many can't keep up

15%

Just 15% of retailers are setting the pace for digital transformation¹³

2/3

Almost two-thirds need to invest in network availability and bandwidth¹⁴

1/2

Half of all digital transformation projects have stalled¹⁵

At Hughes, we'll ensure you'll keep pace not only with your evolving customer but also with today's rapidly changing digital landscape. To find out how our high-performing and cost-effective managed connectivity can help remove the complexities and help you shift and adapt to be what your customers need and expect. Now is the time to get in touch.

1: Source: World Economic Forum, 2016 http://www3.weforum.org/docs/IFP2016/CO/WEF_AM17_FutureofRetailInsightReport.pdf
2: Source: Forbes, 2018 <https://www.forbes.com/sites/forbescommunicationscouncil/2018/01/03/the-future-of-commerce-is-built-on-these-four-pillars/#6bfa57135086>
3: Source: AdWeek, 2018 <https://www.adweek.com/brand-marketing/how-retail-brands-can-retain-consumers-rather-than-merely-attracting-them/>
4: Source: Epsilon, 2018 <https://us.epsilon.com/pressroom/new-epsilon-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>
5: Source: Ericsson, 2018 <https://www.ericsson.com/en/trends-and-insights/consumerlab/consumer-insights/reports/beyond-smartphone-shopping--the-rise-of-smart-assistants>
6: Source: Forbes, 2018 <https://www.forbes.com/sites/danielenewman/2018/02/20/the-iots-impact-on-the-future-of-retail/#79753a7a7b1a>
7: Source: IDC, via Salesforce, 2018 <https://www.salesforce.com/form/industries/consumer-goods-in-digital-age-report.jsp>
8: Source: Juniper Research, 2018 <https://www.juniperresearch.com/press/press-releases/just-walk-out-shopping-other-smart-checkout>
9: Source: The Economic Times, 2018 <https://economictimes.indiatimes.com/tech/internet/25-billion-connected-things-will-be-in-use-by-2021-gartner/articleshow/66555519.cms>
10: Source: Forbes, 2018 <https://www.forbes.com/sites/mikescott/2018/10/29/5g-technology-set-to-fuel-technological-change-and-transform-global-economy/#45879bf62f51>
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12: Source: World Economic Forum, 2018 <https://www.weforum.org/reports/the-digital-enterprise-moving-from-experimentation-to-transformation>
13: Source: Forbes, 2018 <https://www.forbes.com/sites/michelleevans/2018/10/22/what-it-will-take-to-be-competitive-in-2040/#1daa8fcb1735>
14: Source: Forrester, via CIO Magazine, 2018 <https://www.cio.com/nz/article/640688/some-business-leaders-still-see-digital-transformation-one-off-project-forrester/>
15: Source: Forrester, cited by Which50, 2018 <https://which50.com/half-of-digital-transformation-projects-have-stalled-says-forrester/>