

Thriving in the Era of Digital Commerce

# How Grocers are Winning Today's Shoppers' Hearts, Minds and Wallets

To meet the heightened demands of today's savvy, empowered consumers, who have limitless choice and price transparency online, merchants are bridging digital and physical siloes with technology that offers a single, accurate view of their offline and online operations. The idea is to deliver shoppers a seamless, personalized multichannel buying experience that balances the convenience of e-commerce with the experiential benefits of in-store shopping.

# Why Consumers Shop Where They Shop



1 Browsing or experiencing physical product

- 2 Discounts
- 3 Product availability

Discounts 1

Product selection 2

Comparison shopping 3

ONLINE



Integrating the Online and In-Store Experience



78% of retailers rate integrating e-commerce and in-store experiences as business critical



**76%** say they connect consumers' online activities with what they do in store

### Investing in Digital Tools to Simplify, Enliven and Customize the Shopping Experience

**87**%



Mobile point-of-sale devices

to scan and accept credit or

debit payments anywhere in

86%



Handheld mobile computers with scanners to read barcodes for pricing and availability

**85**%



**Tablets** to engage with shoppers and provide more detailed product information

**78**%



2016 2021

Kiosks or stationary information terminals for pricing and availability information

#### Demanding Seamless Visibility Across the Entire Supply Chain

# Plans To Automate Inventory Visibility



the store

Alert of stock outs

49%

**87**% +38%

**Automated inventory verification** 

35%

82% +47%

Item-level RFID

26%

**75**% +**49**%

40

**Product locators** 

38%

78% +40%



Video monitoring of inventory

29%

76% +47%



**Sensors on shelves** 

24%

69% +45%

For more information about how Zebra can help you transform your operations and deliver quick, friction-free shopping experiences, visit www.zebraretail.com