

Retail's Reality Check

Trends You Can't Afford to Ignore

Zebra's 2023 Global Shopper Study unveils valuable insights from shoppers, associates and decision-makers, offering a new perspective on the evolving retail landscape.



Retail Pressure Points:

(Percentage of Decision-Makers)



Maintaining Profit Margins



Hiring and Retaining Qualified Staff



Minimizing Fraud/Shrinkage



Accepting and Managing Online Returns

Navigating the New Normal: Shopper Satisfaction Rises



of shoppers are concerned about having to reduce spending to make ends meet

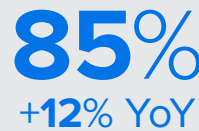
Shopper Satisfaction



IN STORE



ONLINE



Priorities Driving 2024 Technology Investment Plans



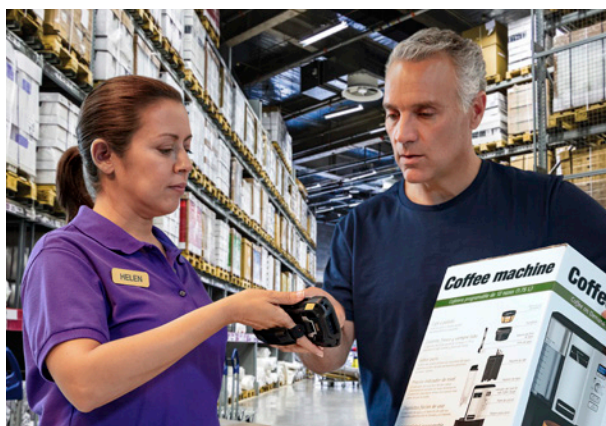
Improve customer loyalty, enhance customer experience



Improve inventory management (Real-time visibility of out-of-stocks, cycle counts, shrink and fraud visibility)



Optimize omnichannel fulfillment, offsetting e-commerce surge



Tech Empowers Associates: Boosting Value & Perception



feel more valued by their employer when they provide technology tools to help them do their work



view employers more positively because they provide mobile devices and technology

Eco-Friendly: More Than Just a Trend



By 2028, decision-makers agree sustainability will be integral/a necessity in business strategy

To view the entire 2023 Global Shopper Study series, visit zebra.com/shopperstudy

Explore how Zebra can assist retailers in enhancing profitability while elevating shopper and associate experiences. Visit zebra.com/retail

About the Study: Zebra commissioned a global research study to analyze the trends and technologies transforming the retail sector. Administered online by Azure Knowledge Corporation, over 4,200 online surveys were completed.

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