

# Seeing stores differently

Retail winners are those who are outselling their competition. They have a different perspective on a key asset in retail... *stores*.



Winners see their store fronts as their primary face to their consumer.



**67%**

of retail winners (those whose sales are outperforming competitors') say that today's stores are their primary face to their consumers.



**50%**

for all other retailers.

And this carries into the future...



**63%**

of winners say stores will be an important part of how consumers shop their brand 3 years from now (vs. only 48% of all other retailers). They aren't just betting on stores now, they believe the future of the store is bright as well.



Winners recognize that stores play a major role in how the consumer experiences the brand, and they are doubling down on that in existing markets...



**66%**

of winning brands plan to open more stores in existing markets compared to...



**48%**

of all other brands.

And are looking to expand their presence...

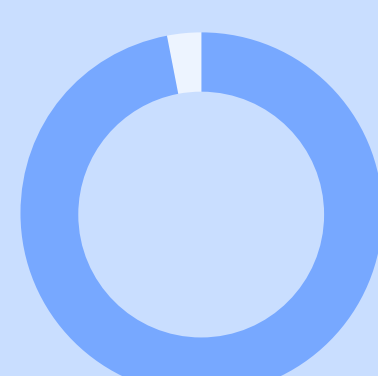


**55%**

of winning brands plan to open new stores in new markets (compared to only 41% of all other brands). Winners have their eyes on new markets, and stores—not just online sales—are what is going to help establish their hold.



Winners understand that stores need to adapt to consumer expectations...



**97%**

of winners agree that stores need to be more engaging, incorporate more of what consumers like about online shopping, and be easier to navigate.

And will work to re-platform as best they can...



**47%**

of winning brands plan to replace existing stores with new formats in the near future (compared to 32% of all other brands). Providing an omni-channel, seamless shopping experience that bridges both digital and physical locations is crucial.

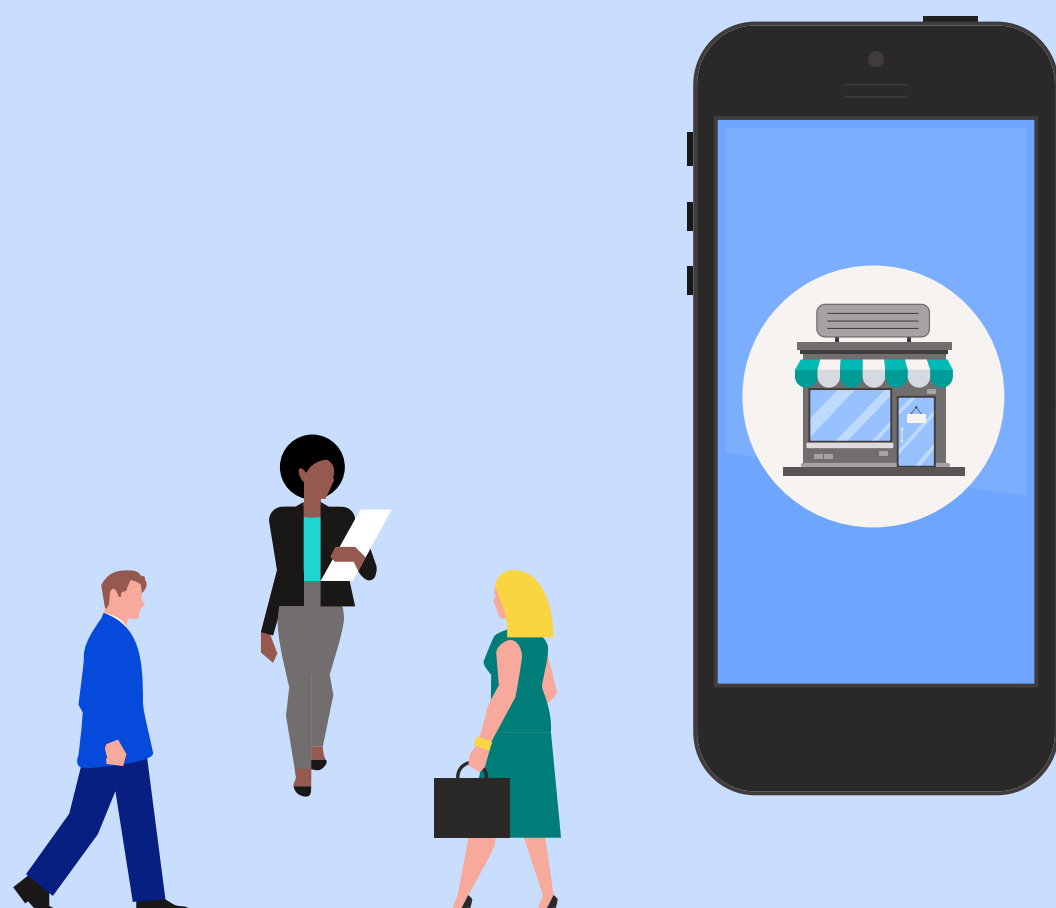


What has become evident, is that human connection will matter even more. Winning retailers will look to empower employees to become more like ambassadors.



**65%**

of winners think there will be more selling activity from all employees in the next 2 years. Empowering employees from front of store to back office will help enable those human interactions.



What is the full story about the true impact stores are having?

Click the button below to download the report.

Download the report

