



18TH ANNUAL GLOBAL SHOPPER STUDY



Redefining what's possible in retail

Retail is entering a new era of intelligence and agility. Shoppers expect more. Associates need to deliver more. And retailers are responding with innovation that connects every experience. The 18th Annual Global Shopper Study captures how this transformation is unfolding—inside retail and beyond.

Personalizing shopper experiences

RICHER INSIGHTS. STRONGER CONNECTIONS. GREATER IMPACT.

DECISION-MAKERS SAY **GENERATIVE AI** WILL SIGNIFICANTLY IMPACT KEY AREAS OF THEIR OPERATIONS OVER THE NEXT THREE YEARS

87%

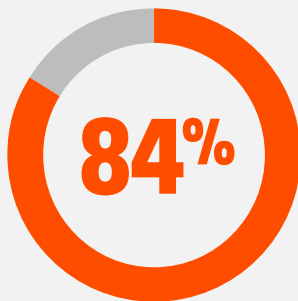
Customer segmentation and targeted marketing

86%

Inventory management and demand forecasting

84%

Personalized recommendations



of decision-makers say they are under high pressure to synchronize real-time inventory across channels to better forecast demand and replenishment



72%

of shoppers say they want to see more in-store personalized ads

Empowering associates for retail's new era

SMARTER DECISIONS. SEAMLESS COLLABORATION. ELEVATED PERFORMANCE.

89%

of associates agree artificial intelligence will help them be more productive



DECISION-MAKERS RANK THE PERCEIVED BENEFITS OF ON-DEVICE AI APPLICATIONS

56%

Automate administrative tasks to reduce operational costs

54%

Optimize inventory management

51%

Deepen customer engagement / advanced search capabilities

50%

Enhance employee training / virtual assistants for associates

Modernizing loss prevention strategies

SHARPER VISIBILITY. FASTER RESPONSE. STRONGER OPERATIONS.



70%

of shoppers say it's annoying when products they want are locked up or secured within a case



78%

of associates say they are concerned their store lacks technology to spot safety threats or criminal activities

PERCENTAGE OF DECISION-MAKERS PLANNING TO IMPLEMENT LOSS PREVENTION TECHNOLOGIES OVER THE NEXT FIVE YEARS

57% 

Computer vision

54% 

RFID tags and readers

51% 

Generative AI

To discover more insights from the 18th Annual Global Shopper Study, visit zebra.com/shopperstudy

To see how Zebra empowers retailers worldwide to deliver connected experiences, streamlined operations, and elevated performance, visit zebra.com/retail