Stores are here to stay, but they must take on a new role in order to stand the test of time. Many consumers still prefer to do their shopping in a physical store. Stores are not just showrooms, they are digitally enabled inspiration sites, testing labs, purchase points, instantaneous pickup places, help desks, shipping centers, and return locations.

Subscription Models Expand Into Stores

Retailers can test the offline waters via pop-up stores or mini stores within another retail business. Geospatial analysis will help identify an optimal mix of flagship stores and seasonal or pop-up stores.

Alternative Experiences Enhance The Brand Relationship

Customers are forcing a fundamental reshaping of retail by demanding a seamless convergence of the in-store and digital experiences. Retailers realize they can no longer divide that experience among separate channels.

Sources

3. Harvard Business Review, eCommerce is Not Eating Retail, August 2014
4. ibid