500M
BLE beacon units by 2021

$4.5B USD
in hardware POS
revenues in 2021

ABI Research provides a holistic view of the Smart Retail ecosystem and strives to be the first to identify next-generation technologies and vendors shaping its future. Our extensive smart retail coverage examines new technological developments in the market, including customer analytics and engagement, mobile advertising, inventory management, fulfillment and delivery, employee efficiencies, indoor location technologies, point-of-sale methods, and the impact of the cloud. We aim to provide technology implementers with authoritative insight to help retail stakeholders identify new technologies and potential pain points so that they can then create new revenue opportunities, improve customer experiences, and drive in-store engagements.

TOP QUESTIONS WE RECEIVE FROM INDUSTRY INNOVATORS

- What are the strategic in-store retail technologies my company needs to have?
- How can my company remove friction and improve customer engagements through next-generation retail apps?
- What is the future of in-store customer analytics, brand interactions, and inventory management?
- What is the best method to follow when integrating new in-store technology into my existing infrastructure?
- How can my store capitalize on new opportunities by installing indoor location technologies?
- What challenges will my company face when managing in-store customer privacy in the new age of smart retail?

- Are LEDs the future of customer engagement?
- How can my store create new revenue streams and increase customer engagement?
- What new smart POS and mobile solutions should my store consider using, and how can they improve my store's bottom line?
- How can my store reduce operating costs and increase efficiencies while providing a more personalized consumer experience?
- How can CPG brands bypass traditional retail, put technology to work for them in-store, and work with retailers to gain new insights on in-store customer brand interactions to influence and advertise at point of brand decisions?

COVERAGE AREAS

- New and emerging strategic in-store retail technologies
- Qualitative smart retail data based on store square footage, footfall, etc.
- Next-generation retail apps
- In-store location technology, advertising customer analytics, brand interactions, and inventory management of the future
- In-store dynamic pricing and next-generation POS/payment solutions
- Indoor location opportunities for carriers in retail
- Visible light communications in retail
- Artificial intelligence and robotics in retail
- Next-generation RTLS/asset tracking technologies for the retail supply chain

- Automation technologies in retail and public sector markets
- The potential of VR in retail
- Retail IoT analytics and in-store process automation
- Post-sale engagement technologies
- BLE beacon advertising networks
- Managing in-store customer privacy in smart retail
- How to rely on in-store technology to drive eCommerce sales
- Digital security of retail websites, including customer PII

KEYWORDS

- BLE beacons
- Point of Sale (POS)
- Retail IoT analytics
- Retail apps
- Customer analytics
- Brand interactions
- Inventory management

- Dynamic pricing
- Artificial intelligence
- Robotics
- VR
- Indoor location
- Location technologies
- Fulfillment

- Retargeting
- Vending
- Mobile payment
- OOH advertising
- Store digitization
- Edge devices
- In-store technology platforms

- Item-level inventory management
- Customer brand interactions
- Frictionless shopping
- Geofencing
- Omnichannel

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