European Retail Trends in 2018: Accelerated Pathways Toward Innovation, AI, and CX

In Europe, retailers’ IT departments control the largest part of IT spending, but LOBs exercise significant control and influence.

In Europe, almost half of retailers’ IT budgets will be dedicated to modernization and innovation.

Customer experience drives expansion, innovation, and marketing strategies for European Retailers.

Innovation will lead the growth of omni-channel profitability.

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In Europe, the top solution investments will span from ecommerce to machine learning/artificial intelligence (ML/AI) to the store.

European retailers’ interest in the IoT opportunity is clear, but a minority of them use IoT-generated data to provide an impact on business.