

In-Store Retail Technology of the Future

The fast pace with which technology has advanced in recent years, has created a significant shift in consumer behaviour. As a result, retailers are reassessing the purpose and function of their physical stores with the aim to provide personalised, seamless experiences that meet customers' expectations. New technologies such as facial recognition, big data, automation and VR/AR will soon play a big role in shaping the store of the future.



Here's what we can look forward to.



Image Recognition

By walking into a café, your preferred order will be filled in at the kiosk based on what you've previously bought, just by scanning your face.



Phygital retail

Services such as click & collect and buy online and collect in store are examples of phygital retail.



Augmented & Virtual Reality

AR helps you visualise what products would look like when tried on or at home, while allowing you to share a virtual shopping experience with others.



Personalised Experience Powered by (Big) Data

As you walk into a store, a retailer can send you push notifications from its app with deals about what you have listed as your favourite products.



Automated Stock Replenishment

Drones and robots will be used to replenish stock, while smart shelf labels will display always up to date information about the product.



Cashierless Shops

AI-powered technology will allow customers to pay-as-they-go without queuing at the check out.