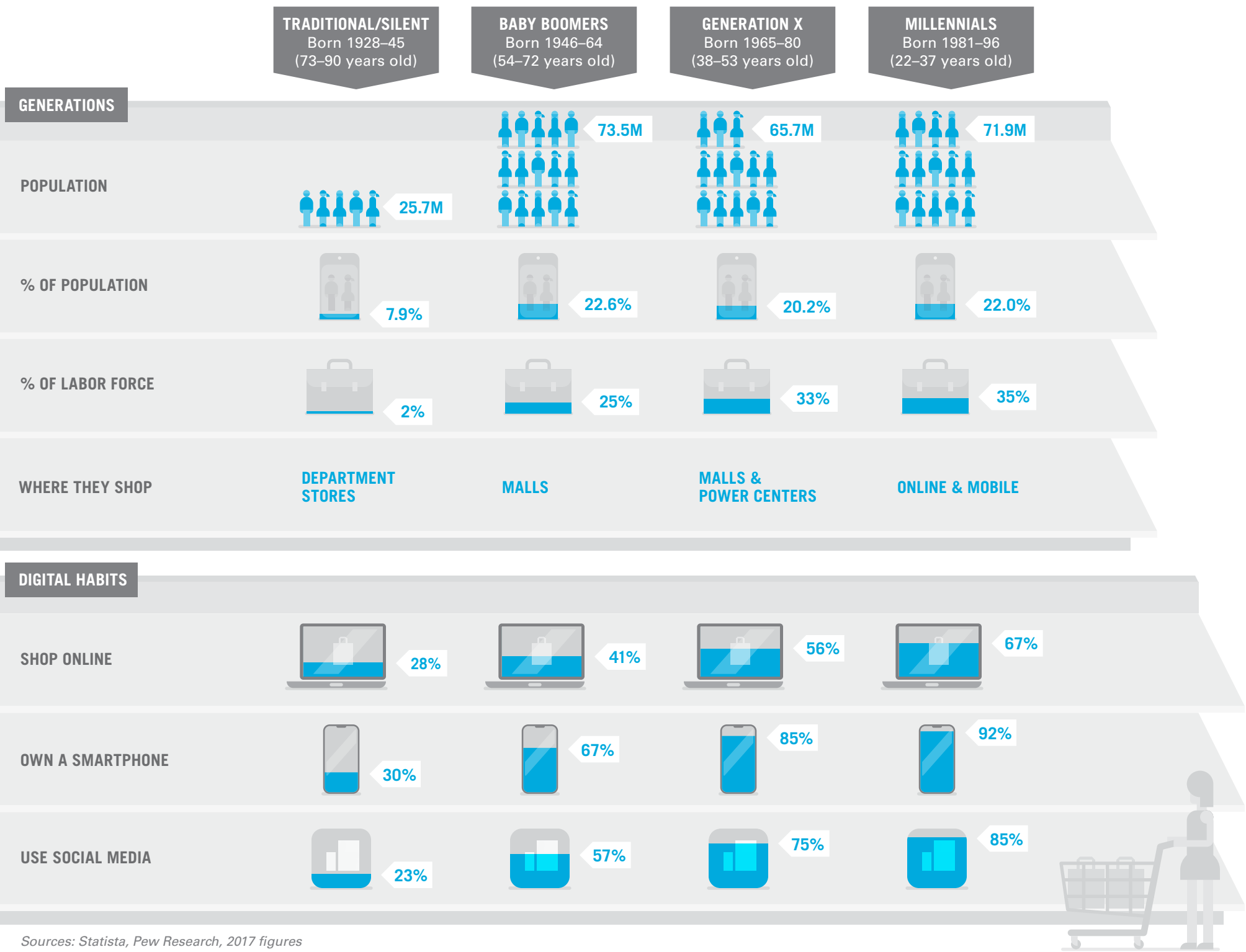


Retail sales have been positive in 2018, with consumer spending increasing primarily due to a strong job market. Retailers have embraced omni-channel to reach customers in multiple ways.

ONE SIZE DOES NOT FIT ALL

Each generation has its own tech habits and ways of shopping, making it critical for retailers to be versatile and fulfill demands both in-store and online.



Sources: Statista, Pew Research, 2017 figures

MILLENNIALS IN THE PASSING LANE:

Millennials
Generation X
Baby Boomers



WHAT THEY WANT, WHEN THEY WANT IT

As retailers increasingly include e-commerce in comparable-store sales, lines have become blurred for how a sale is recorded.



14.0% OF TOTAL RETAIL E-COMMERCE Q2 2018

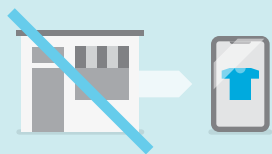
Source: U.S. Census



▲ 15.2% E-COMMERCE Year-over-Year, 2017–2018



CLICK-AND-COLLECT
Customers place an order online, pick it up in-store



ONLINE EXCLUSIVES
Products not available in store



ORDER IN STORE
Place order on out-of-stock item, ships to home



ON APPS
Purchases from smartphones and tablets are up

WOULD YOU LIKE A TARIFF WITH THAT?

Retail sales are forecasted to increase 4.5% in 2018. However, it remains to be seen how tariffs on goods from China impact retail spending in 2019 and beyond.

Source: NRF

TO LEARN MORE, DOWNLOAD GA'S RETAIL MONITOR AT GREATAMERICAN.COM/MONITOR