

In Retail, the Next Normal is Now



Pat, like **3/4** of U.S. consumers, tried new shopping channels in 2020^{1,4}



In Q1 2020, Pat did her part in contributing as e-commerce volumes grew to an equivalent amount of the past **10** years combined²

Pat increased her online shopping by nearly **22%** like the rest of the country in 2020³



Pat tried **BOPIS (Buy online, pick up in store)** and loved it, helping increase it by **+40%** in 2020⁴



The next normal in retail technology:



81% of retail CFOs say Digital Transformation is a Top 5 Priority.⁵



2X EBIT margins are attainable for retailers.⁶



And the tech already exists.⁶



Cost optimization: "It's becoming a major pillar in many retailers' 'reopening playbooks' and operating models." – Gartner⁷



Keep your hard-working ERP and achieve significant savings by using independent, third-party software support. Use the newly-realized funds to spur retail digital transformation to ring in the next normal.

View the complimentary full Gartner report
"Top Trends in Retail Digital Transformation and Innovation for 2021"

¹ "Survey: US Consumer Sentiment During the Coronavirus Crisis," retrieved 13 May 2021 from <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-us-consumer-sentiment-during-the-coronavirus-crisis>

² "The Quickening," retrieved 12 May 2021 from <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickening>

³ "2021 Could See Record Retail Sales Growth But Economy Still Hinges on Coronavirus," retrieved 12 March 2021 from <https://nrf.com/media-center/press-releases/2021-could-see-record-retail-sales-growth-economy-still-hinges>

⁴ "Retail Speaks: Seven Imperatives for the Industry," retrieved 10 March 2021 from <https://www.mckinsey.com/industries/retail/our-insights/retail-speaks-seven-imperatives-for-the-industry>

⁵ "2021 CFO Peer Insights: Digital Transformation and IT Spending Priorities, A Global CFO Survey," Dimensional Research and Rimini Street, April 2021.

⁶ "The Next Normal: The Future of Shopping: Technology Everywhere," retrieved 9 April 2021 from <https://www.mckinsey.com/featured-insights/the-next-normal/shopping>

⁷ Kelsie Marian, Miriam Burt, Max Hammond, Hanna Karki, Robert Hetu, Sandeep Unni, "Top Trends in Retail Digital Transformation and Innovation for 2021," Gartner, 5 February 2021