



The
global
retail
agency

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RETAIL
TECHNOLOGY
SHOW 24-25 April 2024
Olympia, London

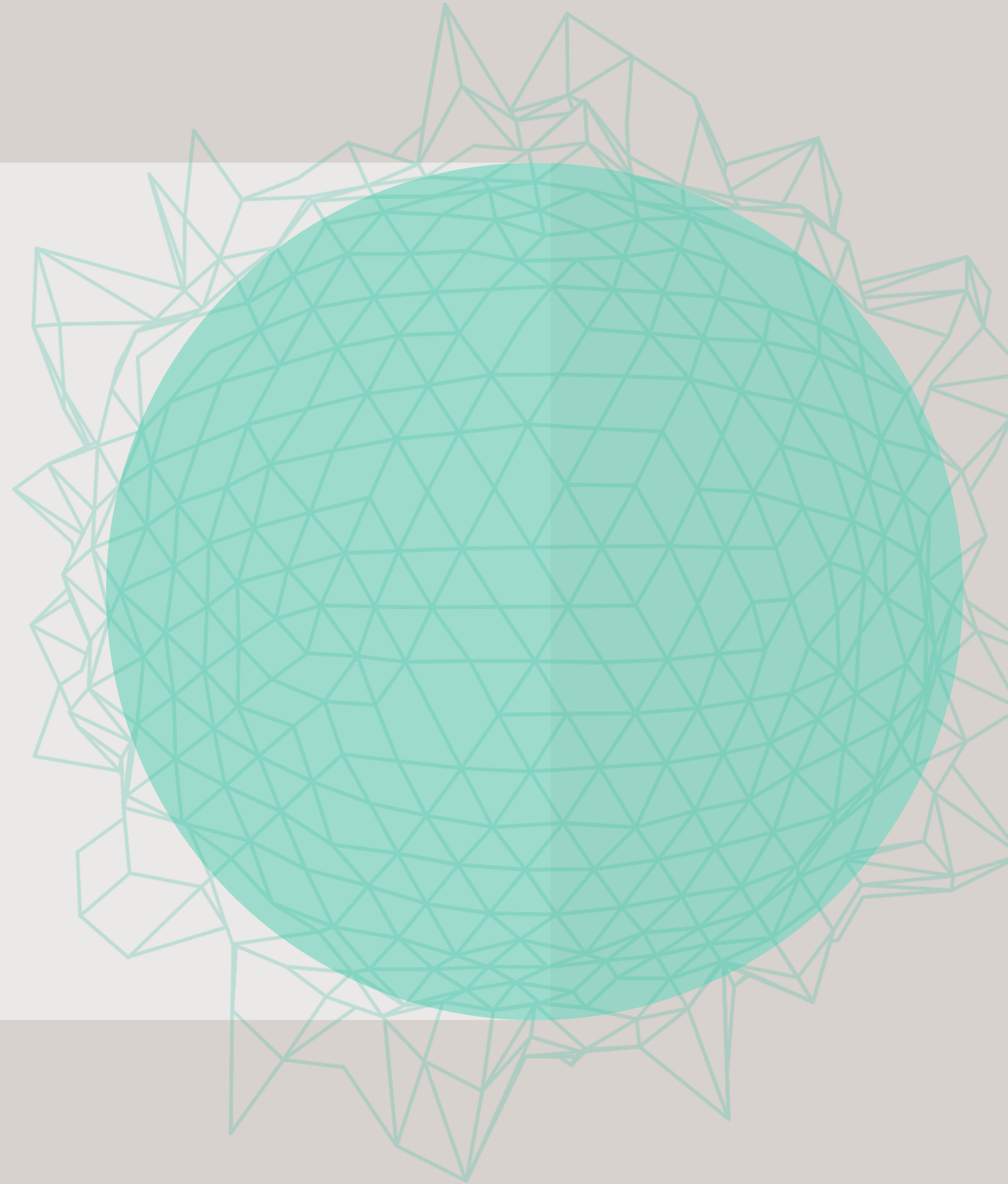


Unmissable Retail Tech Trends:

Insights from the
Retail Tech Show 2024

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Introduction

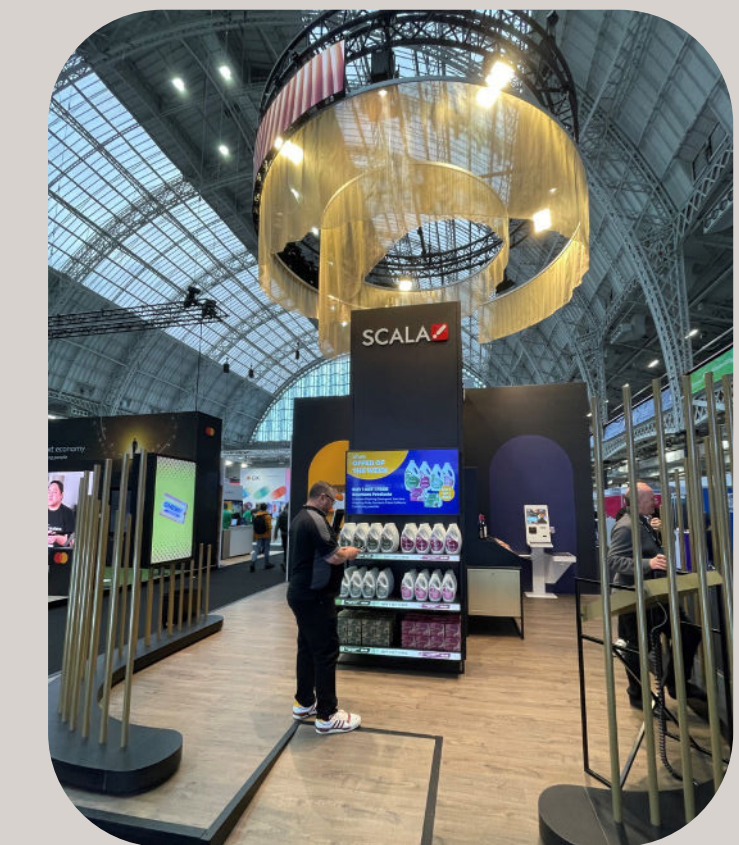
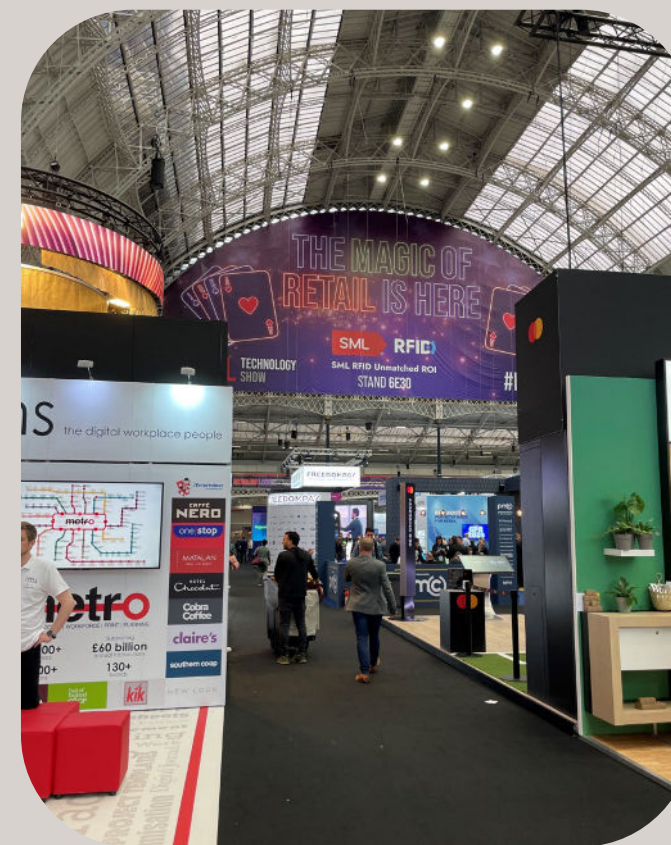
100% is The Global Retail Agency.

Because you can't always be there, we bring the latest global insights and trends to you.

With integrated tech solutions delivered in over 65 countries for global brands, we understand the importance of staying ahead of the trends. In April, we immersed ourselves in the Retail Tech Show in London, where industry leaders showcased cutting-edge innovations.

The Retail Tech Show has emerged as a pivotal event for the retail industry's technological landscape. Drawing over 9,000 retail professionals, 300+ exhibitors, and featuring insights from 100+ speakers, the event served as a platform for innovators to come together and drive progress in retail.

As you navigate through this guide, you'll delve into the cutting-edge solutions and trends that dominated the exhibition floor. From interactive displays to AI-driven solutions, RFID technologies, and sustainable practices, the Retail Tech Show showcased a multitude of possibilities reshaping the future of retail.



Key Trends:

1

AI Integration:

Artificial Intelligence (AI) continued to dominate discussions and demonstrations at the Retail Tech Show. From personalised recommendations to predictive analytics, AI is revolutionising the way retailers engage with customers and optimise operations.

2

Interactive Displays:

Interactive AV and gamification took centre stage, transforming traditional retail environments into engaging and immersive experiences. Companies like Inurface Media showcased innovative solutions that enhance customer interaction and drive sales in sports retail.

3

RFID Solutions:

Radio-Frequency Identification (RFID) technology is revolutionising inventory management and loss prevention in retail. Checkpoint Systems showcased cutting-edge RFID solutions that enable retailers to track and manage inventory more efficiently than ever before.

4

Digital Pricing:

Digital pricing solutions, such as those offered by VUSION (SES-imagotag), are reshaping pricing strategies in retail. Dynamic pricing and real-time adjustments empower retailers to optimise pricing strategies and enhance competitiveness.

5

Circularity and Sustainability:

The push towards circularity and sustainability was evident throughout the show. Companies like CircularX and Procure Circular presented innovative platforms and solutions aimed at promoting sustainability in retail supply chains through circular materials and buyback programs.

6

Charitable Initiatives:

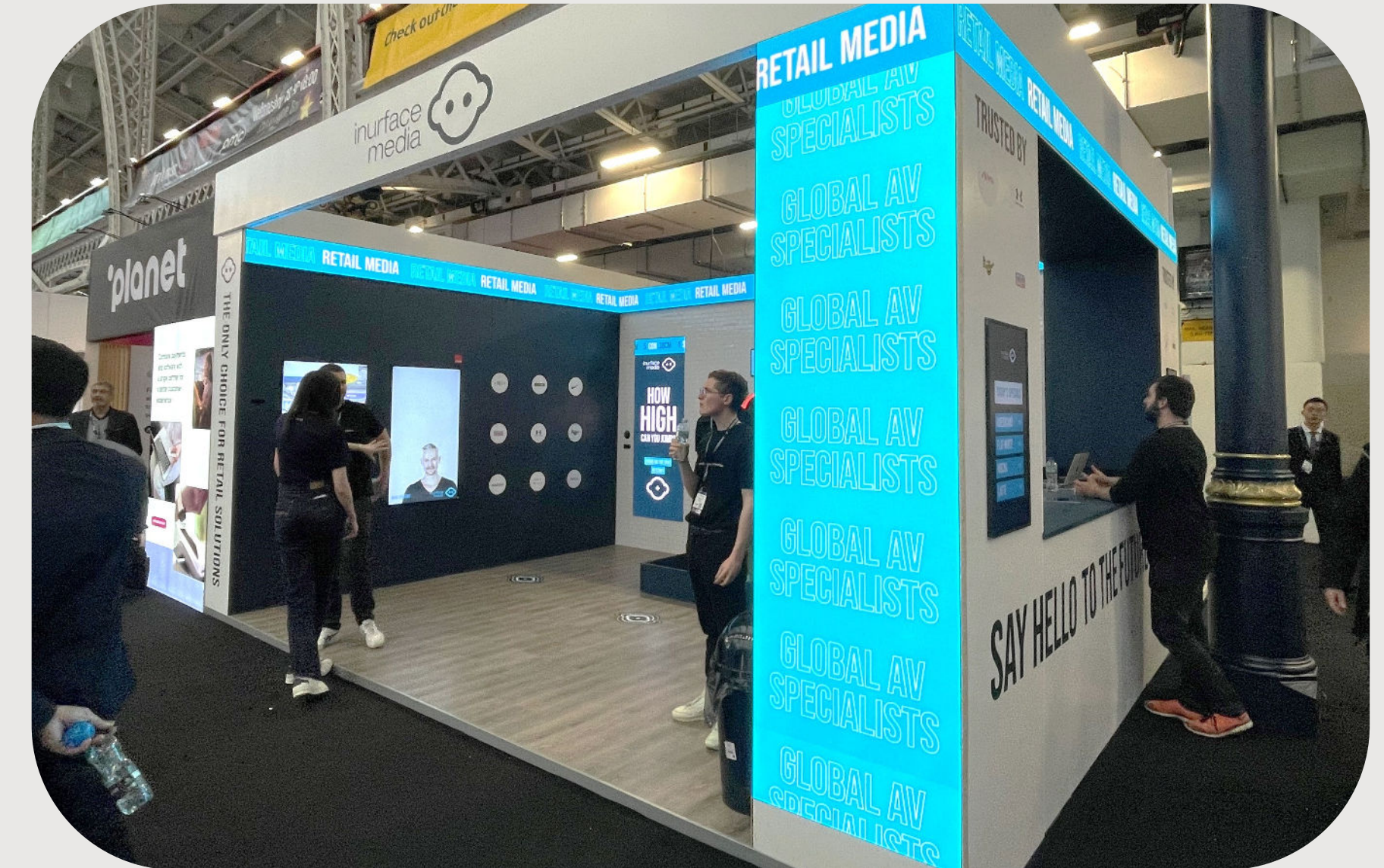
Pennies highlighted the growing trend of micro-donations at checkout, allowing consumers to make a tangible impact through small contributions. This integration of philanthropy into the retail experience reflects a broader shift towards socially responsible retailing.



Standout Companies.

Inurface Media:

With its focus on interactive AV and gamification in sports retail, Inurface Media stood out as a leader in creating immersive retail experiences that drive customer engagement and loyalty.



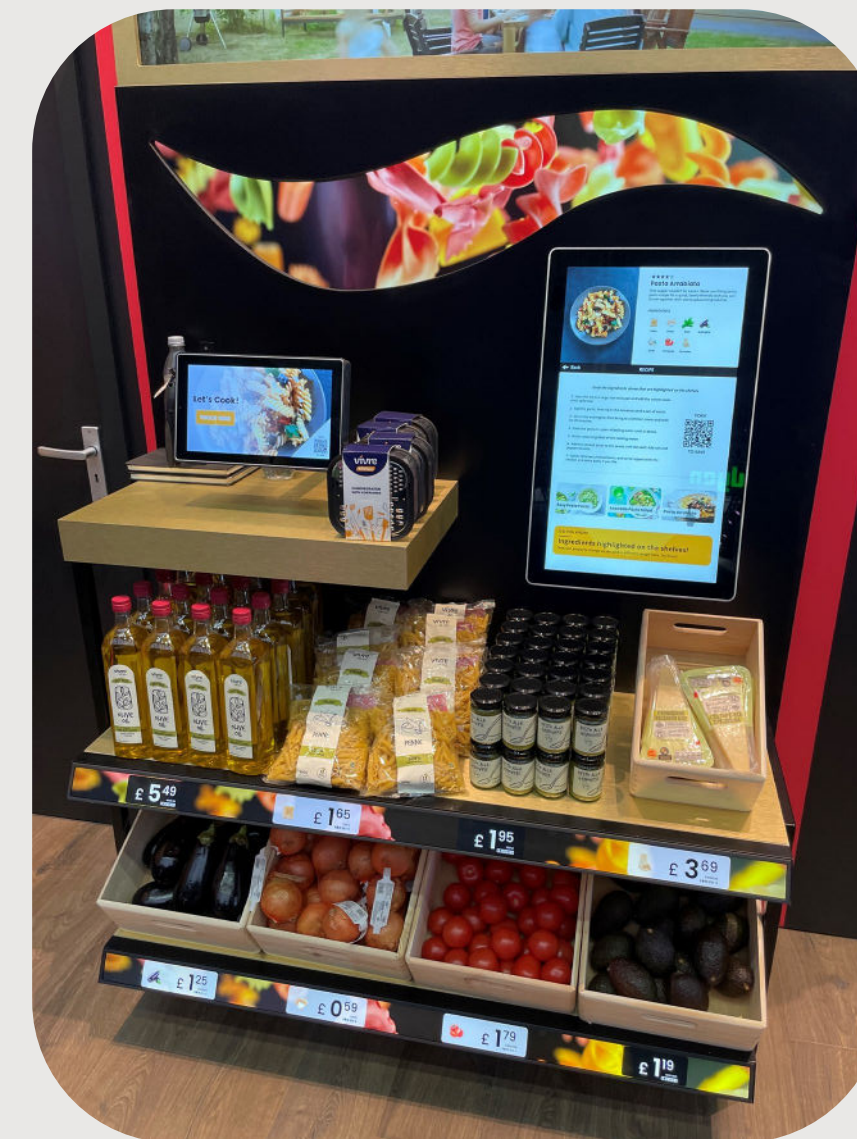
VUSION:

VUSION's digital pricing solutions offer retailers unprecedented flexibility and agility in managing pricing strategies, enabling them to stay competitive in a rapidly evolving market.



Scala:

Scala's personalised gondola solution provides a seamless digital shopping experience, particularly in grocery retail, by tailoring product recommendations and promotions to individual shoppers' preferences.



Linney:

Linney's interactive living wall digital display exemplifies the convergence of technology and design, creating visually stunning and engaging retail environments that captivate customers' attention.



Pennies:

[Pennies.org.uk](https://pennies.org.uk)'s micro-donation platform exemplifies the fusion of commerce and social good, empowering consumers to support charitable causes through their retail purchases.



CircularX:

CircularX offers an innovative omnichannel buyback solution for brands, enabling seamless reselling of consumer goods. With a focus on sustainability, CircularX streamlines inventory management while championing environmental responsibility.



Procure Circular:

Procure Circular is a leading platform connecting suppliers with sustainable and circular materials for their supply chains. Committed to transparency and quality, Procure Circular facilitates the transition towards more eco-friendly procurement practices.



Checkpoint Systems:

Checkpoint Systems, a leader in RFID solutions, demonstrated cutting-edge technologies for inventory management and loss prevention, offering retailers efficient and effective ways to manage their merchandise.



Summary

It's evident that these emerging trends hold considerable promise for consumers and brands alike. Consumers are poised to experience more personalised and immersive shopping journeys, enriched by AI recommendations and interactive displays.

AI Integration: Brands should leverage AI for personalised recommendations and predictive analytics, enhancing customer engagement and operational efficiency. This fosters deeper connections with consumers and streamlines business processes.

Interactive Displays: Immersive experiences through interactive AV and gamification drive sales and boost customer interaction. Brands investing in such solutions create memorable shopping experiences, leading to increased foot traffic and brand loyalty.

RFID Solutions: RFID technology enables efficient inventory management and loss prevention. By adopting RFID solutions, brands can ensure better stock visibility, reduce out-of-stock instances, and ultimately improve the overall shopping experience.

Digital Pricing: Dynamic pricing strategies empower brands to stay competitive and optimise pricing in real-time. This flexibility enhances customer satisfaction and loyalty while maximising revenue potential for the brand.

Circularity and Sustainability: Embracing circularity and sustainability initiatives not only meets consumer demand for eco-friendly products but also demonstrates corporate responsibility. Brands can build trust and loyalty among environmentally-conscious consumers while contributing to a greener future.

Charitable Initiatives: Integrating micro-donations at checkout aligns brands with consumers' desire for social impact. By facilitating easy giving, brands enhance their reputation and customer trust, fostering a sense of community and shared values.

These trends offer brands opportunities to innovate, differentiate themselves, and stay relevant in a rapidly evolving retail landscape. By embracing technology, sustainability, and social responsibility, brands can build stronger connections with consumers, drive sales, and create a positive impact on society and the environment.



We are the global retail agency.

Activating seamless retail experiences since 2009.

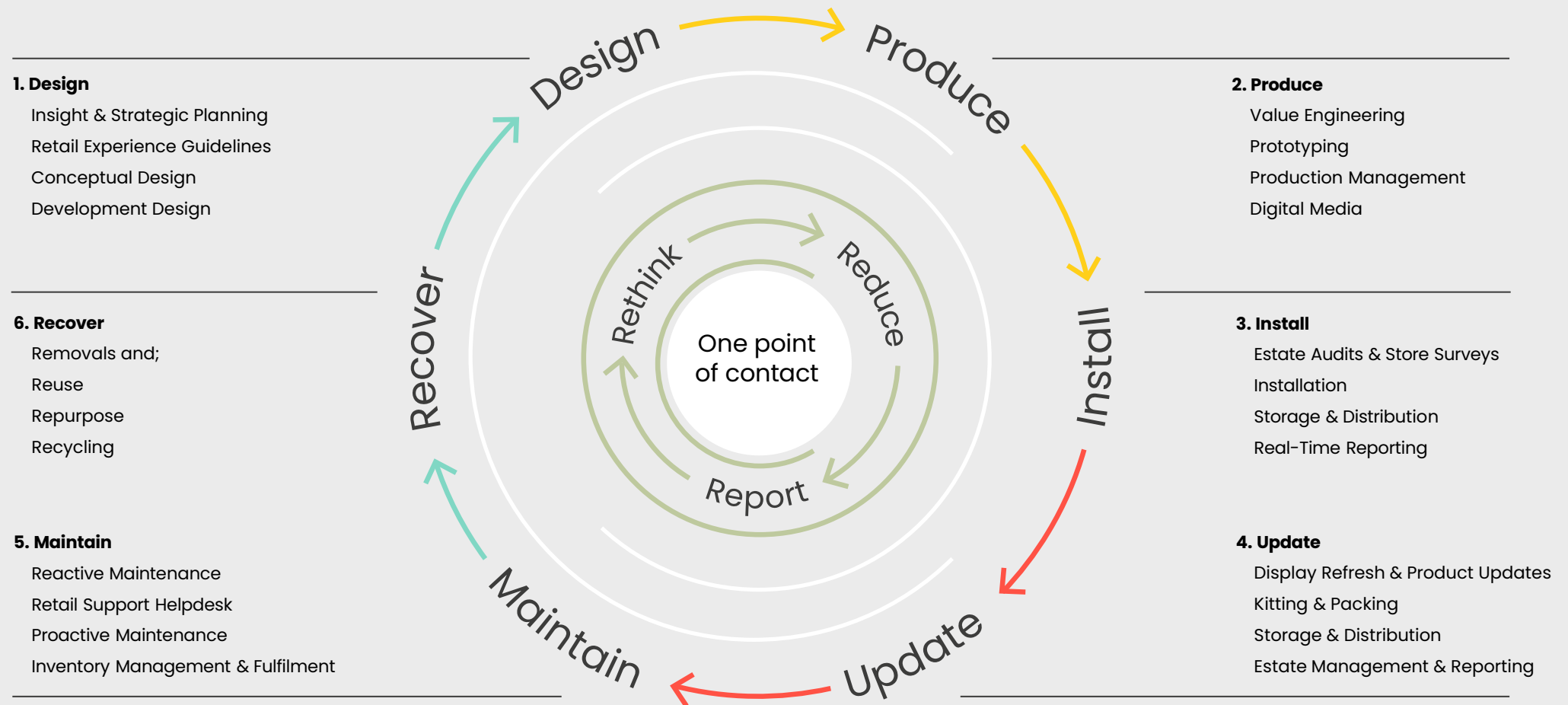
- **Global:** Our network spans over 65 countries, ensuring worldwide innovation and consistency.
- **Connected:** From strategic insights to hands-on implementation, we offer seamless expertise.
- **Responsible:** We apply circular thinking to every phase of the retail experience lifecycle.

The freedom to inspire your shoppers globally.

[Find out more: End-to-end retail experiences >>](#)

The seamless approach to retail.

100% has designed its business to enable brands to work with flow, less channels of communication and ultimately removing countless commercial margins throughout the supply chain. We reduce project costs and time to market efficiencies.



[Find out more: End-to-end retail experiences >>](#)

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UNDOUBTEDLY!

Will your next campaign benefit
from our vast experience and
centrally managed solutions?
100%

Ready to bring your vision to life? Let's
discuss your next project and embark
on a creative journey together!

To discuss your next project, contact
our team:

