

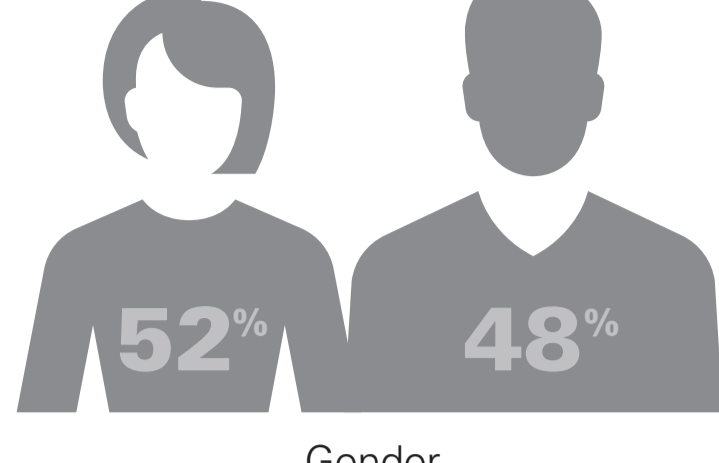
PREDICTIONS ON INNOVATION.



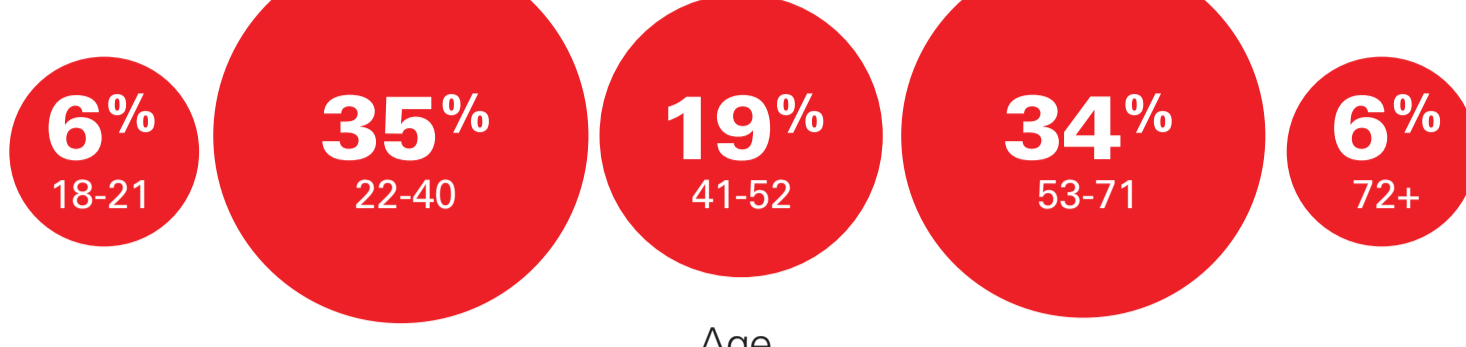
Predictions are a tough thing to nail. But anticipating consumer trends and deploying innovations that enhance #CX and simplify operations is vital to a retailer's longevity.

Our annual retail tech research examines consumer sentiments toward a variety of technologies—from wearables and virtual reality (VR) to drones and driverless cars. **Here's what we found.**

WHO WE ASKED



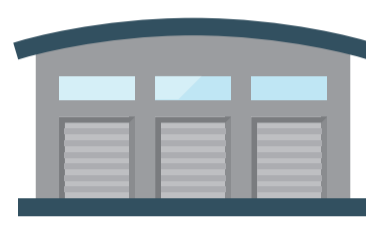
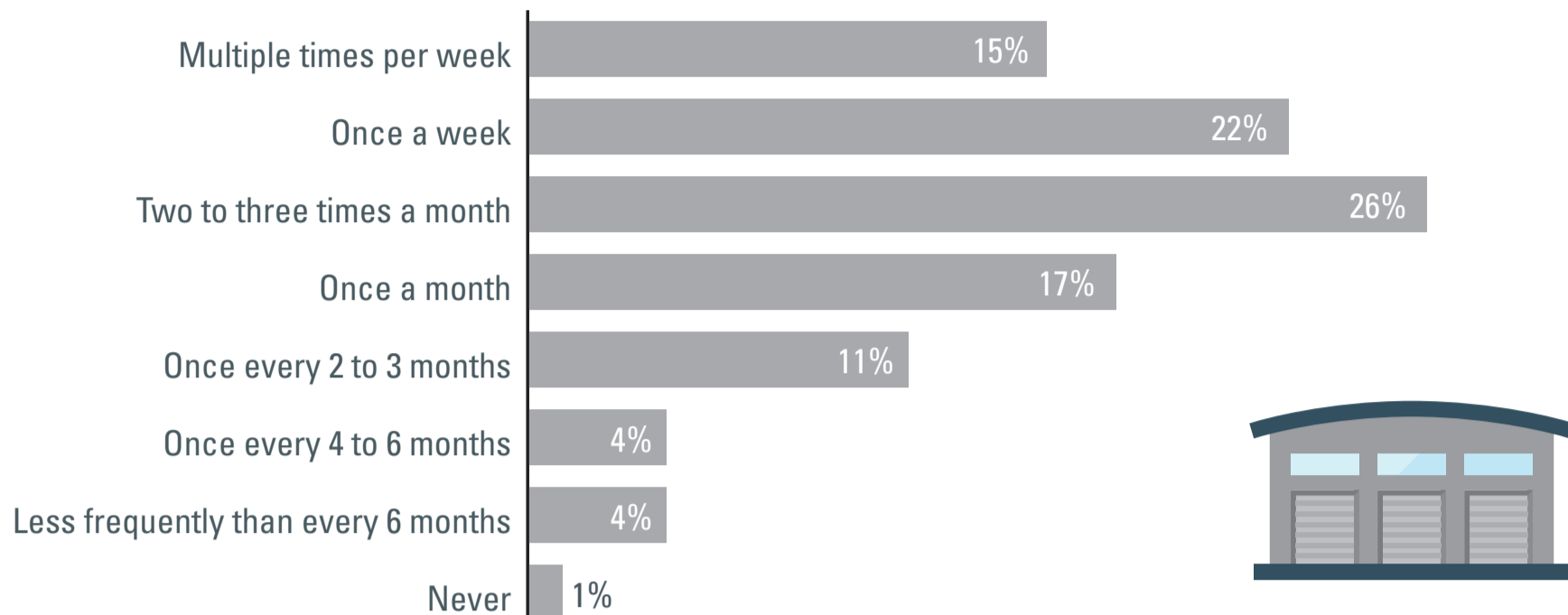
Gender



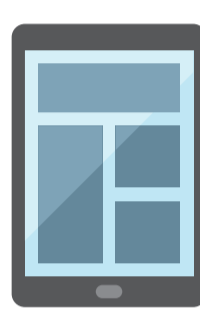
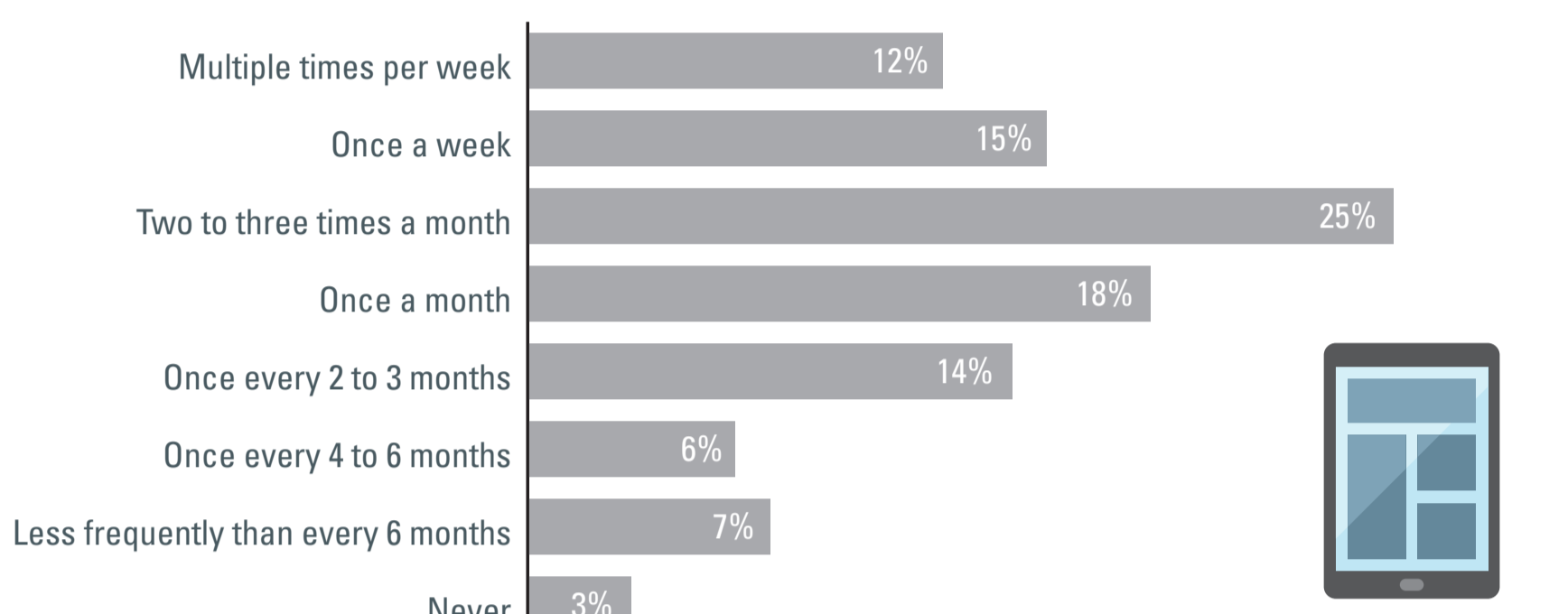
Age

SHOPPING HABITS

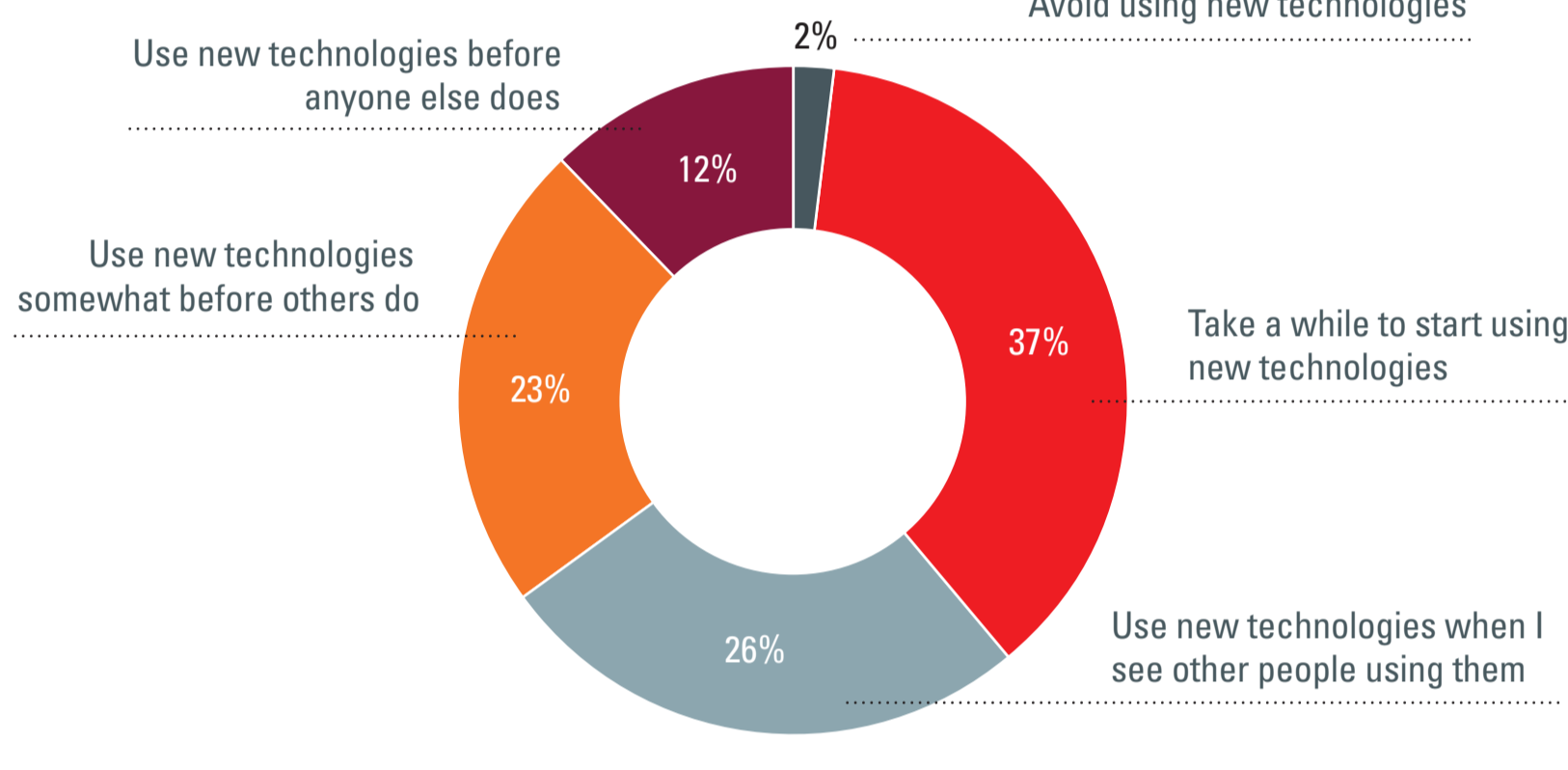
Consumer In-store Shopping Frequency



Consumer Online Shopping Frequency



TECH ADOPTION



SMART GETS SMARTER

Make my life easier, but don't preselect and ship my purchases just yet:

64% favor the concept of using VR to preselect items to try on in-store

58% like the concept of having their grocer suggest a shopping list based on purchase, social and environmental data

54% felt auto-fulfillment and pre-payment based on AI was invasive

FAST GETS FIERCE

Going from design to consumer in a matter of days isn't that far off, and consumers like it:

67% like the concept of having purchases delivered in near real-time by drone

64% favor the option of having a custom accessory made for them with 3D printing

57% find apparel recommendations from robots based on their social media profile invasive

PERSONALIZATION GETS PERFECTED

Consumers are still wary of exposing their data but they definitely want information from you:

54% like the concept of linking their wearable tech to their pharmacy for product recommendations

78% favor the option of having detailed access to product component and origin information

46% want real-time alerts on product recalls based on purchase history

ACCESS THE FULL REPORT, ORACLE RETAIL 2025, FOR MORE INSIGHTS

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