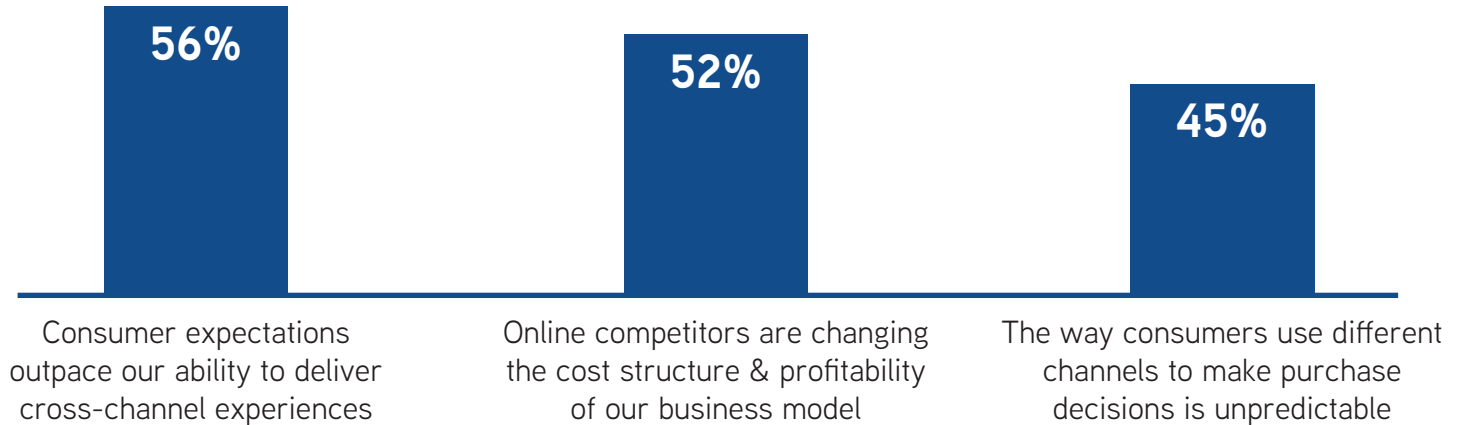


Retailers Hit The Omnichannel Panic Button

After years of trying to ignore it, retailers finally recognize their business model is under attack from online competitors. But they've also lost confidence in their ability to keep up with consumer expectations.

Top Omnichannel Retail Business Challenges 2017



In 2016, **44%** of retailers said this was a top concern. Now it's at the **top** of the list.



In 2016, **60%** of Winners said this was a concern. Not any more. It doesn't matter if it's unpredictable or not — retailers have to **respond**.



In 2016, only **38%** of high performing retailers (**Retail Winners**) said this was a top-3 concern. In 2017, **58%** of **Winners** said this is a concern — a **20 point** jump.

However, all is not lost.

Stores offer traditional retailers the best opportunity for differentiating against online — if retailers can get moving on transforming the store experience.

Learn more in **RSR's** comprehensive report on retailers omni-channel strategies.

Download the Report

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