

## Global Powers of Retailing 2015: Embracing Innovation

### Retail trends 2015

#### Travel retailing

High-spending travelers are keen to acquire **foreign and luxury brands** abroad, and retailers are catering to them.



#### Mobile retailing

83%

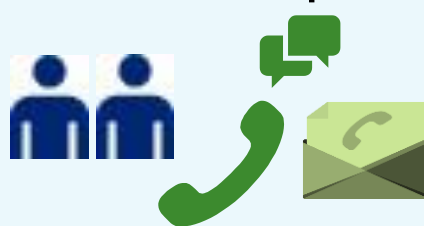
of internet usage will be through handheld devices in 2015

#### Faster retailing

Faster to market



Faster to respond



Faster to deliver



#### Experience retailing

Making the process of shopping part of the **total value**



#### Innovative retailing

Many forms of **innovation** will be needed to address **market disruptions**

