

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%

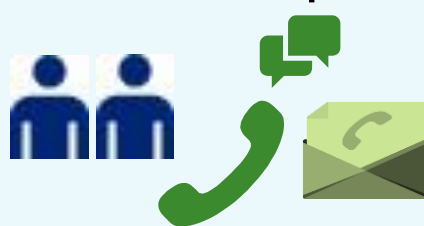
of internet usage will be through handheld devices in 2015

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**

