



# Looking Forward: What's in store for 2018?

*Predictions from article "Looking Forward: What's in store for 2018?" by Susan Reda from the Store's NRF Magazine*

1. Look for additional acquisitions of physical retail stores by digital companies and vice versa.
2. The showroom strategy will gain momentum as retailers try a minimalist approach to selling.
3. Augmented reality will be everywhere as retailers leverage the technology to engage shoppers more deeply.
4. Though still in an embryonic state, now is the time to figure out how artificial intelligence can help create customer-centric experiences.
5. Move aside mobile — the commerce of the future is voice-powered.
6. The rush to find more effective ways to get digital orders into customers' hands will intensify, creating more strain on the supply chain and crimping profitability.
7. The path to consumer nirvana in 2018 will consist of unique experiences, transparency, operational efficiencies and a vigilance on reducing pain points in the shopper journey.
8. Strange bedfellows? Not anymore. Partnerships and collaboration are the stuff alternative business models are made of.