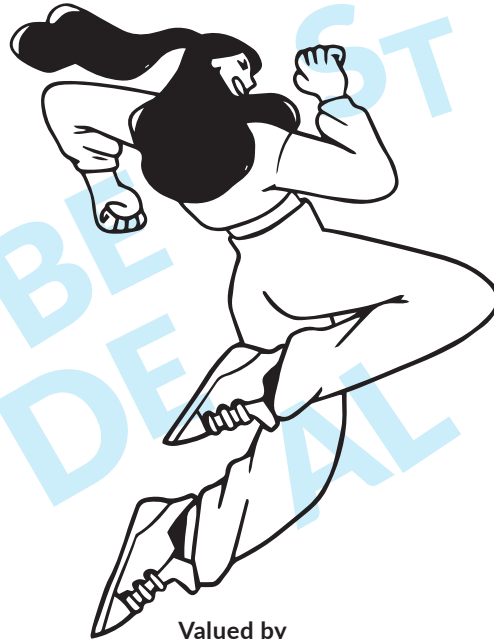


WHY EVOLVING BRANDS STILL BET ON PHYSICAL STORES

Retail Reality Check

76.2%
of retail sales
still come from
physical stores.¹

Projected to
stay above **75%**
through 2030.¹



Valued by
shoppers of all ages

“The future
of retail
isn’t about
choosing
between
efficiency and
experience —
**it’s about
integrating
both.**”

5 Keys to Evolving In-Store Retail



1. Intuitive Wayfinding & Cohesive Experience

- Serve quick trips and leisurely browsers
- Smart signage, well-placed displays, impulse triggers
- Associates enable fast solutions (e.g. same-day delivery)



2. Seamless Digital Integration

- BOPIS, mobile checkout, QR codes, in-store fulfillment
- 30%+ of online sales now fulfilled by stores
- AI-powered personalization and loyalty across channels



3. Experiential Environments

- Interactive demos, workshops, immersive product discovery
- Aesthetic, shareable spaces = longer visits
- Emotional brand connection boosts retention



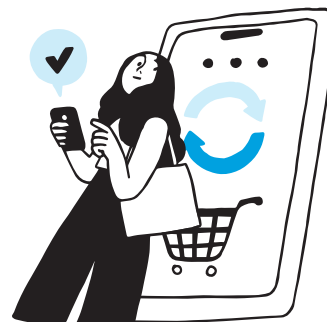
4. Localization & Relevance

- Store formats reflect community interests
- Regional partnerships, curated assortments
- Balance brand consistency with local culture



5. Hospitality-Driven Service

- Associates as brand hosts, not just clerks
- In-store perks: lounges, charging zones, cafés
- Humanized, helpful service = experience > errand



Digital and physical
should feel like
one experience

Why it Matters

Retailers that evolve with purpose win. The most powerful differentiator in a crowded market?

A standout customer experience.

1. Colliers and Global Data Analysis (<https://www.colliers.com/en/research/nrep-usret-retail-report-spring-2025>).