



# Retail & Leisure

## Key Technology Stats for Retail & Leisure in 2022

The lines between retail and leisure are blurring, as customers increasingly expect shopping experiences to be enhanced by technology and positioned side-by-side to leisure outlets. Technology is playing a vital role in meeting and exceeding customer expectations in our post-pandemic world, helping retailers boost sales and drive satisfaction.

80%

### Saw a boost in sales due to the use of digital signage\*

A study by AC Nielsen revealed that out of 120 grocers who used digital signage in their stores, **80% of them** saw as much as a **33% boost in sales** (compared to using print signs). [\\*Source](#)

68%

### Of customers believe that signage reflects the quality of a business and their product\*

[\\*Source](#)

4/5

### Brands noticed up to a 33% increase in sales when customers view specially tailored messages on in-store digital signage\*

[\\*Source](#)

## High Streets/Shopping Centres of the Future

28%

### Would only continue to use the high street if it could match the speed and convenience of shopping online.

Putting technology and digital transformation that builds blended shopping experience at the heart of bricks-and-mortar retail's future success\* [\\*Source](#)

24%

### Want a mix of leisure businesses,

so they could bolt on non-shopping activities to their trip to make them more likely to continue to use the High Street\*

[\\*Source](#)

34%

### Want technology built into their physical shopping journeys

so they would experience a more blended, omnichannel buying experience with greater access to online services in the store or at the shelf-edge\* [\\*Source](#)

24%

### Want in-store journeys to be more immersive brand experiences,

so shopping becomes more of a leisure experience rather than just browsing products\* [\\*Source](#)

Are you ready to upgrade your retail and leisure environments?

Contact your account manager today

**midwich**