

Consumer Buzz

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Trends for 2017

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Digital marketing agency Absolutnet recently compiled a list of e-commerce trends it says will impact retailers in the coming year. Here's a look at just a few:

- The end of Black Friday and Cyber Monday: The entire month will come to be known as Cyber November.
- Real-time customization: Both in-store and online shopping experiences will adapt to individual customers in real time.
- Mobile pay: Cash will go by the wayside, as mobile payments and wearables gain ground.
- Predictive analysis: Retailers will be able to collect data to predict a customer's next purchase. **GP**