

Consumer Buzz

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Brick-And-Mortar Challenges

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According to a report from Retail Systems Research, more than half of retailers (54%) say the need for more consistent store execution/employee productivity is their top business challenge, while 50% say the rise of online competitors is eroding the value of their stores. Another 50% cite consumer price sensitivity as a top challenge. About a third (34%) say customers complaining about in-store service is their top challenge, while 29% say they have difficulty differentiating themselves from competitors. Other top challenges include customer dissatisfaction caused by lack of integration between selling channels (28%), rising minimum wage pressures (27%) and in-store showrooming/increased competitive price transparency (21%). **GP**