

## Consumer Buzz

4/28/2017

### Evolving Retail

*Ann-Marie Vazzano*

Six in 10 retailers believe stores will shift their focus from traditional sales to theme-based approaches that work to attract specific customers, according to a recent study from Avanade and EKN Research. In addition, 56% said they think stores will become online fulfillment centers in order to compete in the digital world. More than half (52%) said they plan to use robotics in their stores in the next one to two years. **GP**