

Tech

Today, it is common knowledge that the current economic climate is making it difficult for brick and mortar retail to survive. Malls across the country are being repurposed, and department stores are changing their strategies to include pop-up events and other trends to attract shoppers.

As alpaca consumer goods producers and sellers, it pays for the alpaca community to spot retail trends before they become routine.

As much as traditional retail is shrinking, e-commerce is booming. Between November 22-26, 2018, (Thanksgiving and Cyber Monday), Amazon shoppers alone purchased a staggering 180 million items online.

Increasingly, many of those purchases were made directly from mobile phones, or via m-commerce. As m-commerce takes over, purchasing even big-ticket items via mobile phone has become common.



• "The Future of Shopping." *Wired*, December 2018, 30-31.

m-commerce

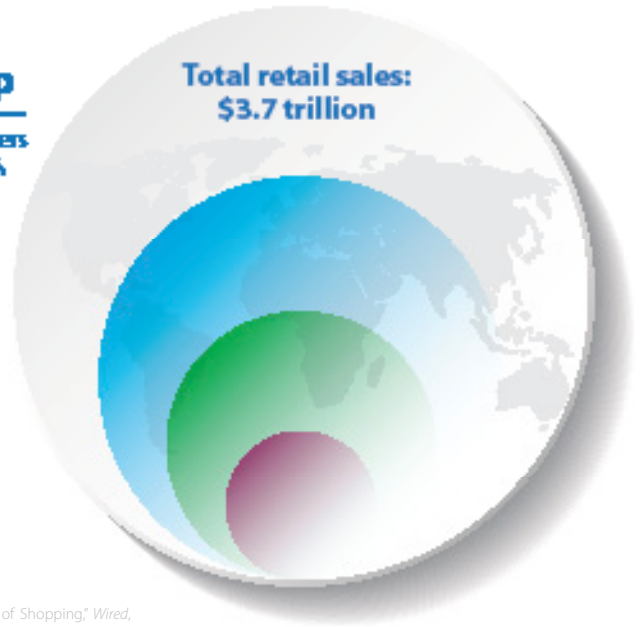


m-commerce (mobile + e-commerce) electronic commerce which takes place via mobile device.

How Today's Consumers Shop

More than one-third of shoppers use phones to compare prices, browse and research.

- Products purchased after thorough browsing including price comparisons. \$1.3 trillion (36%)
- Total online purchases. \$596.7 billion (16%)
- Purchased with phone. \$117.8 billion (3%)

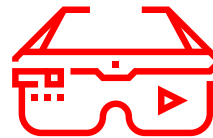


Adapted from an illustration in "The Future of Shopping," *Wired*, December 2018.

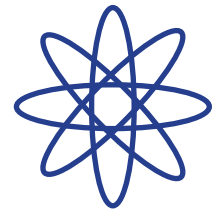
Other leaps and bounds happening now in retail tech:



Touch screen mirrors and clothing racks sense when an item is removed and send links to shoppers' smartphones.



Virtual showrooms guide headset-wearing shoppers to virtual home improvement projects and supplies at Lowe's.



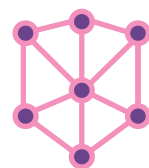
3D scanners are being used to scan shoppers' feet in real time to fit shoes more accurately.



Inventory tracking droids installed in 50 test Wal-Marts in 2018.



Instagram stories can now be scanned to display merchandise links and details.



Facial recognition software installed in FaceTime.