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Geoblink Data Report Uncovers the New Retail Trends for 2019 that Will Determine Who Becomes the Retailers of the Future

London, UK – 26 February, 2019. Geoblink, the Location Intelligence company, has today announced the launch of its inaugural annual data report called "The Future of Retail Intelligence 2019". The report was developed from the analysis of survey responses from more than 600 retail professionals from the United Kingdom, Spain and the United States of America. The objective of the survey was to **analyse the state of retail and identify which new trends** will be the most prominent in 2019. Some of the key findings found in the report are as follows:

- **46% of retail participants reported closing establishments** in 2018. Nevertheless, **68% still plan to open more establishments** in 2019. While the situation on the high street has grown more complex and competitive, this finding proves that the physical store is still a vital sales channel for retailers. In fact, **56% of retailers declared brick-and-mortar to be the most effective sales channel in 2018**.
- **37% claimed to close establishments as a result of choosing a poor location.** This particular finding directly contradicts another, where **87% stated that a store's location was a priority to their business**. The disconnect between understanding the value of location but closing stores due to choosing the wrong site highlights a strong point of vexation for high street retailers.
- **65% of retail survey participants admitted to feeling threatened by increased online spending**. However, **72% of retailers claimed to have opened their own online shops.** This detail is curious to evaluate because it unveils retailers' deep-seated insecurities when it comes to selling effectively to online audiences.
- The three most valued kinds of data used to evaluate point of sale performance were **internal sales data (79%), in-store shopper behavioural data (65%)** and **customer data such as addresses and loyalty card information (55%)**. This shows how retailers are moving from the customer-centric philosophy to a customer-driven approach, meaning they already have begun to analyse data collected on customers and their behaviour to influence the tactical implementation of their business strategies.
- The three most important types of data used to understand external market conditions surrounding a current or potential point of sale were **transactional data (79%), sociodemographic data (71%) and footfall traffic (57%)**. Retailers are becoming more sophisticated with the kinds of data they want to analyse to understand what is transpiring around a potential point of sale and pinpoint the psychological motivations that drive consumers to purchase specific products in certain areas.

This report's contents also feature exclusive interviews with retail's most-respected voices including valuable insights from the likes of **Cate Trotter from Insider Trends**, **Andrew Busby from Retail Reflections**, **Jasmine Glasheen from RetailWire and Retail Minded**, **Laura Heller from the "Point of Purchase" blog on Forbes**, **Sanford Stein moderator of Retail Speak** and many more.

Founder and CEO of Geoblink, Jaime Laulhé, comments on the "Future of Retail Intelligence 2019" release, stating: "The results of this report reveal that the retail industry is at a tipping point. It is clear that the retailers who make it to the other side will be the ones who are not only capable of collecting data but also understanding what to do with it. Those who glean the most insight as a result of this kind of meaningful analysis will become the retailers of the future".

—**ENDS**—

About the data

The findings in this report come from a survey which was launched on December 19, 2018 and finalised on January 23, 2019. Over 600 retail professionals participated, spanning 27 retail categories and different employment levels, mostly upper management, from the fields of marketing, operations, sales, finance, business development and merchandising.

About Geoblink

Geoblink is the Location Intelligence solution that helps professionals from the retail, FMCG and real estate industries make informed decisions about their business strategies. With its easy-to-use and visual interface, Geoblink's advanced data capabilities and predictive technology empower companies of any size to perform in-depth market research and gain strategic insights in a matter of minutes. This competitive business intelligence is what allows these professionals to maximise the efficiency of their store networks, make accurate sales forecasts as well as optimise their distribution, marketing and expansion strategies.

Geoblink's Location Intelligence platform serves several top tier brands such as PizzaHut, PureGym, ITICO F+B, Praesepe, and The Veeno Company, among others.

For more information on how to optimise your business strategy with Location Intelligence, please visit: www.geoblink.com

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