Revitalizing
the In-Store Experience

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The top 10 E-commerce trends that will impact retailers in 2018 are...

BY **MARIANNE WILSON**   December 11, 2017

The rebirth of brick-and-mortar retail heads a list of the top 10 trends that will impact retailers in 2018.

That's according to Absolunet, an eCommerce agency and integrator. The company said the the impact of the trends will be felt across the entire supply chain, by manufacturers, distributors, retailers and consumers alike.

Abolunet's 10 top trends are:

1. The rebirth of brick and mortar. A new breed of retail stores and in-person experiences will begin to replace outgoing retailers. Online ("pureplay") merchants will grow their physical footprint as consumers continue to place a premium on both the versatility and depth of online shopping and the convenience of buying, picking up and returning items locally. Brick and mortar players will digitize their physical infrastructure and begin rolling out new store features and formats based on customer experience and convenience, with a strong digital flavor.

2. The consumerization of B2B. The perfect storm is about to hit the nearly $1 trillion B2B e-commerce sector.

3. AR in your house. Augmented reality will go from "novelty" to a sales driver.

4. "ROPO": The new measure of a retailer's digital success. Retailers will be able to know which clicks led to in-store sales.

5. Mobile checkout overtakes desktop checkout. Mobile commerce's biggest challenge – checkout – will become its greatest asset.

6. A.I. will create the perfect customer experience. Shopping will be customized and optimized for every consumer.

7. Amazon & the year of marketplace maturity. Amazon will be a ubiquitous element in every eCommerce Business Plan in 2018.

8. Voice will change Google/SEO/E-commerce forever. In 2018, consumers will speak to their devices and use voice to make purchases like never before.

9. Photoshopping. Image-based product searches will be big in 2018, essentially altering the very nature of "search."

10. Reaching for peak browser. The browser will no longer be the de facto means by which we purchase products or services digitally.

For detailed explanations of the trends, go to
www.10eCommerceTrends.com.

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