

Commerce Trends to Keep an Eye on in 2024

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The Experiential Economy

Consumers no longer just purchase products; they buy experiences. With the proliferation of virtual and augmented reality tools, brands are transforming the shopping experience into an immersive journey. Pop-ups, themed events, and interactive installations, further adding a touch of novelty, continue to blur the lines between retail and entertainment. We have talked about Shopertainment in the past, but this new evolution of the economy from service-driven to experience-driven has accelerated the fusion of retail and entertainment to unprecedented heights with powerful user commerce experiences.

Store Monetization

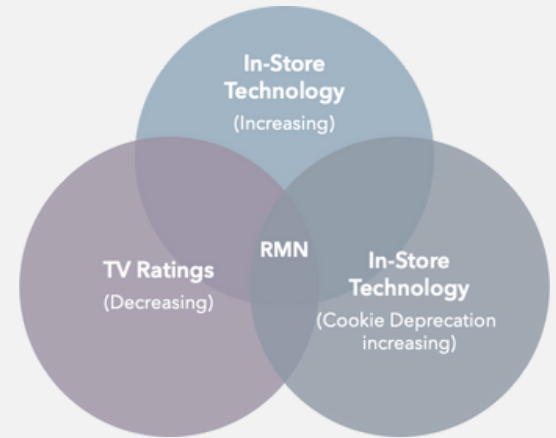
Physical stores, whose demise has long been predicted, are not being left behind in this digital age. 85% of retail sales still happen in physical stores, and retailers remain keen on monetizing these spaces. Innovations like Buy Now Pay Later (BNPL) and BOPIS (Buy Online, Pick Up In-Store) are revolutionizing the way we perceive physical retailing. Combined with in-store technology like smart mirrors and virtual try-ons, the in-shop experience has been enhanced, not made obsolete, with customers enticed to prolong their visits and increase their spend as their time in-store has become more pleasant and rewarding

Omnichannel Synergy

With 73% of customers leveraging multiple channels in their purchase journey, omnichannel strategies are paying dividends. The synchronization of digital and physical realms is now crucial to delivering a seamless customer experience, with online campaigns driving offline sales and vice versa. Retailers can no longer just be online or offline; in fact, one of the biggest investors in brick and mortar today happens to be the e-commerce giant Amazon. With its innovative Amazon Go stores and its acquisition of Whole Foods, Amazon has cemented its omnichannel presence and serves as a model for other commerce companies looking to build an omnichannel strategy.

Retail Media Networks

The emergence of Retail Media Networks (RMN) has transformed the retail landscape, allowing brands to reach consumers directly on the platforms where they shop. In 2024, RMN ad revenue will exceed \$60 billion, totaling one in five digital ad dollars spent. As these networks grow, they offer advertisers precise targeting capabilities rooted in real-time purchase data. This shift signifies the unique position of RMN to facilitate contextually relevant advertisements, turning browsing into buying. Enhanced by rich analytics and insights, along with compelling digital in-store signage and kiosks, these networks are shaping the future of advertising by turning shopping platforms and physical stores into powerful advertising channels.



Digital Natives Take to the Streets

Brands born online like Amazon and Wayfair seek brick-and-mortar spaces to tap into a different audience segment to potentially reduce customer acquisition cost. This “brick-and-click” strategy is a full-circle moment for retail, which has learned the importance of physical touchpoints. Establishing a physical presence allows digital brands to foster trust, facilitate immediate product interactions, and capitalize on in-person upselling opportunities with highly innovative technology adoption.

Illustrative Commerce Transactions

PRIVATE & eRetailing
Commerce & Lifetime discounts
 Have Been Merged to create
eRetailing, Inc.
A principal of the undersigned served as the exclusive financial advisor in the development of the company's strategic plan.

BULLETIN
 Has been Acquired by
EMERALD
A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.

pb PINNYBIKE
 Has been Acquired by
Outside
A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.

vyze
 Has been Acquired by
mastercard
A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.

m|bee
 Has Merged with
Quad analytix
A principal of the undersigned in development of the company's strategic plan, served as exclusive financial advisor.