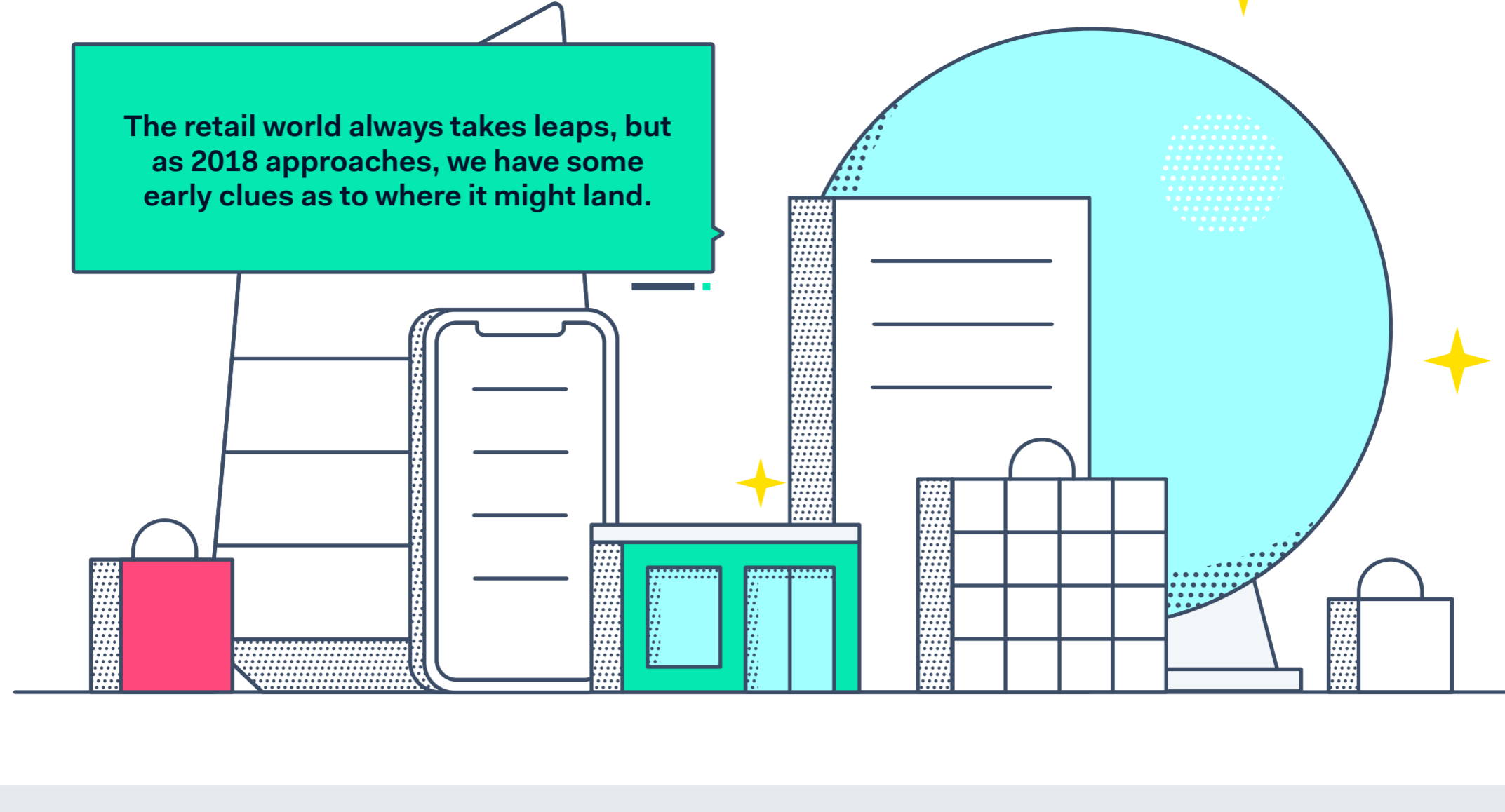


# 2018

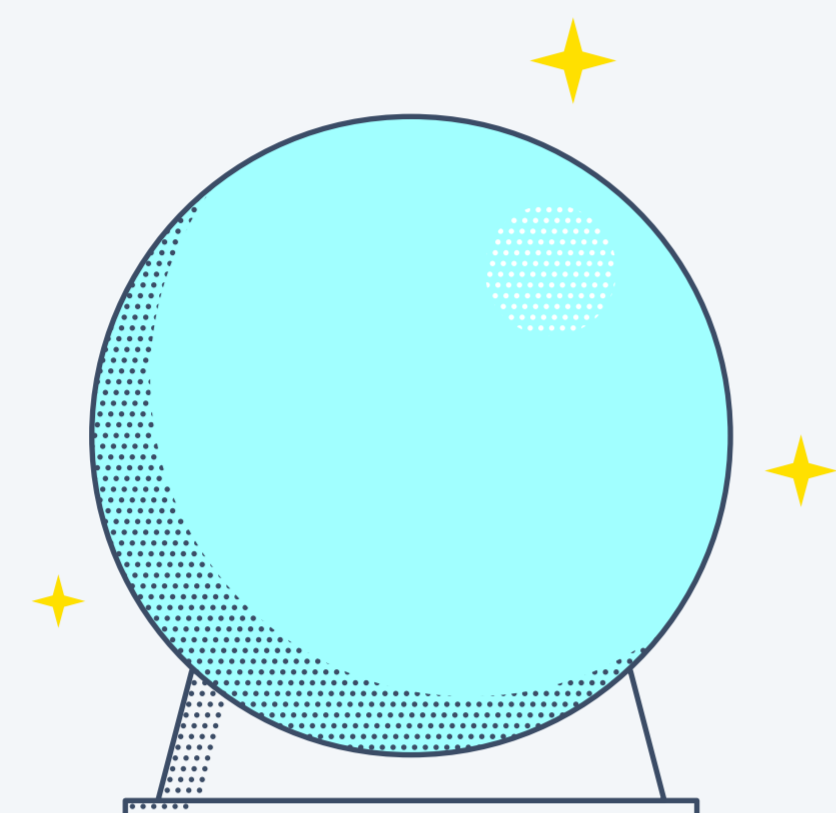
## Global retail predictions

The 10 predictions below are based on Adyen data, market research, and anecdotes from Adyen merchants around the globe.



### 01 Unified commerce, the new norm

Consumers will insist on a fluid, efficient blend of digital and brick-and-mortar shopping.



### 02 Predicting preferences with big data

AI and machine learning will help retailers forecast everything from product preferences and habits to the way clothing fits.

### 03 Permanent pop-ups

Luxury brands will add even more exclusivity to their already exclusive shopping experiences.



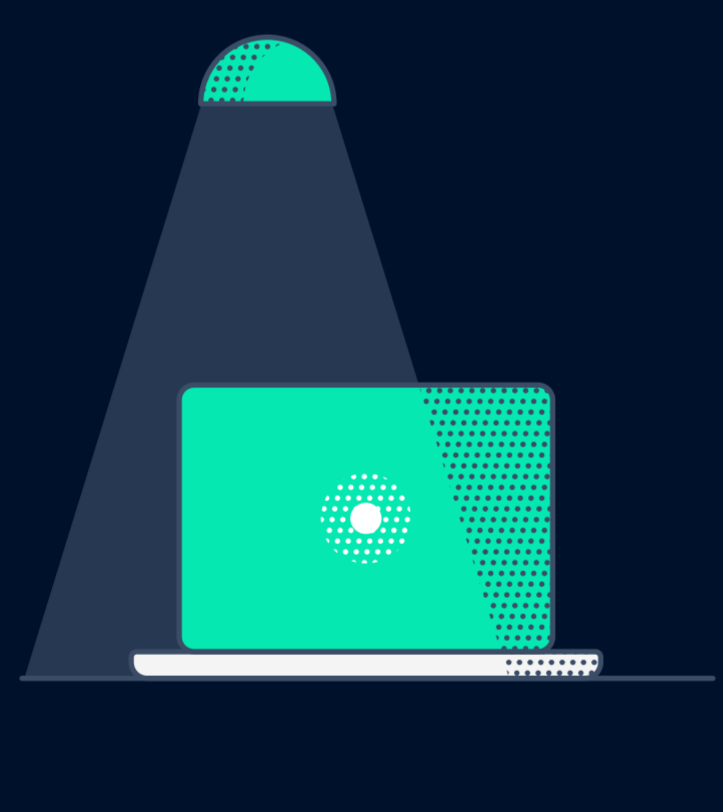
### 04 China's big spenders

Chinese tourists will by far outspend American tourists next year, a trend that will continue through 2025.



### 05 Ordering more than pizza on Messenger

Consumers will use Messenger and chat platforms to buy luxury goods and clothing.

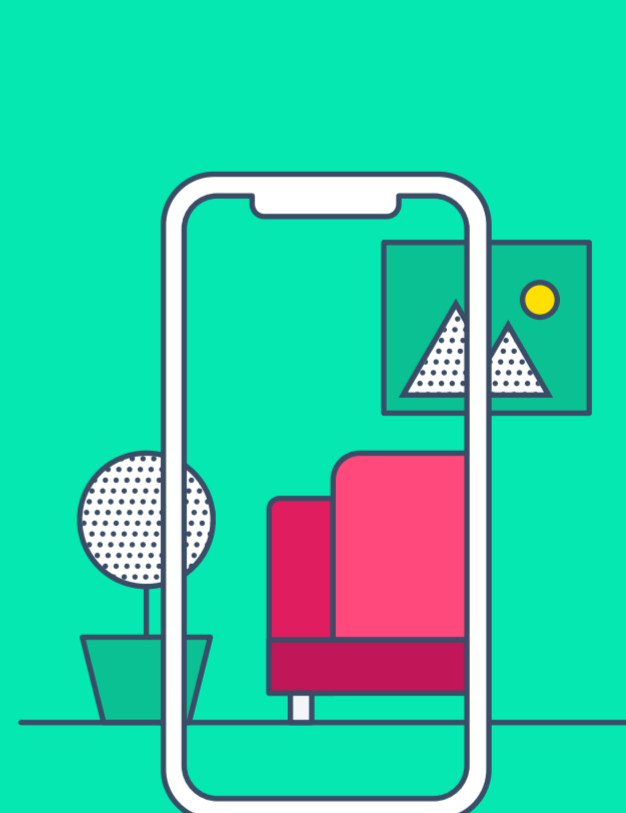


### 06 Fighting fraud

Retailers will sync up data from all channels to know exactly what to block.

### 07 Augmented shopping

More mainstream stores will use augmented reality to let consumers see what that new couch will look like in their living room.

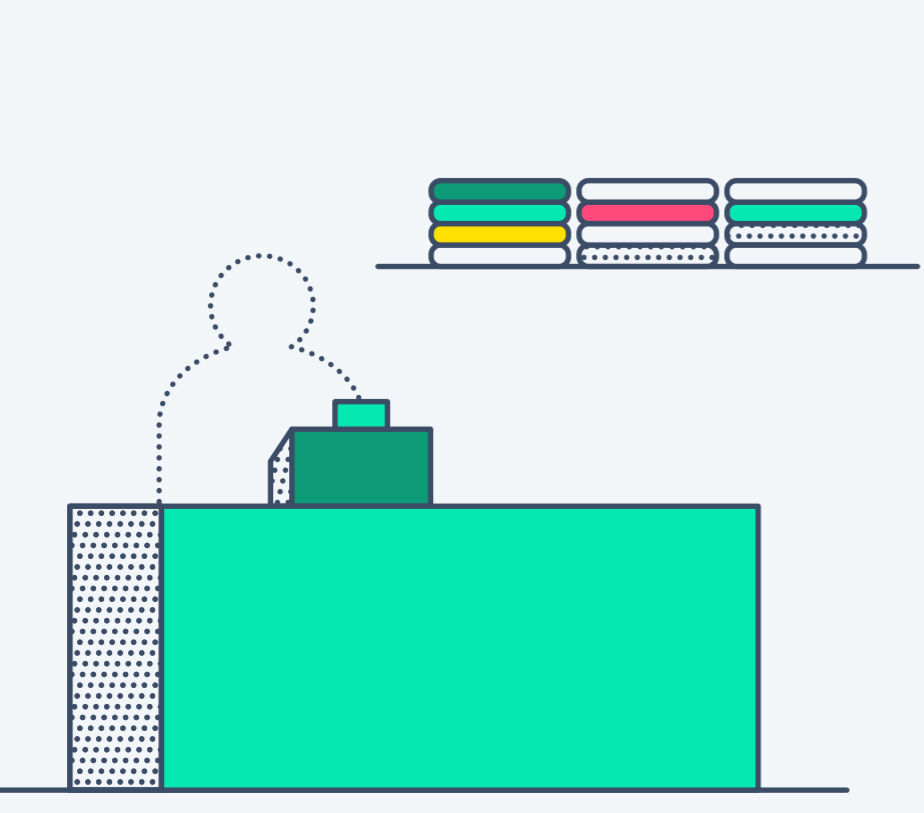
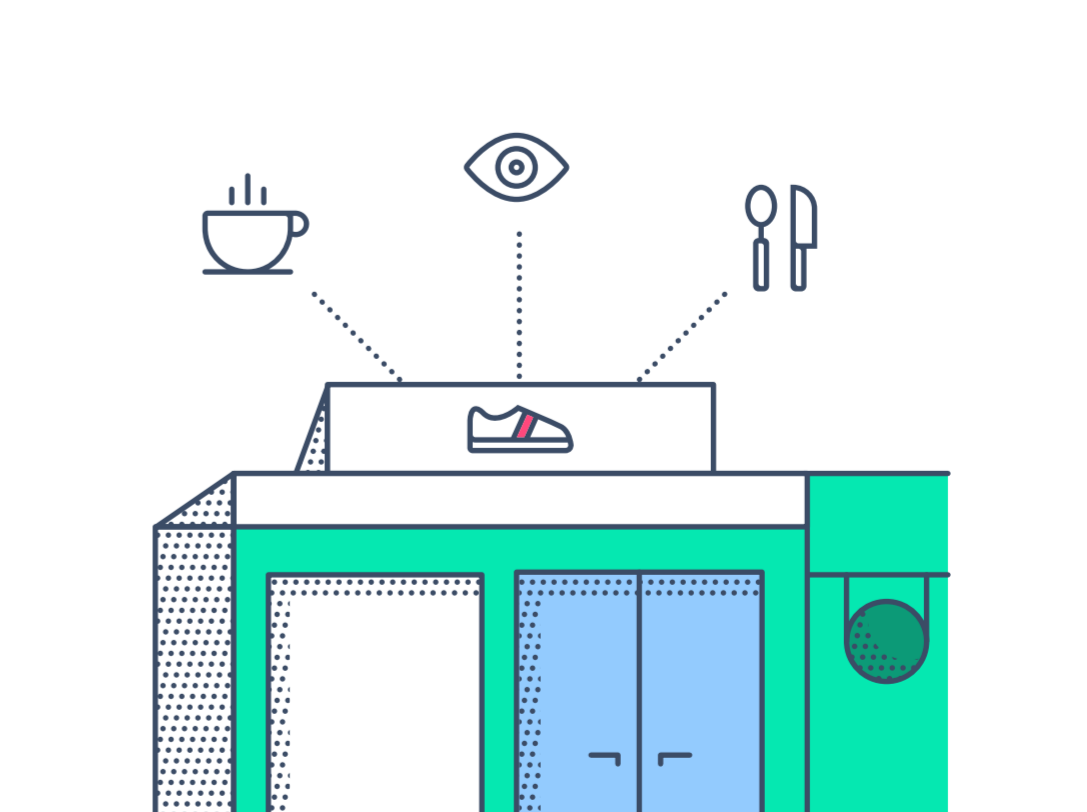


### 08 Voice shopping goes mainstream

Voice shopping will roll out widely, as Target, Walmart, and Alibaba get into the game.

### 09 Physical stores as town squares

Brick-and-mortar stores will be hubs for social experiences like eating, drinking, and watching entertainment – but not buying goods.



### 10 Sales associates vanish

Self-service and "just walk out" checkouts will begin a larger push toward diminishing the role of the sales associate.