



## Research Overview

# Execute operational efficiency to drive experience

IDC Retail Insights empowers retailers, hospitality, travel, and media companies by combining deep industry expertise with cutting-edge research and data. From competitive pricing to seamless customer journeys, our experienced analysts guide organizations toward resilient strategies that enable them to adapt, scale, and stay agile in a rapidly evolving market. We decode the 'why' and 'how' of technology strategies—ensuring innovation enhances both profitability and customer experience.





Coverage

- ➔ eCommerce
- ➔ Travel & Hospitality
- ➔ Dining
- ➔ Media & Entertainment
- ➔ Food & Grocery
- ➔ General Merchandise
- ➔ Fashion, Apparel & Accessories
- ➔ Luxury Goods
- ➔ Specialty Retail
- ➔ Drug & Pharmacy
- ➔ Convenience & Fuel
- ➔ Home & Garden

2025 Key Strategic Research Themes and Business Priorities

Contextualized Customer Engagement	Enabling customer experience through immersive engagement, hyper-personalization and trust.
Customer and Employee Store Operations	Frictionless, connected store with omnichannel operations and employee engagement.
Resilient IT and Technology Application	Secure, data-driven technology leveraging modern infrastructure across omnichannel retail.
Dynamic and Flexible Supply Chain	Intelligent, omnichannel merchandising and planning across customer-centric processes.
M&E focus on Transition to Cloud and CTV	Convergence of Retail Media and CTV, transitioning strategies, business operations.

## Research for Strategic Growth

### Retail industry intelligence:

- Worldwide program
- Americas program
- Asia/Pacific program
- European program

### Retail platforms and technologies:

- Worldwide program
- Asia/Pacific program
- EMEA program

### Industry targeted areas worldwide

- Retail Experiential Operations Strategies
- Retail Merchandising, Marketing, Media and Analytics
- Retail Product Sourcing, Fulfillment and Sustainability Strategies
- Retail Customer Experience and Loyalty Strategies
- Hospitality and Travel Digital Strategies
- Media and Entertainment and the Advertising Value Chain

## Data-Driven Decisions Start Here

### Tech Spending & Market Intelligence

- Retail
- Hospitality and Leisure
- Media and Entertainment

### Featured Spending Guides

- Retail Industry Spending Guide
- ICT Spending Guide Enterprise and SMB
- Software and Public Cloud Services
- Security
- AI and Generative AI
- Big Data and Analytics
- Digital Transformation
- Internet of Things
- Edge
- Augmented and Virtual Reality

### IT Wallet Share: Industry Tech-Buyer Data

## Turn Insight Into Impact

### Subscribe to IDC Retail Insights and data

Get ongoing access to expert research that helps you plan, invest, and grow in a changing retail landscape.

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