RFID: A RETAIL STORY

RFID has experienced unprecedented growth in user adoption, capability development and business impact within the retail industry. 110 global retail executives participated in the Kurt Salmon, Part of Accenture Strategy 2018 RFID in Retail Study and shared their insights on RFID adoption.

TOP BUSINESS PRESSURES

- Delivering a superior customer experience: 28%
- Pressure to enhance personalized marketing: 27%
- Need to improve operating profits: 24%
- Increased levels of out-of-stock: 24%

RFID ADOPTION RATES

- North America: 69%
- Europe: 55%
- Asia: 41%
- Global: 51%

OMNICHANNEL FOCUS

- Of retailers offer at least one omnichannel shopping method: 85%
- Of retailers offer Ship from Store capabilities: 51%

RFID IMPACT ON THE OMNICHANNEL EXPERIENCE

- Of retailers who have adopted or piloted RFID offer a BOPUS capability: 72%
- Of retailers who have adopted or piloted RFID offer Ship from Store: 67%
- Of retailers who have not adopted or piloted RFID offer a BOPUS capability: 26%
- Of retailers who have not adopted or piloted RFID offer Ship from Store: 15%

POTENTIAL OPPORTUNITIES FOR RFID

- Of Ship from Store orders are split between multiple stores: 31%
- Of retailers that have recently added or plan to add RFID over the next 12 months: 55%
- Of retailers that have recently added or plan to add RFID over the next 12 months expect to increase their digital engagement: 51%

INVESTMENT IN TECHNOLOGY

- Of retailers that have recently added or plan to add RFID over the next 12 months plan to use RFID technology to inform a blockchain implementation: 31%

RFID HAS A PROVEN BUSINESS CASE

- Of RFID adopters reported an ROI of at least 5% for at least one use case: 98%
- Of retailers plan to use RFID technology to inform a blockchain implementation: 51%

ABOUT THE RESEARCH

In February 2018, Kurt Salmon, part of Accenture Strategy partnered with McGuire Research to interview 110 retail industry executives throughout North America, Asia and Europe. Interviews were conducted online, by phone and in person during February 2018. Survey invitations were extended to select companies from six industry segments with annual company revenues over $500 million. Thirty-five percent of responses came from retailers with annual revenues totaling $500M-1B, while thirty percent of responses came from those with revenues totaling $1B-5B and the final thirty-five percent of responses came from retailers with revenues greater than $5B. Forty-nine percent of responses came from companies that primarily classify themselves as department stores or general merchandise, and the remainder were apparel, specialty, fashion or accessories retailers. The results of this survey were analyzed and are reported in aggregate in this study.

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