



RETAIL IN 2025

Trends, Tech and Strategies for Success

Retail is undergoing a profound transformation driven by technological innovation and pressured by shifting consumer expectations and economic headwinds. In 2025, retail is no longer just about selling products - it's about crafting experiences, anticipating needs, and adapting in real time.

This report explores key trends, shares best practices from industry leaders, and highlights emerging technologies that are shaping the future of retail: from the surge in self-service and the power of predictive data, to the convergence of physical and digital experiences - all underpinned by a rising demand for sustainability and purpose. It captures not only what's happening now, but what's next.

THE NEW RETAIL REALITY

What It Means for You

New generations, having different behaviors and expectations, are becoming substantial consumers.

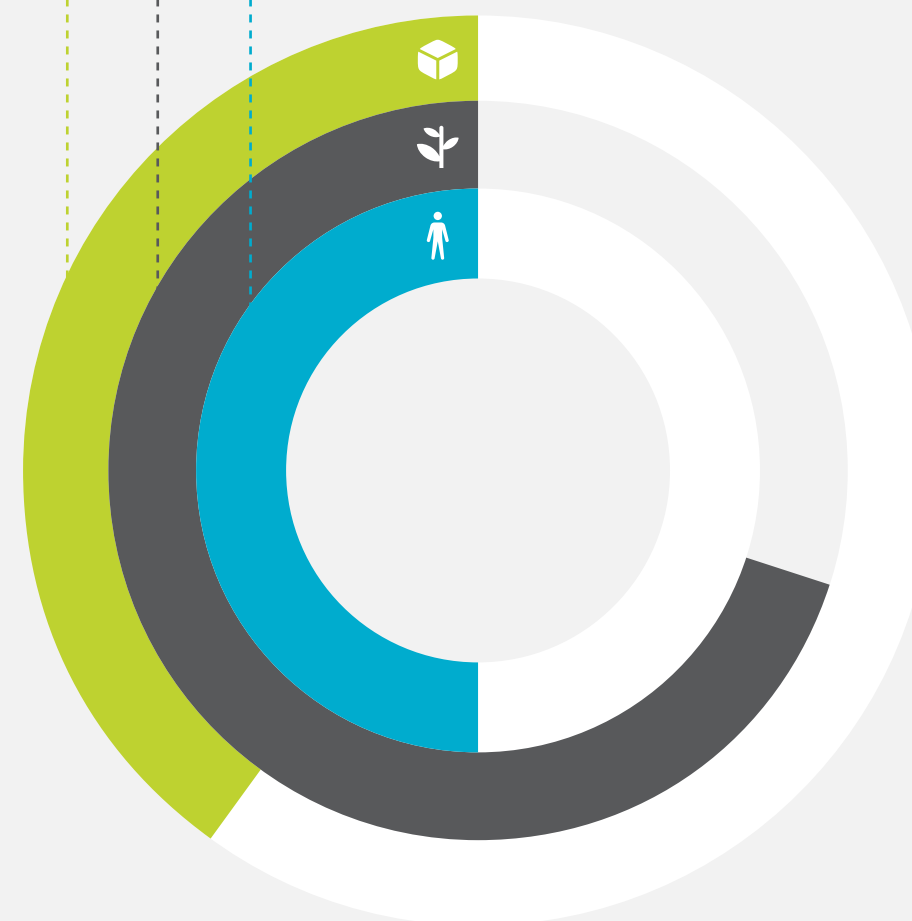
Focus on unifying digital and physical journeys. Prioritize personalized, autonomous experiences that reduce friction and build brand loyalty across channels.



Retail is growing - but not evenly, and not effortlessly. The new landscape is defined by economic shifts, evolving values, and the prevalence of the digital-native consumer.

Facts to keep in mind

- Nearly **40%** of consumers regularly use click-and-collect services - up significantly from pre-pandemic years¹.
- Over **70%** of consumers now expect brands to demonstrate strong ESG performance - including transparency in sourcing and carbon footprint reduction².
- New generations rise in [spending] power: Gen Z and Gen A together now represent **50%** of the global population³.



Solutions to embrace



Consumer Expectations Reimagined

Personalization and autonomy are now the new norm in retail. Today's consumers don't only want speed and convenience, but they expect it. Retailers are adopting click-and-collect locker systems (even specialized options with temperature control are available nowadays) for convenient pick-up and returns, and self-ordering kiosks to reduce waiting times and ensure good customer experience. Advanced technologies, like robotic sorting systems in logistics, are optimizing operations and reducing time-to-market.



Blending Physical and Digital

The boundaries between online and offline are dissolving, giving rise to a truly "phygital" customer journey. In-store technologies - from intuitive point-of-sale (POS) systems to dynamic electronic shelf labels - are making omnichannel interactions more seamless and engaging. These tools not only enhance the physical shopping experience but also allow consumers to transition smoothly between digital touchpoints and human connection.



Retail with Purpose

Sustainability is no longer a nice-to-have feature - it's a strategic imperative. Retailers are reimagining their formats to reduce environmental footprints, leveraging real-time analytics to optimize energy usage, and minimizing waste through smarter inventory and supply chain practices. Choosing partners or suppliers that offer environmentally friendly solutions is also a smart move. For example, opting for solar powered parcel lockers instead of traditional ones, results in a smaller carbon footprint while offering more flexibility in placement locations.

1. PwC, "Retail Outlook 2025"

2. Deloitte, "Global Powers of Retailing 2025"

3. Intelpoint / United Nations, "Generation Alpha has now surpassed all other generations, making up 24.4% of the global population", 2025

REIMAGINING THE IN-STORE EXPERIENCE

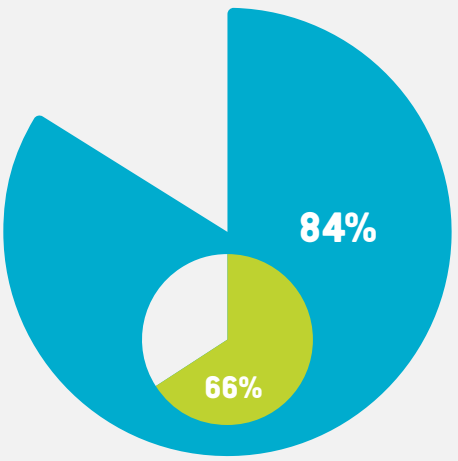
What It Means for You

Stores are now far from plain brick-and-mortar as the physical and digital commerce collide.

Focus on optimizing self-service points and reducing friction in customer flows. Investing in smart and secure payment systems online and in-store can offer an enhanced omnichannel experience.

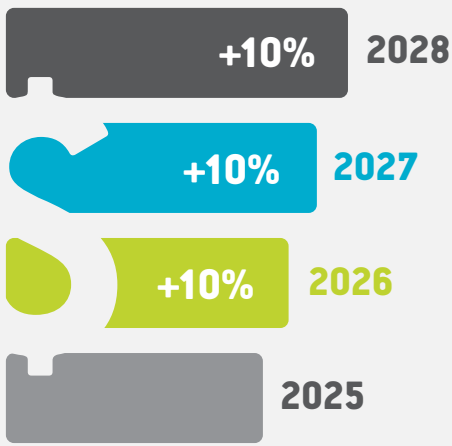


Facts to keep in mind

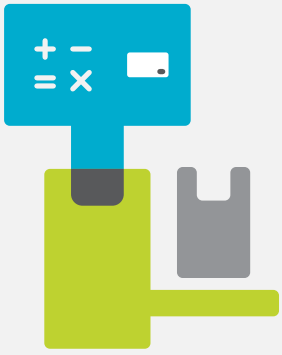


84% of U.S. consumers now prefer self-service kiosks, with 66% of them choosing these options over traditional staffed checkouts. While Generation Z (84%) and Millennials (76%) lead in embracing these technologies, a significant number of Gen Xers and nearly half of Baby Boomers also favor self-service for its convenience and efficiency⁴.

Investment in retail technology is forecast to grow at 10% each year by 2028 - underscoring the need to invest in self-service kiosks, smart POS, and real-time inventory systems as key enablers of the next-gen phygital journey⁵.

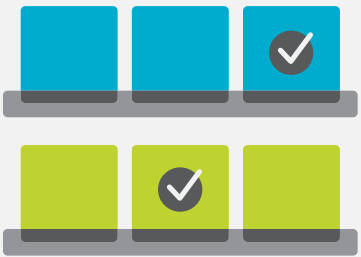


Solutions to embrace



Self-Service at Scale

Self-checkout stations, smart kiosks and outdoor terminals are redefining how customers interact with stores. From self-ordering kiosks to self-checkout terminals, these tools are reducing wait times and empowering customers to move at their own pace and comfort level. Advanced checkout solutions, from self-service stations with integrated scales to 'just walk out' technology, offer enhanced customer experiences while incorporating fraud prevention measures.



Unified Commerce

Effective point-of-sale solutions and inventory monitoring systems provide real-time insights into operations and customer preferences, helping retail teams stay agile. Customers expect the ease and speed of online shopping. With better tools at their fingertips, retailers can focus more on meaningful interactions, improving Customer Experience (CX), satisfaction and operational efficiency alike.



Frictionless payments

Digital POS tools, secure payment systems, smart cash registers and transaction monitoring processes are simplifying how fast and how easy staff and customers complete a payment, ensuring security and compliance.

BOPIS, BORIS and Click&Collect solutions

Customer journeys in today's phygital retail reality can be more complex and challenging. Buyers may initiate their search online, but may prefer to collect their items in-store, pay on-site (BOPIS) or even return their items at the point of sale (BORIS). Smart outdoor lockers are a solution that gains ground in terms of customer preference.

4. PYMTS Intelligence, "Unattended: The Payments Technology Shifting the Future of Commerce"
5. PwC, "Retail Outlook 2025"

DATA

AS A RETAIL SUPERPOWER

What It Means for You

AI tools and Large Language Models (LLMs) are only as trustworthy and effective as the data from which they learn.

Prioritize scalable, cloud-based platforms that can centralize transactional data and offer predictive capabilities. Partner with business units to align insights with inventory and marketing decisions.



Facts to keep in mind

65% of consumers switched brands because their membership programs and shared preference data failed to result in a better experience⁶.



46% of global retailers are increasing spend on cloud migration and data unification to power omnichannel and predictive retail capabilities⁷.

Solutions to embrace

From Transactions to Insights

Every sale tells a story and data is the key to unlock it. Cloud-based transaction data platforms, such as those that provide real-time graphical representation of sales and transactions, are helping retailers to extract valuable real-time insights into customer behavior, and sales performance that inform better decision-making, customer engagement strategies, and inventory management.



SCENARIOS

A ←
B ←
C ←

REACTIONS

→ A
→ B
→ C

AI

Predictive Retail

From cash forecasting systems and demand planning to predictive maintenance and proactive customer service, data are enabling a shift from reactive to anticipatory retail. With advanced predictive tools powered by machine learning and AI, retailers can forecast demand, manage cash flow, and plan promotions effectively.

From personalization to prevention

While customer data offers great opportunities for personalized experiences, retailers can leverage this information with advanced AI analytics to enhance operations across multiple areas. Merchant portals with real-time dashboards provide enhanced visibility into business performance, fraud detection systems enable secure transaction screening, while AI-based anomaly detection helps prevent system downtimes and cyber attacks.



6. Capgemini, "What matters to today's consumers", 2025
7. Deloitte, "Global Powers of Retailing 2025"

BEST PRACTICES FROM LEADING RETAILERS

The most successful retailers today aren't just responding to change but they're driving it.

From global giants to agile local brands, industry leaders are investing in technologies that scale, building human-centered experiences, and grounding their strategies in purpose and data.

Case Study 1



RETAIL DIGITIZATION

Brand:

Neptun Kosova (Kosovo)

Practice:

Electronic Shelf Labels (ESLs)

Outcome:

Real-time and dynamic pricing, streamlined store operations, and enhanced in-store experience

Case Study 2



CASHLESS RETAIL IN MOTION

Brand:

SPAR (Slovenia)

Practice:

Deployment of Cashless Self-Checkout (SCO) systems and redesign of SCO zones

Outcome:

Faster and more convenient customer journeys, transition to cashless checkout zones

Case Study 3



SEAMLESS TRAVEL RETAIL

Brand:

Cyprus Duty Free (Cyprus)

Practice:

Smart Lockers for Click & Collect

Outcome:

Seamless, contactless shopping experience for travelers, enhanced customer experience

Case Study 4



SMART VENDING TRANSFORMATION

Brand:

Nordexim (Romania)

Practice:

Vending machine ops modernization with cashless payments & remote management

Outcome:

Real-time diagnostics, stock management, operational optimization

RETAIL SUCCESS PLAYBOOK



Leverage Phygital Journeys



Combine the best of in-store and online experiences to meet customers wherever they are.



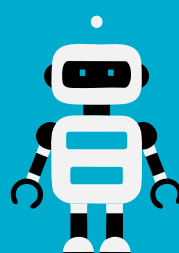
Empower with Data



Use real-time analytics to tailor services, inform inventory, and optimize operations.



Automate Thoughtfully



Introduce smart automation that enhances speed and convenience - without sacrificing human warmth.



Maximize Compatibility



When integrating new tools, technologies or add-ons, ensure compatibility with existing systems.

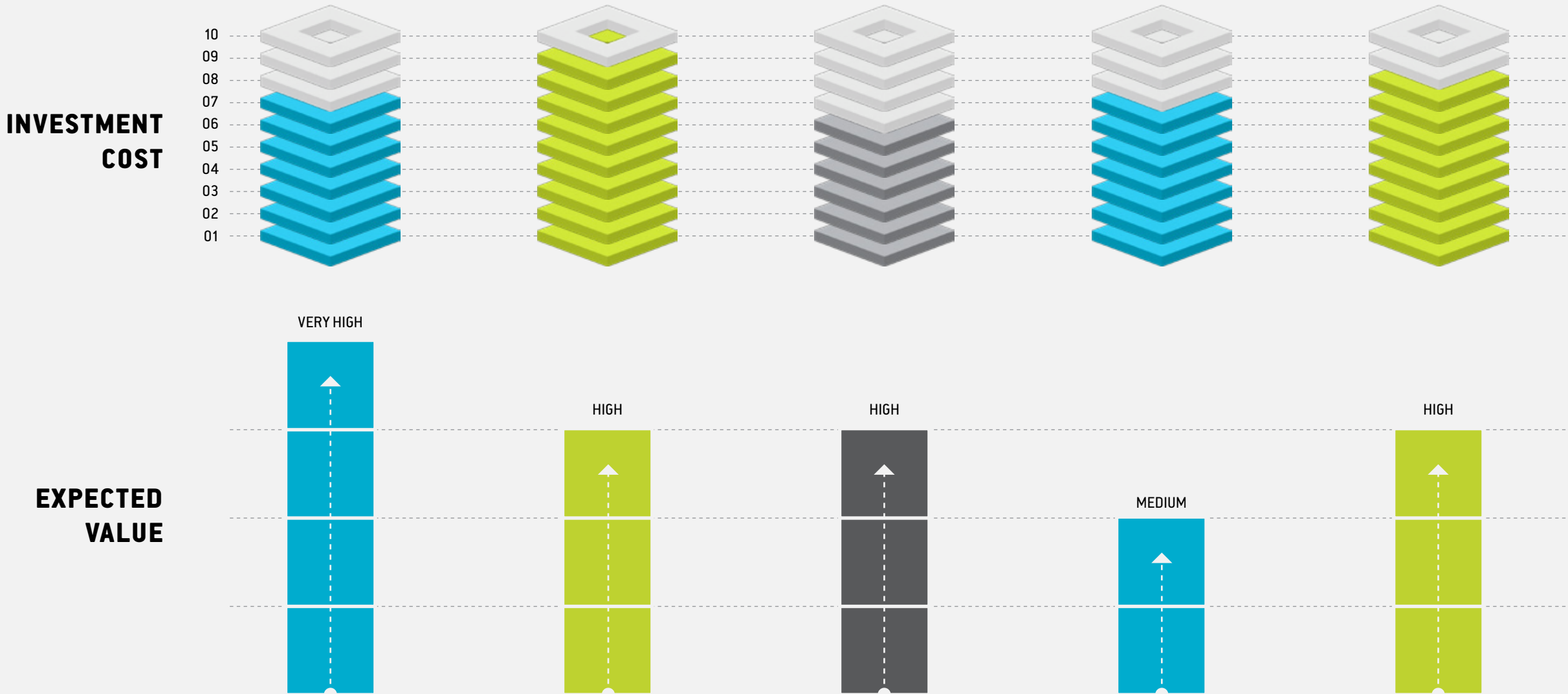
CHALLENGES & STRATEGIC CONSIDERATIONS

The retail landscape may be rich with opportunity, but it's also riddled with complexities.

Leaders must navigate fast-evolving tech, manage consumer trust, and maintain profitability under constant pressure. They must also invest in upskilling their teams and managing organizational change to keep pace with industry evolution and support seamless transformation.

The key is staying future-ready while making sure every innovation enhances but does not complicate the customer journey.

CHALLENGES	Data monitoring & fraud prevention	Omnichannel integration with legacy systems	Workforce skill gaps	Uncertain results of AI adoption	Economic and/or geopolitical instabilities causing supply chain disturbances
OPPORTUNITIES	Optimize monitoring across all systems to maintain security, enhance operational efficiency, and prevent potential problems.	Rapid change demands adaptive infrastructure. Invest in flexible platforms to scale with ease.	Upskill and reskill to transform existing talent into digital-ready employees, ensuring knowledge transfer between all generations of workers.	Adopt phased implementation approaches or sandboxes with defined measurement checkpoints, lowering the risk.	Forecast smarter with AI-driven insights to ride out volatility, plan proactively and build resilience.



To successfully navigate the challenges of digital transformation while minimizing cost and maximizing ROI, retailers should focus on selecting the right implementation partners. Effective solutions should not be just technically sound - but also meaningful to your customers, relevant to your industry, and backed by reliable after-sales support.

WHAT'S NEXT STAYING AHEAD IN A SMARTER RETAIL FUTURE

Technology trends often generate rapid hype, putting pressure on companies struggling to see clear ROI or rushing to become early adopters out of fear of being left behind.

While the pace of technological advancement continues to accelerate, **many innovations still need to reach appropriate maturity before they can be applied broadly across industries.**



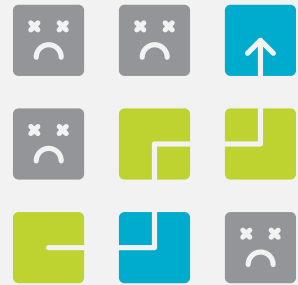
Building Retail Resilience

Change is constant. Where to invest for future-proofing your business against all odds.



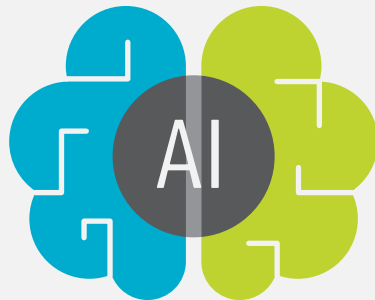
1. ADAPTABILITY

- Flexible systems, agile processes, rapid response capabilities
- Modular technology architecture that can quickly integrate new solutions
- Configurable workflows that adjust to changing business needs
- Cloud-based infrastructure that scales with demand fluctuations



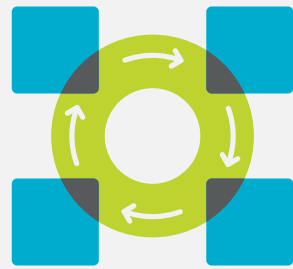
2. REDUNDANCY

- Robust backup systems
- Diversified payment processing options to prevent transaction failures
- Offline capabilities for critical operations during system outages
- Failover systems for continuous business operations



3. INTELLIGENCE

- Real-time monitoring, predictive analytics, market sensing
- AI-powered detection systems for fraud, anomalies, and operational issues
- Predictive maintenance for both legacy and modern infrastructure
- Customer behavior analysis for operational optimization



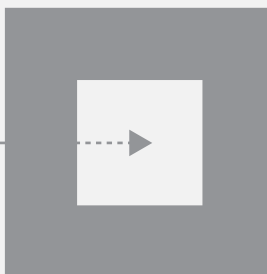
4. COLLABORATION

- Strategic partnerships
- System integrations that work with existing infrastructure
- Cross-platform compatibility between legacy and modern systems
- Orchestrated operations across multiple channels and touchpoints



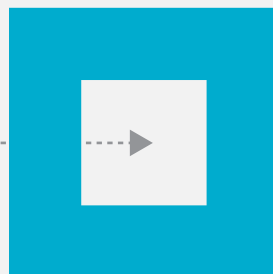
RIGHT NOW...

...retailers must focus on creating frictionless, tech-enabled experiences across every touchpoint, while managing operational complexity and delivering purpose-led commitments.



TO STAY AHEAD...

...leaders need more than vision. They need agile, trusted partners who can provide robust digital tools, predictive insights, and scalable platforms that drive measurable results.



LOOKING FORWARD...

...the retail industry can expect payment ecosystems to become more intelligent and interconnected where loyalty programs, mobile wallets, biometric verification, and new financial rails work together to create seamless, secure, and personalized transactions.



About Printec

We believe that great technology should feel invisible, smooth and secure, making life easier, every minute.

That's what we deliver at Printec. As a leader in business-to-customer transaction technologies and a trusted technology partner across 17 countries in Central and Eastern Europe, we help businesses deliver better, safer, and simpler transactions, seamlessly and at scale.

For over 35 years, we're helping organizations build meaningful customer connections by blending innovation, efficiency, and a human-first mindset. Our solutions and services span payments, self-service, automation, logistics, e-commerce, security, and compliance, supported by repair and after-sales services.

With 1,000+ skilled professionals and strong partnerships with global leaders like NCR, Verifone, Glory, Castles, IMTF, and Worldline, we deliver secure, scalable, and customized technologies that grow with your business and drive measurable impact.

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