

EMERGING SHOPPER PREFERENCES ¹

42%

of shoppers look for sales and discounts most of the time.



13%

shop only for what is needed.

20%

of shoppers enjoy browsing even if they don't make a purchase.



The amount of apparel brought into the U.S. now exceeds **US\$100b** annually.

14%

of shoppers return to familiar stores



66%

of shoppers prefer same-day or next-day delivery.

THE EVOLUTION OF ITEM-LEVEL RFID TAGGING



FROM CASE & PALLET TO ITEM-LEVEL TAGGING

- Historically, RFID was used within the supply chain industry to automate the identification and tracking of cases and pallets.
- Case and pallet-level tagging was found to improve product movement visibility, streamline distribution, and aid in forecasting.

- Item-level tagging began to be adopted by many apparel retailers and is proving to be a success.

By 2028², **95%** of decision makers aim to move to a RFID based inventory management system. (Up from 33% in 2018.)

BENEFITS OF ITEM LEVEL RFID TAGGING IN RETAIL³



Improved inventory accuracy – Retailers can quickly identify **replenishment needs, misplaced items and out-of-stocks.**



Just-in-time replenishment - allows for retailers to implement **leaner operating procedures.**

Reduced inventory management labour – Apparel and footwear retailers report inventory labour reductions of



75-92%

Efficient returns management – Handle returns and warranty issues more rapidly without receipts.



Reduced out-of-stocks – Retail apparel companies can increase revenue while decreasing OOS by

60-80%



Transition/impact door

– RFID facilitates and improves stock flow between the stockroom and sales floor.

25-40%

of retail OOS merchandise was in the stockroom or fitting room and not replenished in a timely manner.

Zebra's RFID Solutions – Gain visibility into your business operations and automate processes. Visit <https://www.zebra.com/ap/en/products/rfid.html>

References:

¹ 2018 Shopper Vision Study, Zebra Technologies

² The Future of Fulfillment Vision Study, Zebra Technologies

³ Item-level RFID Tagging and the Intelligent Apparel Supply Chain Study, Zebra Technologies