



Maximize the impact of market insights in retail

- How to leverage AI-powered insights in a changing retail landscape
- The tools you need to future-proof your business



Whitepaper

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CHAPTER 1

Keeping up with insights demand



The new retail landscape

Over the past decade, the retail landscape has been a whirlwind of online opportunity, growth, and change. Retail organizations have been working overtime to deploy omnichannel strategies that keep pace with shifting consumer behaviors as the COVID-19 pandemic, rise of hybrid work environments, and more have changed the way that consumers shop.

But now, the retail game shifts again. Retailers are feeling the effects of interrupted supply chains, and ongoing technological advancements like [artificial intelligence](#) (AI) continue to disrupt retail and consumer behavior. In addition, strong economic headwinds challenge organizations to thrive under cost pressures, and consumers become more selective and price-conscious in the face of inflation.

Meanwhile, trends like frictionless stores, hyper-personalized customer journeys, social commerce, and consumer demand for sustainable practices alongside super-fast convenience are prevailing. There has never been a more urgent need for

efficient and effective ways to generate and promote market and consumer insights within organizations. [Market Logic](#)'s generative AI-powered solutions for the retail industry harness all the data and research you need to ensure fast adoption of insights across the business, so your company can make smart, customer-centric decisions at the speed of the market.

→ **What this means for the insights team.** The new retail landscape brings a host of significant challenges for insights professionals. The number and range of shopping touchpoints are increasing, shopping and browsing behavior is changing, and activities in adjacent industries (high tech, finance, automotive, etc.) are increasingly relevant. All this is happening at a relentlessly fast pace and sits atop the fundamentals: insights on dozens of product categories and transversal subjects that span the shopper journey, from parking and pricing to sustainability and childcare.

The new retail environment brings a constant stream of information, data, and research to insights managers: secondary reports, syndicated sources, newsfeeds, vendor and custom research, business and brand trackers, social listening, companies and thought leaders to watch, and more.

CHAPTER 1

But it's not as if your business is making allowances for all the additional effort required to research and manage all these insights. Retail is an extremely efficient and fast-moving game, with rapid decision cycles from the boardroom to the loading dock to the point of purchase, and frequent re-organizations. Your stakeholders — whether internal or external to the business — don't have the luxury of time. They need to access insights quickly and efficiently.

According to [Ipsos](#), all this means insights professionals are faced with a clear choice. Insights "providers" will continue to waste time manually hunting for answers in the tsunami of data and research. Insights "advisors" will deploy technology to perform these tasks, so they can focus human intelligence on storytelling and advice.



CHAPTER 2

By the numbers

CHAPTER 2

The global e-commerce explosion



Source: eMarketer - "Global Retail Ecommerce Forecast," 2023

A few retail disruptors

1. E-Commerce market growth by region



Source: Statista - "China's E-Commerce Growth Trails the Rest of the World," 2022

CHAPTER 2

2. Conscious consumers

 **+70%**

of consumers are willing to pay more for sustainably produced goods

3. Social media purchases

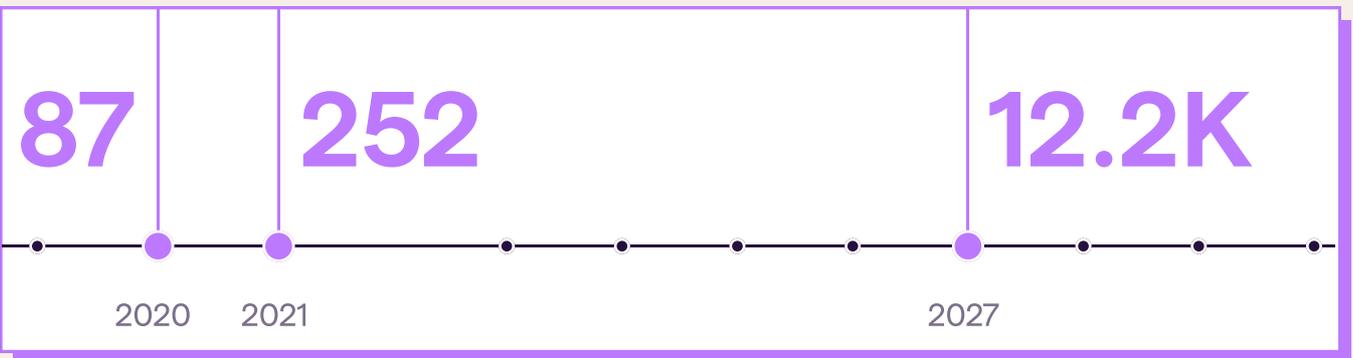
 **\$2.9T**

Forecasted value of social commerce sales worldwide by 2026

Source: [PwC - "Global Consumer Insights Pulse Survey, 2023"](#) | ["Value of social commerce sales worldwide," 2023](#)

4. A frictionless future

Growth projection of frictionless retail stores worldwide



Source: [PwC - "Frictionless Retail - The future of shopping," 2022](#)

5. Rapid delivery

 **90%**

of customers expect 2- to 3-day delivery as the standard

 **88%**

of consumers are willing to pay for same day delivery

Source: [Retail Industry Leaders Association \(RILA\) - "Retail Speaks"](#) | [Retail Touchpoints](#)

CHAPTER 3

Case studies



“One version of the truth to guide our business”

A global grocer launched their market insights platform to run an insights-driven business, with the key objective to establish one version of the truth to guide decision-making.

Essential functions of the platform include the ability to:

- Ask a question and get answers from 2,000 research projects and secondary sources including Planet Retail, IGD, and Euromonitor
- Automatically distribute periodic reports to subscribed managers
- Equip research agencies to upload new research results
- Execute new research projects using standard best practices

As a business that highly values information security, Single-Sign-On was seen as an essential gateway to remove the need for manual security reviews, and to swiftly disconnect departing users. Download limits were also established to automatically monitor potential breaches.

The technical deployment was accompanied by an outstanding change management initiative with continuous onboarding, training, and awareness-raising sessions, all focused on business topics, not technology. Usage leaped from the initial community of 100 early adopters to 2,000 unique monthly visits every quarter.

“Fast answers every Friday night”

The research team for a regional retailer had the problem that senior executives were posing tough business questions on Friday afternoons for their Monday board meetings. That meant the research team had to invest hours of weekend overtime in desk research to search and compile answers from all the past reports.

They decided to deploy an insights portal to centralize their inventory with AI search, to deliver instant answers.

Now, whenever an executive asks a question like “What do we know about online order and in-store pickup?” the research team delivers a comprehensive answer in an instant, with a one-click report.

The retailer's insights portal delivers:

- Holistic search across primary and secondary sources
- Knowledge zones to promote strategic insights on the shopper journey
- Secure access for research agencies to upload new research results

CHAPTER 4

Creating a robust platform for sharing insights

CHAPTER 4

Helping retailers run an insights-driven business

Market Logic helps world-leading brands across the retail ecosystem, from e-commerce giants and global supermarkets and drugstores to manufacturers that supply inventory, and credit issuers who run loyalty and payment systems.

In this extremely dynamic industry, [clients including Sainsbury's, eBay, Home Depot, and Tesco](#) are using technology platforms to run insights-driven businesses. See what platform enabling functions they are leveraging in the next page.

MARKETLOGIC Digital Insights Workspace -

Good Afternoon, Nick

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More

Latest Research

Quick

Key AI-powered solutions

1 All research and data in one place

Platforms connect all unstructured and structured data. Custom and vendor research is uploaded in any format, with auto-tagging for your team, and direct access for agencies so there's no manual effort. Newsfeeds, social listening, and sources like Planet Retail, IGD, and Euromonitor are integrated so everything is in one place.

2 AI-powered search

Get the best answers to your questions across all integrated internal and external sources with [state-of-the-art AI technology](#). Get a crisp summary of extracted key content in a minute or two without opening a single document.

3 Integrated business reporting

Automated reporting distributes performance and tracking reports to managers, as soon as these are available. Email alerts eliminate time wasted reaching out to insights experts for the latest numbers. Consequently, managers can stop talking about which number to use, and focus efforts on the business implications.

3 Promoting strategic knowledge

Promote valuable knowledge on strategic topics like value shoppers, store formats, last-mile delivery, and key competitors with expert news channels and engaging online magazines. Add your narrative, publish, and push to relevant user groups. Subscribers get alerts whenever expert content is updated.

4 Agile research

Plan, track, and execute lean research projects, with standard best practices, fast approval flows, and centralized agency management. Automated knowledge checks ensure scarce resources aren't wasted on knowledge you already own.

5 Fast deployment

There's no time to lose. As soon as you make the decision to deploy, a Market Logic implementation team representative will be assigned to you. They'll get you up-and-running in no time, with a tailored solution that showcases your brand and team identity, connects and integrates all your content and sources, and triggers awareness with an exciting launch campaign. Then we'll partner with you to continuously monitor usage and seek out opportunities to extend reach across your business.

The game changer: AI for retail consumer insights

While market forces and evolving consumer behaviors have been the driving forces of change in this industry, the introduction of [new technologies like AI will drive change](#) in retail organizations from within.

Instead of drowning in data, feeling the squeeze on resources, and experiencing the pressure of non-stop business questions from stakeholders, it's time for insights teams to think about deploying AI like deploying a friendly assistant.

Imagine using completely natural language to ask your AI assistant a business question — just like talking to your colleague — and receiving a fully synthesized, natural-language answer in seconds, complete with a list of works cited directly from your organization's trustworthy knowledge assets.

That's what generative AI can do for instant insights research, and the technology is here, developed, trained, and tailored to retail insights teams.

[DeepSights™](#) is an AI-based solution by Market Logic Software that helps organizations unlock the value of their proprietary knowledge and insights. The technology is specifically trained to understand the knowledge housed in vast amounts of proprietary reports, and you can trust the answers it produces for you because they've been filtered through deep evidence analysis to ensure they're accurate and truthful.

The screenshot displays the DeepSights AI interface. At the top, the logo 'DeepSights' is shown with the tagline 'Answering your questions based on insights'. Below this is a search bar containing the query: 'What is our understanding of the key drivers for using whitening toothpaste in China?'. Two search results are shown in white boxes with blue borders. The first result provides a detailed insight: 'Chinese consumers' need for teeth whitening is increasing due to motivated social confidence, increasing sophistication in beauty, and the booming lip makeup market. Consumers are becoming more confident, independent, and pursuing a holistic self, which includes whitened teeth. They are also influenced by higher income, social media, and the need for delicateness, dictating the importance of details like whitened teeth.' Below this result is a navigation bar for 'Asia Oral Care Consumer Journey Exploration' with links to 'Page 6', 'Page 11', 'Page 23', 'Page 24', and 'Page 65', along with 'Rate' and 'Share' icons. The second result is a disclaimer: 'This research does not provide enough information to answer this question specifically for China. However, the key drivers for teeth whitening in general are making teeth noticeably whiter, preventing dental scale/plaque/stains, improving oral health, leaving teeth and mouth feeling clean, helping to reduce enamel stains, and remineralizing and restoring enamel.'

CHAPTER 4

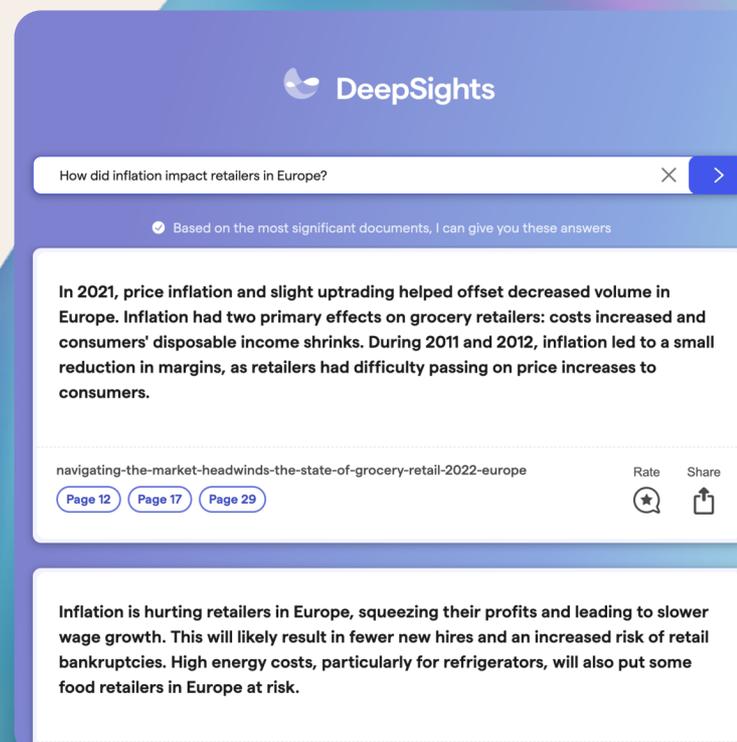
By allowing users to ask natural language questions and receive answers drawn from their reports, studies, and other documents, DeepSights™ makes insights more accessible and actionable across the organization.

You can even embed DeepSights™ into daily workflows and ask questions on the go — as the interface integrates into standard applications like Microsoft Teams so you can bring insights into meetings and discussions effortlessly. Using a generative AI platform can help businesses:

- Drastically decrease the time your teams spend developing insights for stakeholders
- Quickly gain insights about your target audience, their interests, and their behaviors
- Spot new market opportunities, and bring insights into the conversation in seconds, so you can stay ahead and fend off competitors

DeepSights™ is a game-changing tool for insights professionals and business leaders, effortlessly bringing trusted insights into your daily work and driving routine, smart decision-making for your company.

**Stop searching.
Start leading, with
Deepsights™.**





About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our AI-enabled insights management platform allows insights teams to equip business decisions makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, Astra Zeneca and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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