New Paper - Guidance for 2013: Acting on Key Shopper Trends

Barrington -- (January 14, 2013) – BMC’s Guidance for 2013 paper focuses on the most significant changes taking place among shoppers today. It identifies six key shopper trends, examines insights they reveal, and offers guidance for retailers on how to respond in the short and long term.

“Responding to shoppers is the most crucial component of successful retail strategies, and these six trends point the way,” says Bill Bishop, Chief Architect of Brick Meets Click.

The paper addresses shopper changes involving promotions, value capture, peer influence, stores, reliance on digital feedback, and online ordering confidence. According to Brick Meets Click:

- Shoppers are experiencing promotion overload, and retailers need to find alternatives to prioritize and manage the mix. Targeting may not be enough.
- Shoppers are turning to each other in peer networks for information, instead of trusting sales associates, stores, and manufacturers. Retailers need to develop shopper advocates within this setting.
- As the “internet of things” expands, so does shopper interest in “self-tracking.” This will create many opportunities for retailers to offer new services and strengthen their relationships with customers.

Visit [http://www.brickmeetsclick.com/guidance-for-2013--acting-on-key-shopper-trends](http://www.brickmeetsclick.com/guidance-for-2013--acting-on-key-shopper-trends) to download the complete paper.

To learn more about BMC’s Guidance for 2013 or to arrange an interview, contact Steve Bishop, Managing Director at 773.832.1658 or Steve.bishop@brickmeetsclick.com.

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About Brick Meets Click

Brick Meets Click is a strategic resource for retailers, suppliers, and technology providers that delivers thought-leading perspective on how technology is changing the way people shop. To encourage, frank, open, noncommercial conversation about the future of shopping, we publish a wide variety of content at [www.brickmeetsclick.com](http://www.brickmeetsclick.com).
Shoppers are facing promotional overload and retailers will need to find new methods to drive sales.
The web has shifted market power to shoppers who are just beginning to leverage their new advantage.

1. We are approaching promotional overload and need to find alternative ways to prioritize and manage our mix.

2. The power of peer influence starts with the trusted source but ultimately is about retailers developing shopper advocates.

3. The lifestyle and shopping changes seen in 2012 will only continue to accelerate as the "Internet of things" becomes more expansive. In-store service and experience must increase to remain competitive.

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