5 STAR PLUS

FREE GUIDE · FACTS AND FIGURES

THE FUTURE OF RETAIL

How will stores work in the future? Six trends in retail and technology, with selected facts and figures.

5 Star Plus Retail Design
Vienna · Shanghai · Beijing
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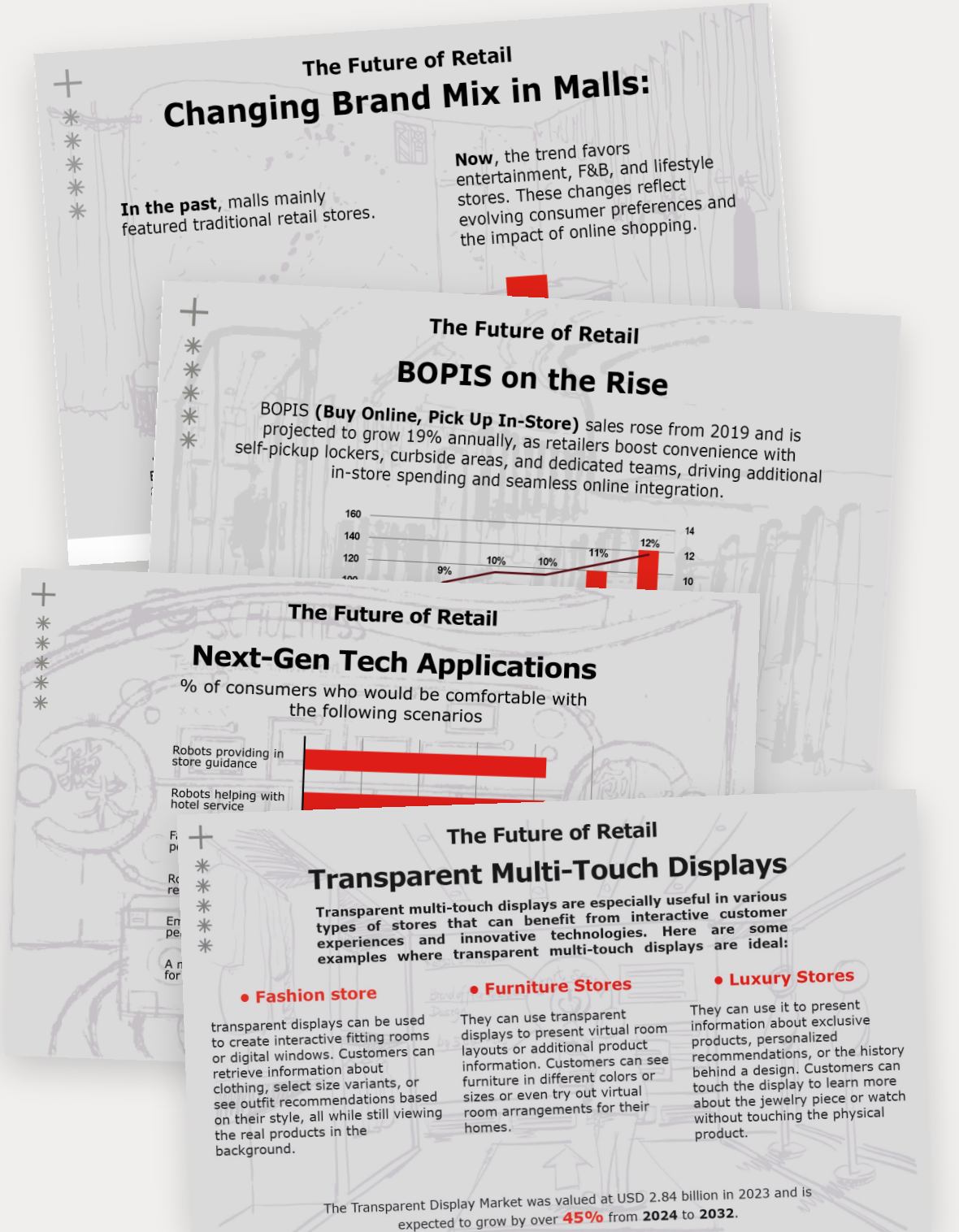


ABOUT THIS GUIDE

How will stores work in the future?

How much technology will customers expect in stores? Will people still work in stores? And how are shopping malls changing? In our social media campaign *The Future of Retail* we collected facts and figures on the trends that shape the stores of tomorrow.

This guide brings the whole campaign together in one place. Each page shows one trend, exactly as it appeared in the campaign, with its source.

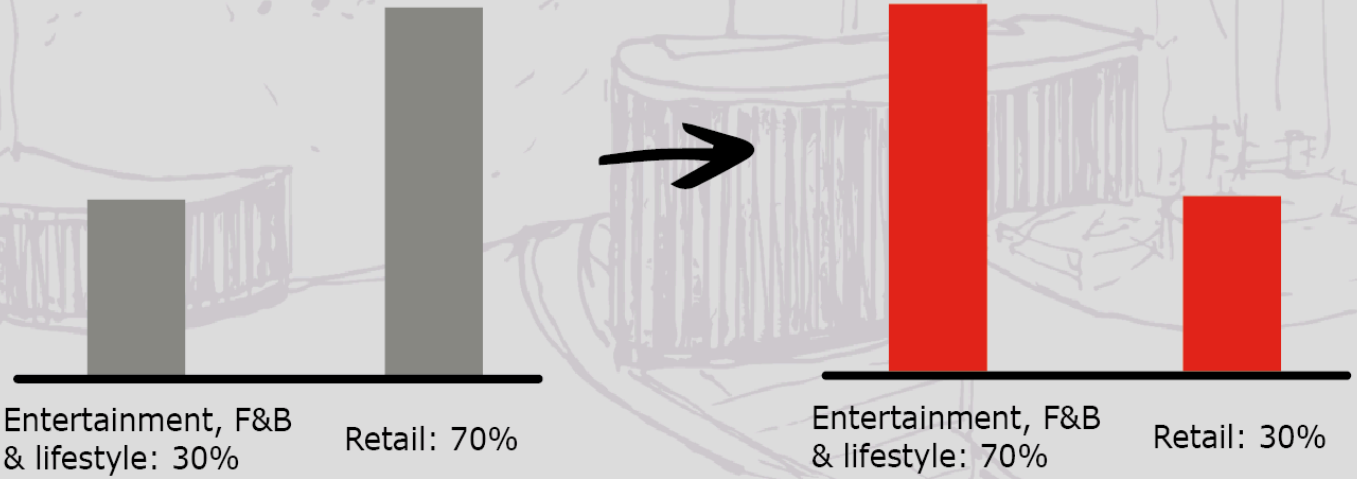
TODAY ▪▪▪

The Future of Retail

Changing Brand Mix in Malls:

In the past, malls mainly featured traditional retail stores.

Now, the trend favors entertainment, F&B, and lifestyle stores. These changes reflect evolving consumer preferences and the impact of online shopping.



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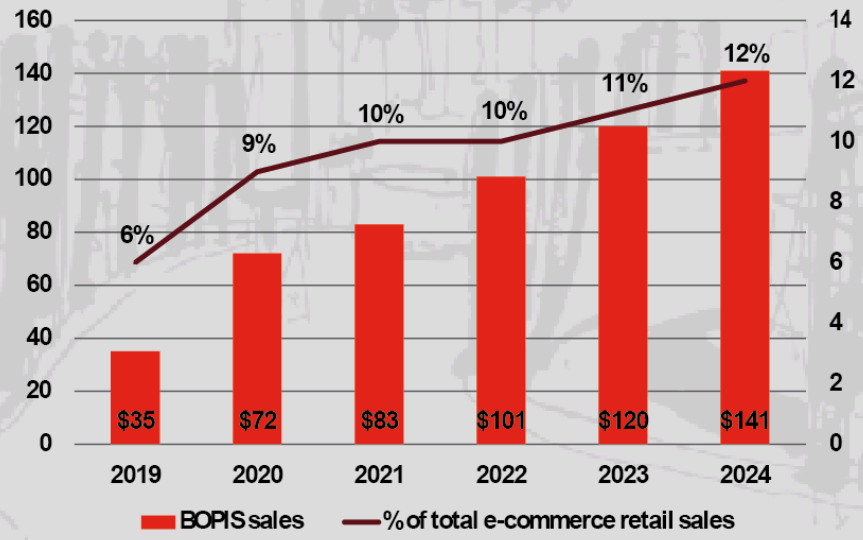
BOPIS on the Rise

BOPIS **(Buy Online, Pick Up In-Store)** sales rose from 2019 and is projected to grow 19% annually, as retailers boost convenience with self-pickup lockers, curbside areas, and dedicated teams, driving additional in-store spending and seamless online integration.



Source: KPMG

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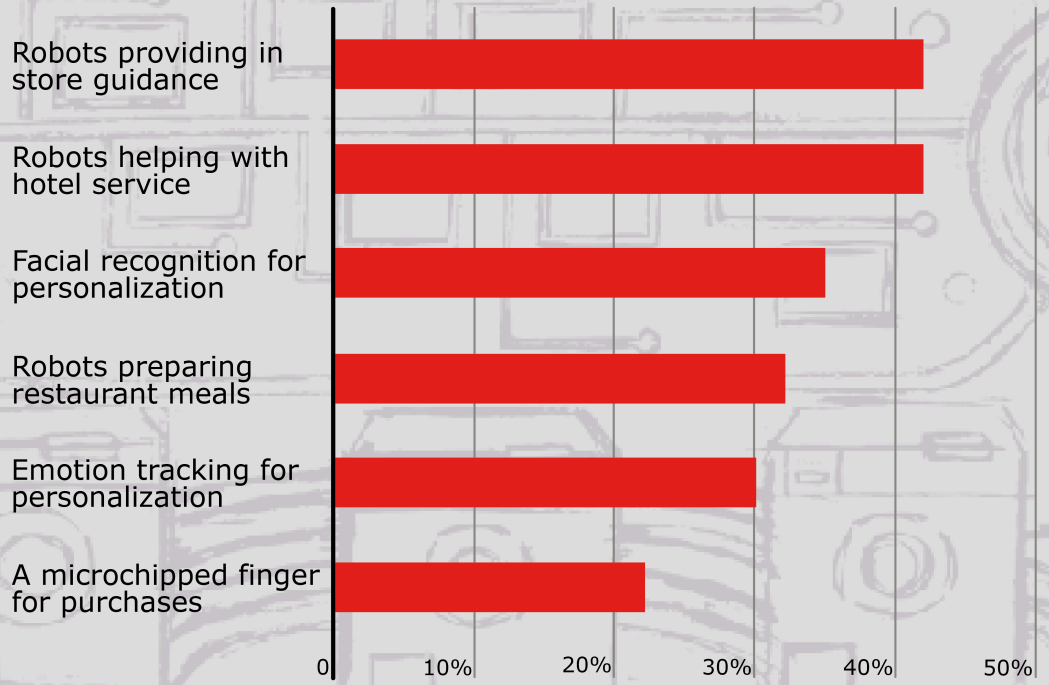
Next-Gen Tech Applications

% of consumers who would be comfortable with the following scenarios



Source: Euromonitor International, NRF - 2024

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Transparent Multi-Touch Displays

Transparent multi-touch displays are especially useful in various types of stores that can benefit from interactive customer experiences and innovative technologies. Here are some examples where transparent multi-touch displays are ideal:

• Fashion store

transparent displays can be used to create interactive fitting rooms or digital windows. Customers can retrieve information about clothing, select size variants, or see outfit recommendations based on their style, all while still viewing the real products in the background.

• Furniture Stores

They can use transparent displays to present virtual room layouts or additional product information. Customers can see furniture in different colors or sizes or even try out virtual room arrangements for their homes.

• Luxury Stores

They can use it to present information about exclusive products, personalized recommendations, or the history behind a design. Customers can touch the display to learn more about the jewelry piece or watch without touching the physical product.

The Transparent Display Market was valued at USD 2.84 billion in 2023 and is expected to grow by over **45%** from **2024** to **2032**.

Source: Global Market Insight

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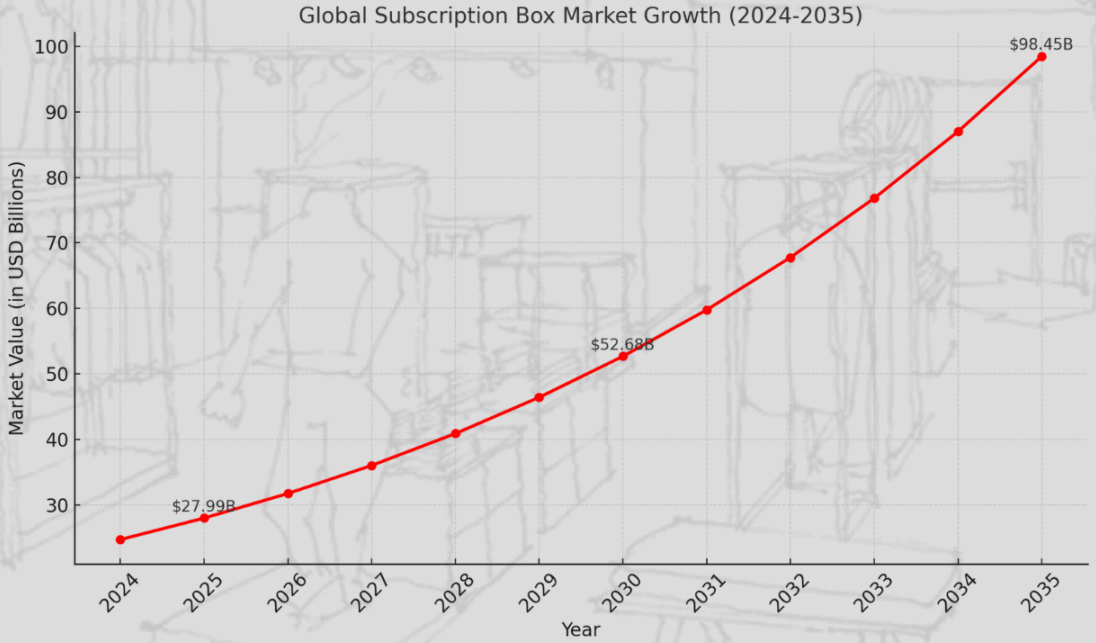
Trend: Subscription Box

A subscription box is a recurring delivery service where consumers receive curated products tailored to their preferences, often centered around specific themes such as beauty, food, fashion, fitness, or hobbies.



Source: rootsanalysis 2025

The Future of Retail

Trend: The Future of Autonomous Stores

The Demand for **Computer Vision** Will increase

Computer Vision is a field of artificial intelligence (AI) that focuses on enabling machines to interpret, understand, and analyze visual data from the world around them, similar to how humans process and understand images and videos.



Around

30%

of business leaders have indicated that they are seeing a rise in the demand for computer vision technologies, including object detection and tracking.

Source: Retail Dive 2024

START YOUR PROJECT

Planning a store, restaurant or exhibition stand?

We are a multidisciplinary team of architects, interior designers and retail specialists. We take your project from strategy to store opening.

Send us your project brief

office@5starplusdesign.com
Offices in Vienna, Beijing and Shanghai · Partner office in Riyadh

Retail design since 2012 · Austriacus Award 2023 (bronze) for exhibition architecture

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