

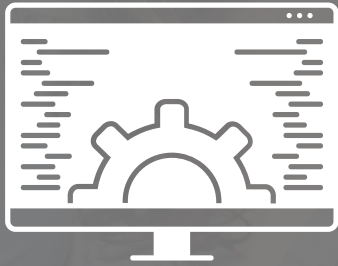
Fewer than

**10%**

of retailers can anticipate shifts in their market

# ANTICIPATE THE FUTURE OF SELLING

a study of 160+ footwear & apparel retailers and brands  
a commissioned study conducted by Forrester Consulting on behalf of antuit.ai



**75%**

say their tools and technology cannot predict, identify, and act on their business environment changes.



Less than 1/3 say they are fully prepared to manage shifts in their business

**#1**

## Challenge

We need to better understand how COVID-19 will shift buying patterns and behavior in the long term

**2/3**

worry they will lose their customers for at least a few months from not fulfilling a single order

Have and Planning to adopt in 24 months



**87%**

Location & channel specific markdowns



**84%**

Allocation & Fulfillment



**85%**

Channel & customer-segment assortment planning



View the full study at

[www.antuit.ai/anticipate](http://www.antuit.ai/anticipate)