

# Can your Brand Anticipate the Future of Selling?

 antuit.ai



summary of a

## Study of 160+ Footwear & Apparel Brands and Retailers

a commissioned study conducted  
by Forrester Consulting on behalf of antuit.ai



# Key Findings

## Retailers know change is under way

- Customers are diversifying their order fulfillment channels and will leave the brand if they cannot adapt

## Retailers struggle to anticipate shifts in demand

- Fewer than a third of decision-makers believe they're fully prepared to act on shifts in their market

## Reacting is not good enough

- Anticipating and responding to demand shifts drives near-term revenue, margin, and efficiency gains, while setting retailers up for the ever-changing future

Fewer than

# 10%

of retailers can anticipate shifts in their market

## Download the full study

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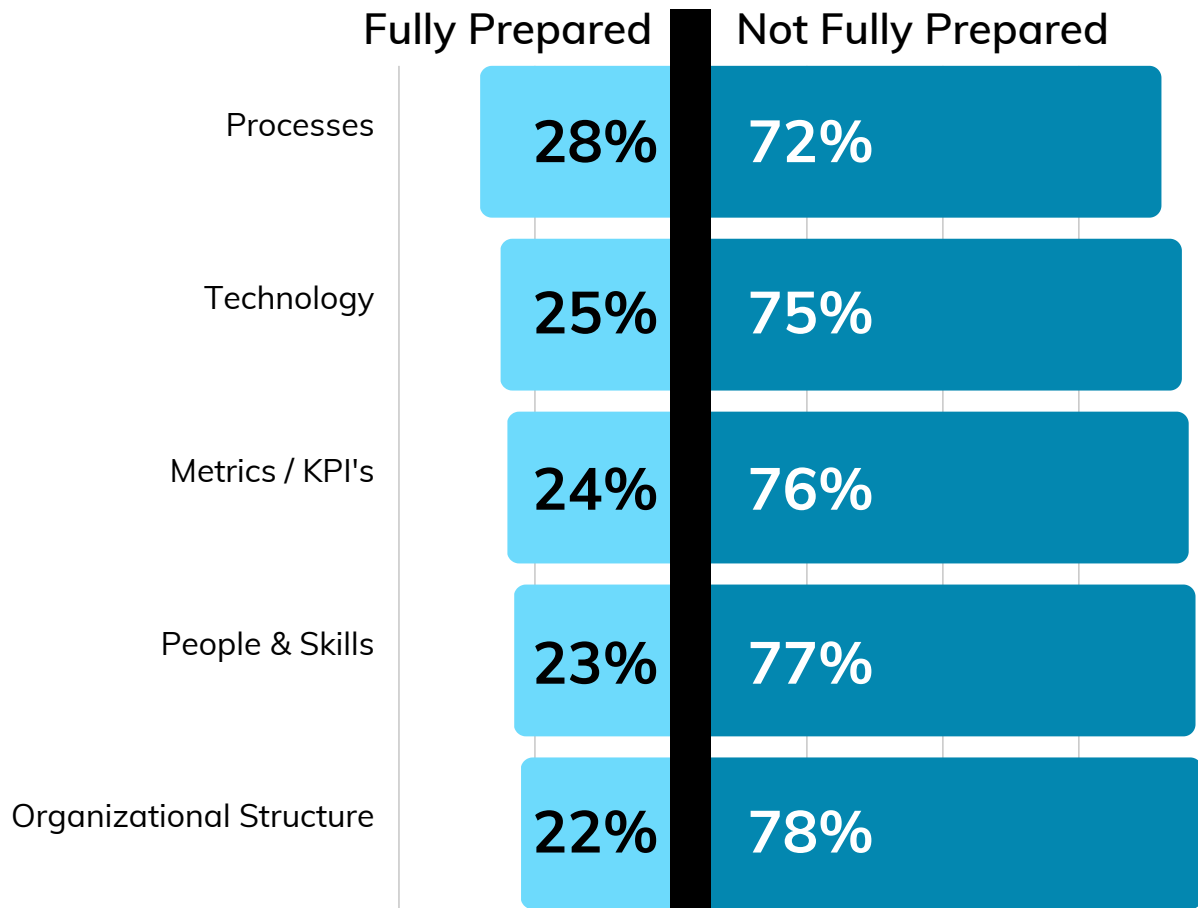
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# Retailers face significant barriers

Including restrictive processes, antiquated technology, lack of the appropriate skills, ineffectual performance measurement, and unaligned organizational structures.

How prepared is your business in the following areas?



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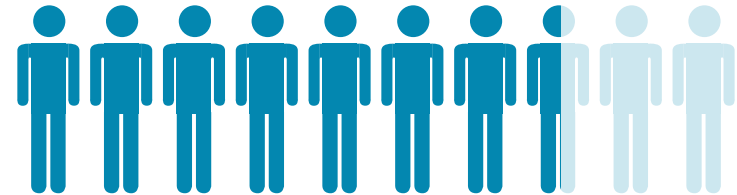
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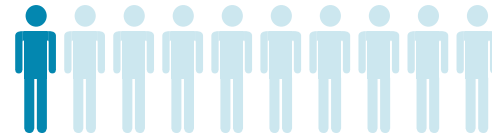
Despite that

**76%** agree anticipating customer demand improves margins



Only

**9%** anticipate adjustments for their pricing, markdowns, and promotions



**5%** anticipate changes for inventory rebuys by adjusting allocations to DC's or fulfillment centers



**4%** anticipate shifts for local and channel assortments



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# Retailers are focusing on the immediate issues

What are the top challenges to respond to changes in demand, which impacts markdowns, promotions, allocation, fulfillment, and assortment?



## COVID Related

#1

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

#2

Our forecasting/prediction algorithms are biased because of exceptional historic data (due to COVID)

## Data & Technology Related

#3

We don't have all the detailed, timely, and normalized data we need

#4

The technology or tools we use to measure and respond to these changes is not properly integrated/interoperable

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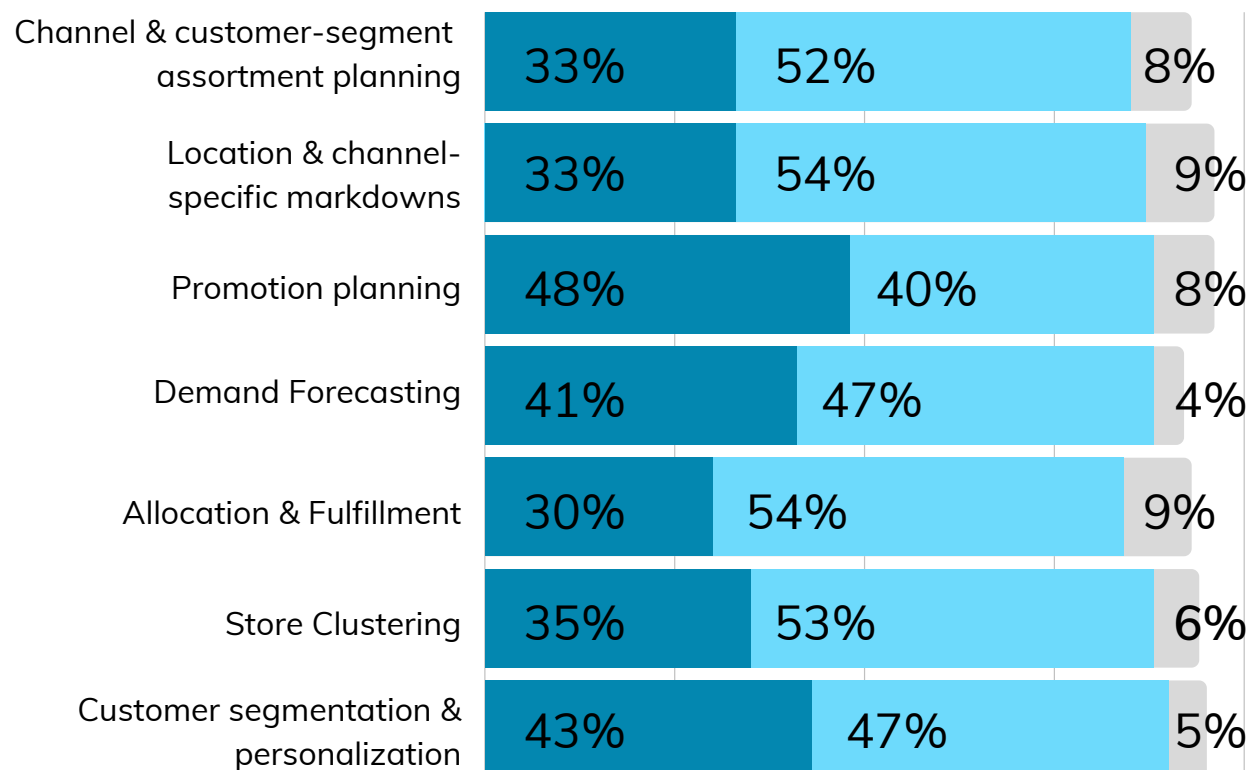
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# Retailers are not waiting on the sidelines

They are boosting the power of their planning capabilities to be more granular and predictive

“What is the timeline for when your organization will adopt each of the following capabilities related to managing demand, markdowns, promotions, allocation, fulfillment, and assortment?”

● Already adopted    ● Planning to adopt within 24 months    ● Not planning to adopt



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