



New Concepts in Retail

July 2026

Table of Contents

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

AI referrals explode 415% as retail's next era begins

Agentic commerce takes over the path to purchase

This briefing will explore retail innovation through the lens of five themes

NEW DIGITAL INTERFACES

The new digital shelf: Why AI interface visibility will define retail winners

ChatGPT leads the AI adoption landscape

Consumer trust in technology begins to accelerate

Companies double down on digital innovation

The reinvention of the physical store

RESPONSIBLE RETAIL

The era of voluntary sustainability is over

The shift from ESG pledges to operational delivery

The rise of responsible retail as a growth market

Why sustainability, inclusivity and waste reduction are now baseline expectations

Turning sustainability into commercial value

EXPERIENTIAL RETAIL

Physical retail faces a rapidly growing test: Relevance in a digital era

Experience-led consumption continues to shape retail

Companies invest in experience as a retail differentiator

Retailers shift towards curated, meaningful interactions

DATA-DRIVEN RETAIL

The next retail battleground: Converting insights into action at speed

The future of retail depends on making data machine-readable

Consumers now expect AI-powered discovery, assistance and service

Companies accelerating their AI ambitions

The store of tomorrow: Powered by data and personalisation

SIMPLIFIED SHOPPING

The journey without friction: Redefining the consumer experience

Retailers built on fragmented systems face a structural disadvantage

Retailers that reduce complexity will earn deeper loyalty

Innovation at the core

Retail competition is no longer about where consumers shop, but how they shop

CONCLUSION

Recommendations for growth

Evolution of new concepts in retail

Questions we are asking

About Euromonitor's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/new-concepts-in-retail/report.