Clicks and bricks

Retail strategies that appeal to customers

PROPORTION OF RESPONDENTS SURVEYED (%)

Showrooming Exclusive in-store advertising

and promotion

Interactive Games-in-Store

Virtual fitting rooms

Social spaces in store Cafe-in-store

Interactive in-shop classes

AR provision

Others

Source: Knight Frank's Retailers' Sentiment Survey 2018

43.6%

36.4%

30.9%

20.0%

14.5%

14.5%

14.5%

5.5%

3.6%