

The Retail Survey: A World of Challenges

Which **digital challenges** do retailers prioritize? 1500 risk experts in 12 countries rank **omni-channeling**, the **cost of online presence** and the **mobile customer journey** as the top 3 disruptors*.

	US	UK	France	Germany	Spain	Italy	Japan	Brazil	Russia	India	China	South Korea	Global
Master omni-channeling	10	8	10	3	5	6	9	7	9	10	9	6	7.7
Cost of online presence	7	9	9	9	9	4	8	10	8	7	8	3	7.6
Mobile customer journey	9	10	1	8	10	7	2	6	5	9	10	8	7.1
Tap into big data	8	7	7	4	4	10	3	9	10	6	5	4	6.4
Redefine market positioning	6	6	8	7	6	5	7	4	7	2	6	7	5.9
Mitigate reputational risk	3	3	6	10	8	9	1	2	3	4	3	9	5.1
Leverage marketplaces	4	5	4	6	7	3	6	5	6	3	7	5	5.1
Integrate new payment methods	5	2	4	5	2	2	4	8	4	5	4	10	4.6
Sustainable sourcing	2	1	3	2	3	8	5	3	2	1	2	2	2.8
Other	1	4 Cash generation	5 Marketing innovation	1	1	1	10 Aging population	1	1	8 Branding	1	1	2.9

Source: Euler Hermes

*Averaged score from local retail risk experts, from 1 – the less important- to 10 – the most important