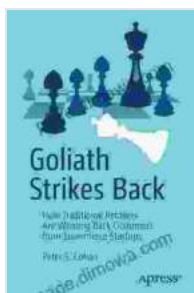# How Brick-and-Mortar Stores Are Regaining Customers from E-commerce Goliaths

The rise of e-commerce has been a major challenge for traditional retailers. In the past decade, online sales have grown from a small fraction of total retail sales to a significant portion. This has led to the closure of many brick-and-mortar stores, and those that remain have had to adapt to the new reality of online shopping.

However, in recent years, there has been a growing trend of traditional retailers winning back customers from e-commerce startups. This is due to a number of factors, including:

Goliath Strikes Back: How Traditional Retailers Are Winning Back Customers from Ecommerce Startups

by Peter S. Cohan

★★★★★ 5 out of 5

Language	: English
File size	: 4602 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 180 pages
Screen Reader	: Supported

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- The increasing cost of online shopping. Shipping costs, taxes, and other fees can add up quickly, making online shopping less competitive than it used to be.

- The desire for a more personal shopping experience. Many customers prefer to shop in stores where they can see and touch the products they're buying, and where they can get help from a salesperson.

- The convenience of brick-and-mortar stores. Many customers appreciate the convenience of being able to shop in person, without having to wait for shipping or worry about returns.

As a result of these factors, traditional retailers are starting to regain market share from e-commerce startups. In fact, a recent study by the National Retail Federation found that brick-and-mortar stores are expected to account for 85% of all retail sales by 2023.

So, how are traditional retailers winning back customers from e-commerce startups? Here are a few key strategies:

- **Offering a more personal shopping experience.** Traditional retailers can create a more personal shopping experience by providing personalized service, such as offering in-store styling advice or helping customers find the right products for their needs. They can also create a more inviting atmosphere by making their stores more comfortable and visually appealing.

- **Providing more convenience.** Traditional retailers can make shopping more convenient by offering a variety of services, such as buy online, pick up in store, and same-day delivery. They can also make it easier for customers to return or exchange items by offering flexible return policies and multiple return options.

- **Investing in technology.** Traditional retailers are investing in technology to improve the customer experience. For example, they are

using mobile apps to provide customers with access to product information, reviews, and personalized recommendations. They are also using data analytics to track customer behavior and preferences, which allows them to tailor their marketing and merchandising efforts.

By implementing these strategies, traditional retailers are well-positioned to compete with e-commerce startups. They can offer customers a more personal, convenient, and technologically advanced shopping experience, which is what many customers are looking for.

Here are some examples of traditional retailers that are winning back customers from e-commerce startups:

- **Macy's**. Macy's has been a leader in the department store industry for over 150 years. In recent years, the company has made significant investments in its stores, including adding new services such as curbside pickup and same-day delivery. Macy's has also been investing in technology, such as mobile apps and data analytics, to improve the customer experience.

- **Target**. Target is another major retailer that has been erfolgreich in winning back customers from e-commerce startups. The company has focused on providing a more personalized shopping experience, such as offering in-store styling advice and helping customers find the right products for their needs. Target has also made significant investments in technology, such as mobile apps and data analytics, to improve the customer experience.

- **Walmart**. Walmart is the world's largest retailer, and it has been able to compete with e-commerce startups by focusing on convenience and

affordability. Walmart offers a wide variety of products at low prices, and it has a convenient store network with locations in both urban and rural areas. Walmart has also been investing in technology, such as mobile apps and data analytics, to improve the customer experience.
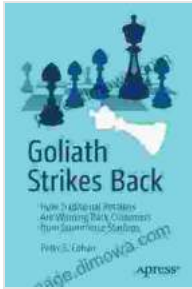
These are just a few examples of traditional retailers that are winning back customers from e-commerce startups. By implementing the strategies outlined above, traditional retailers can continue to compete with e-commerce startups and provide customers with the best possible shopping experience.

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The rise of e-commerce has been a major challenge for traditional retailers. However, in recent years, there has been a growing trend of traditional retailers winning back customers from e-commerce startups. This is due to a number of factors, including the increasing cost of online shopping, the desire for a more personal shopping experience, and the convenience of brick-and-mortar stores.

Traditional retailers that are able to offer a more personal, convenient, and technologically advanced shopping experience will be well-positioned to compete with e-commerce startups and win back customers.

Image Alt Attribute: Traditional retail stores are winning back customers from e-commerce startups by offering a more personal, convenient, and technologically advanced shopping experience.
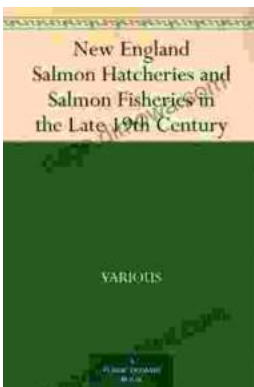
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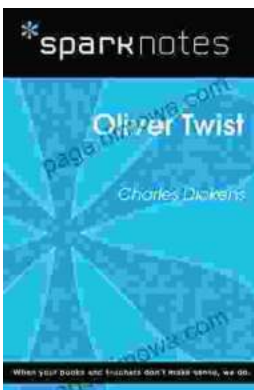
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