



The Evolution of U.S. Retail Print in an Increasingly Digital World

John Zarwan
165 Queen Elizabeth Drive
Charlottetown, PEI
Canada C1A 3B2
P: (902) 892-7272
E: jzarwan@islandtelecom.com

© 2018 Association for Print Technologies – PRIMIR Research Unit



Contents

Overview 1

Introduction 2

The Changing Retail Environment..... 3

Retail Advertising and Marketing Trends 10

 Circulars 15

 Catalogs..... 20

 Direct Mail..... 24

 In-Store 26

 New Technologies and Print 29

Conclusions and Implications..... 32

About PRIMIR..... 35

About the Author 35



Figures

- Figure 1: Retail Sales U.S. 2000-2016..... 3
- Figure 2: Retail Sector Sales U.S. 2010-2016 4
- Figure 3: Cumulative Store Openings and Closings U.S. 2013-2018..... 5
- Figure 4: Index of Retail E-commerce Sales versus All Other Retail Sales U.S. 1998-2015 7
- Figure 5: U.S. Holiday Retail Sales 2015-2017 7
- Figure 6: E-commerce Penetration U.S. 2007-2022 8
- Figure 7: E-commerce Penetration by Sector U.S. 2000-2022 8
- Figure 8: Mobile Commerce Retail Sales U.S. 2017-2021..... 9
- Figure 9: Retail Segment Average Advertising Spending U.S. 2010-2016 11
- Figure 10: Advertising Spending by Retail Sector U.S. 2010-2016..... 11
- Figure 11: Percent of Time Spent in Media vs. Percent of Advertising Spending U.S. 2016 12
- Figure 12: Internet Advertising U.S. 2006-2016 13
- Figure 13: Retail Spending on Digital Advertising U.S. 2016-2021 14
- Figure 14: Selected Stores Number of Circulars and Average Number of Pages U.S. 2016 to 2017..... 16
- Figure 15: Frequency of Using Print Circulars U.S. 2017..... 17
- Figure 16: Example of Versioning in Circulars..... 18
- Figure 17: Catalogs Mailed Per Year U.S. 2001-2016..... 21
- Figure 18: Change in Catalog Circulation, Frequency and Pages U.S. 2016 and 2017..... 23
- Figure 19: Retail Advertising Mail Volume U.S. 2000-2016 25
- Figure 20: IKEA Augmented Reality Catalog 31
- Figure 21: Lowe's Virtual Reality 31
- Figure 22: Amazon Echo Device Installed Base U.S. 2015-2017 32