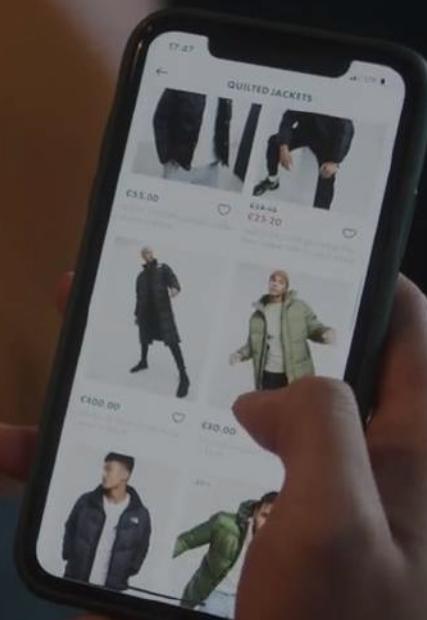


Retail Tech

Market Research 2025

Now, for tomorrow



 **bakertilly**

Baker Tilly International

Baker Tilly, founded in 1987, is a global professional services network ranked among **the top 10 worldwide**. The company provides a broad range of services, including **tax, advisory, assurance, and legal**. Their core promise is not just to protect but also to add value to their clients' businesses by leveraging their scale, expertise, and global reach.

Baker Tilly is partner-led, focusing on personal understanding and trust, which is central to every successful relationship. They invest in their people to unlock their **full potential, helping clients navigate the complexities of regulatory**, economic, and cultural challenges. Their collaborative and connected approach ensures clients receive the necessary expertise whenever and wherever it is needed, aiming for excellence in every delivery.

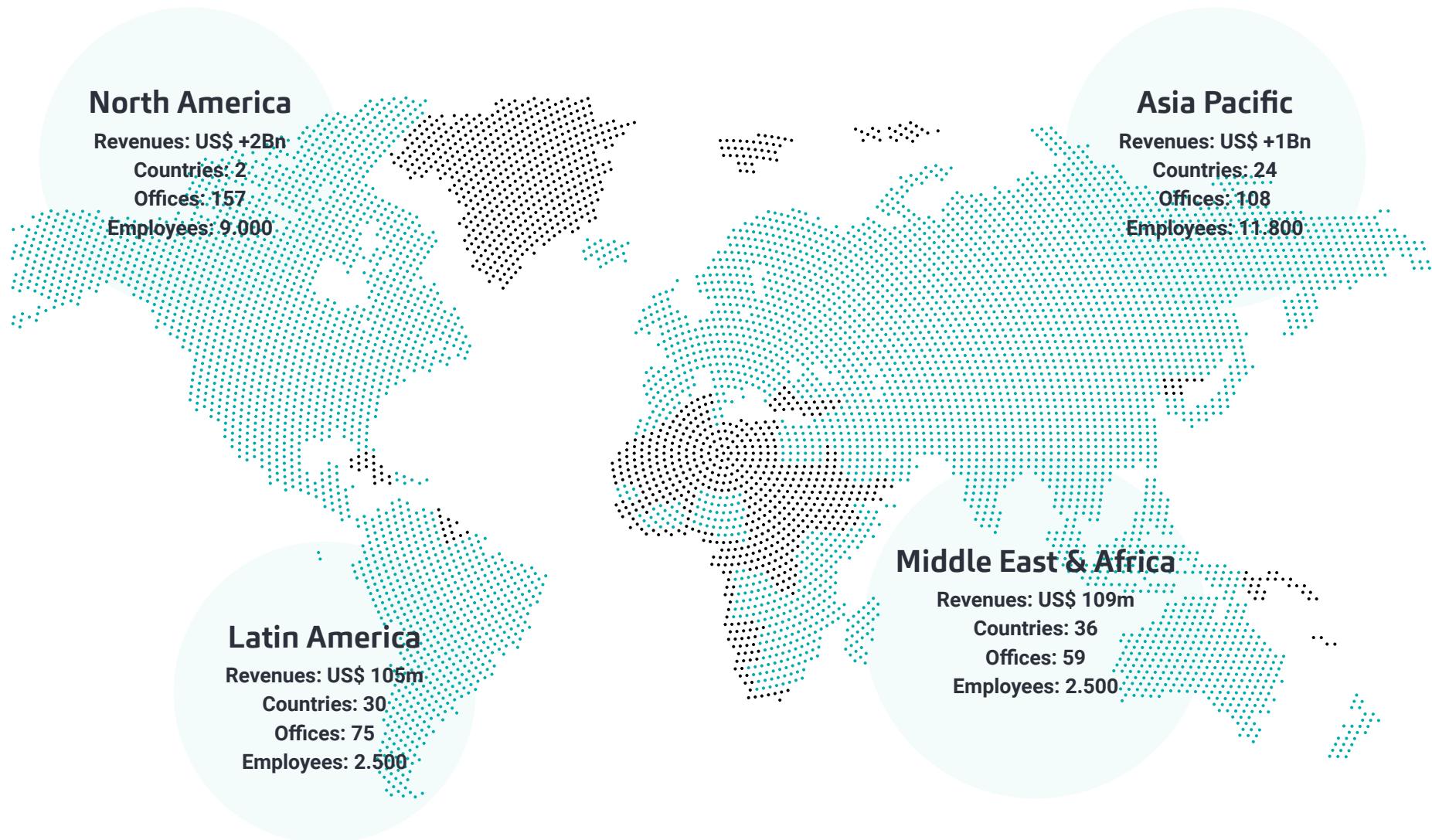
The firm's **goal is to create genuine, productive, and long-term relationships with clients** and colleagues alike, always focused on proactive action and future-facing solutions. With global reach and expertise, Baker Tilly is committed to supporting business growth, today and tomorrow.

Baker Tilly Global Deal Advisory

We are currently the 13th largest advisor by number of transactions worldwide, a significant growth from 19th position in the previous year. Our **transaction** services are based on experience, accuracy and strategic guidance to help you make informed and sound financial decisions.

We offer extensive **corporate** transaction expertise: a cross-cutting approach that encompasses all critical aspects of your business. With a multidisciplinary team, we prepare daily to tackle the most complex challenges and find the best solutions.

We offer a range of key services such as **mergers and acquisitions, due diligence, restructuring, forensic services, financial advisory and operational efficiency improvement**. These solutions are designed to effectively **strengthen and expand your operations**, providing a customised strategy that is closely aligned to the unique needs of each company.



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5F's Porter	21
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M&A Strategy	39

Intro

- **Scope and definition**
- **Feed summary**
- **Size and growth**
- **Geography**
- **Key drivers**
- **Key trends**

Definition and scope

What is included

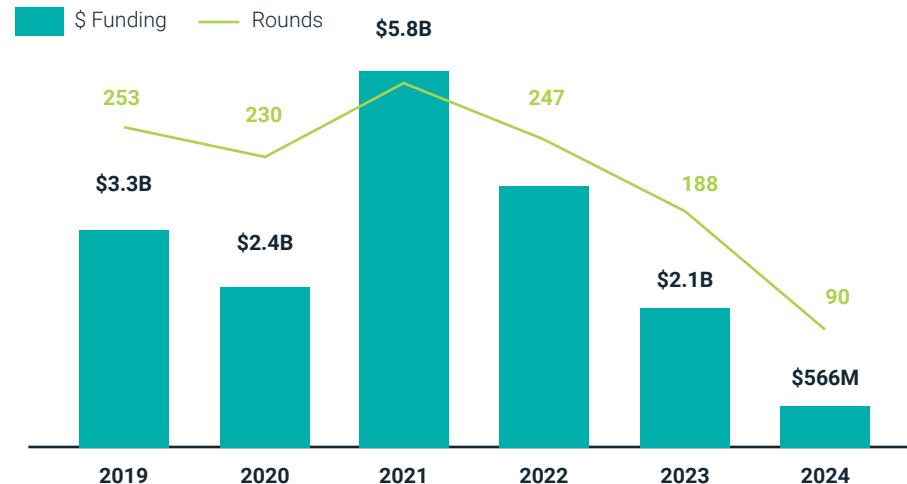
In-store Retail Technology represents the **integration of digital tools and advanced technologies** aimed at revolutionizing the retail industry. This segment focuses on enhancing **customer experiences, streamlining operations, and driving efficiency across the retail value chain**.

The technologies underpinning Retail Technology include **artificial intelligence (AI), the Internet of Things (IoT), real-time data analytics, and cloud computing**, which collectively enable retailers to meet evolving consumer expectations while optimizing operational workflows. At this core, Retail Technology transforms **traditional retail models into dynamic, data-driven ecosystems**.

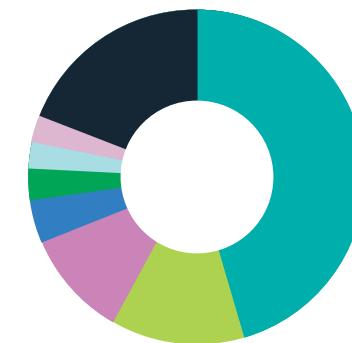
What is not included

Companies offering standalone hardware or components like thermal printers, terminal devices, barcode scanners etc. for offline retailers.

Y-o-Y Funding Total Funding: \$33.2B



\$ Funding by Country



United States (45.4%)
China (13.0%)
India (10.1%)
Singapore (4.2%)
United Kingdom (3.1%)
Finland (2.5%)
Israel (2.5%)
Others (19.3%)



Mandy

Undefined



Tabby

2019, UAE
\$444M



Insider

2012, Turkey
\$274M



Clip

2012, Mexico
\$496M



OneStock

2010, UK
\$72.0M

OVERVIEW

Feed Summary

In-store Retail Technology

This studio covers **In-Store Retail Technology** sector and has been made by Baker Tilly. The goal of this study is to provide a general overview of the In-store Retail Technology market.

All the data about companies, acquisitions and founding rounds was extracted **in January 2025**. Deals, rounds and companies founded after this date have not been included.



TOP COMPANIES



RetailNext
Founded in 2007
United States
\$232M

Tabby
Founded in 2019
UAE
\$444

Sunbit
Founded in 2016
United States
\$159M

59

IPOs

497

ACQUISITIONS

Size + Growth + Trends + Drivers

Market size and growth

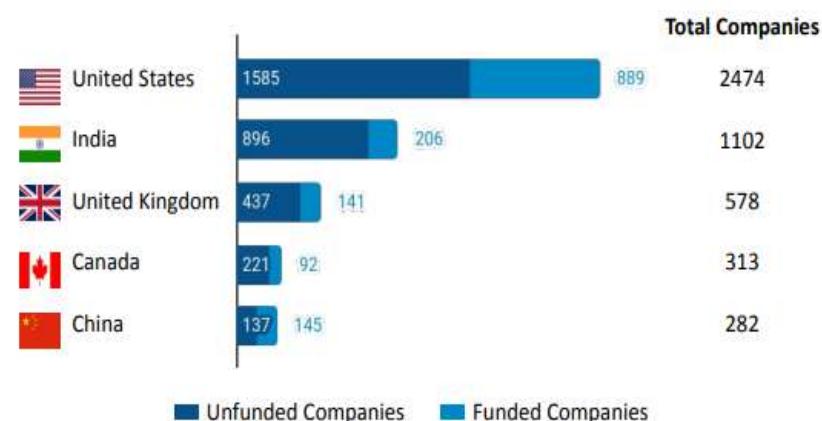
The Retail Technology sector, encompassing In-Store Personalization and Retail Media, is experiencing a compound **annual growth rate (CAGR) of over 10%**, driven by digital transformation and consumer demand for personalized experiences. **Ninety-one percent of retail IT leaders are prioritizing AI** as the top technology to implement by 2026. There are **8,793** companies in this sector with a total funding amount of **\$33.2 billion** ([Grand View Research](#)) (in the last two years, there has been **\$2.8 billion** in funding).

The global smart retail market, which encompasses in-store technologies, was valued **at \$30.25 billion in 2022** and is projected to grow at a compound annual growth rate (CAGR) **of \$29.1% from 2023 to 2030**. In addition, retail Industry technology spend is projected to reach **\$131.6 billion in the next 12 months** ([HG Insight](#)).

For instance, Amazon's integration of AI-powered personalization in its retail operations has **significantly boosted customer retention and increased sales**, exemplifying the potential impact of these technologies. Retail Media networks alone are projected to surpass \$100 billion by 2027.

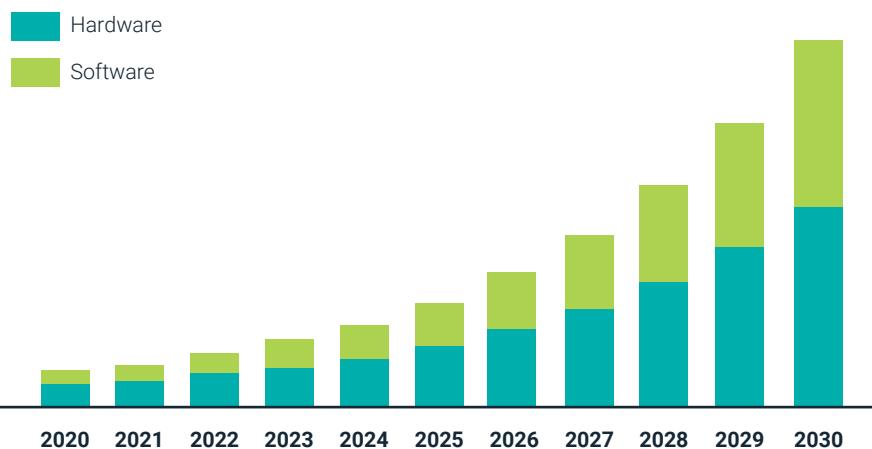
According to a study by [McKinsey Global Institute](#) (MGI), 52 percent of all activities in retail can be automated with existing technology.

Top Geographies by Companies



U.S. Smart Retail Market

Size, by Solution, 2020-2030 (USD Billion)



Size + Growth + Trends + Drivers

Regional Analysis

North America

North America held **the major share of 34.70% of the target market in 2022**. This region is anticipated to be the leading revenue contributor in the market throughout the forecast period. **The growing demand for luxury goods and premium items and the rapidly-changing customer preferences for more convenient and less time-intensive retail experiences**. The increasing adoption of digital technology across every application area is restructuring the U.S. economy (**Grand View Research**).

Regulatory frameworks emphasize data privacy and customer rights, shaping the implementation of personalization tools.

Additionally, the United States **is home to more than 2,400 companies specializing in In-store Retail Technology**. The cities with the highest concentration of these companies include San Francisco, New York, and Boston.

Asia Pacific

Asia Pacific is anticipated to grow as the fastest-developing **regional market at a CAGR of 30.7%** (**Grand View Research**). The growing application of **smart retail solutions such as big data analytics, intelligent dressing mirrors, reception robots, and shopping guide robots** in countries such as Japan and China is expected to drive regional market growth. Apart from big smart retailing players such as Alibaba and Amazon, smaller providers also plan to tap into this opportunity.

Rapid growth is fueled by large consumer bases and increasing investments in smart retail technologies.

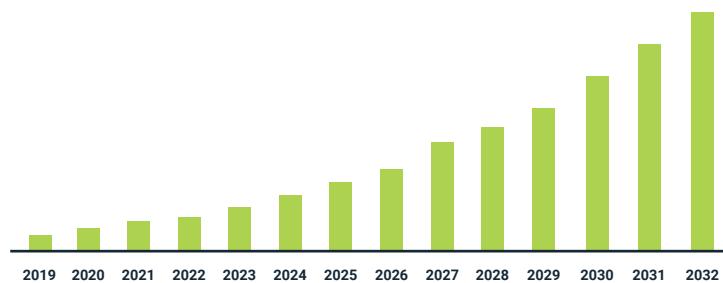
Among the countries with more companies in this sector in Asia are India and China.

Europe

The region **leads in adopting retail media and in-store technologies**, driven by a mature digital infrastructure.

The European market is experiencing growth in retail technology adoption, with countries like Germany and the United Kingdom leading in IT spending within the retail industry.

North America Artificial Intelligence (AI) in Retail Market Size, 2019-2032 (USD Billion)



Size + Growth + Trends + Drivers

Key Drivers and challenges

Innovations in **AI, IoT, and real-time data analytics** are reshaping customer engagement. AI-driven personalization and edge computing are **optimizing operational efficiency**, while omnichannel shopping strategies are meeting rising consumer expectations. **BCG** has found that large retailers leading in personalization are making annual investments **of \$10 million to \$40 million in customer data platforms**, marketing automation tools, AI models and decision engines, and content creation and management.

Retail Technology spans industries such as **supermarkets, fashion, and healthcare**, with distinct applications like virtual fitting rooms in fashion and digital concierge services in hospitality.

In the fast-evolving retail sector, businesses face a series of challenges that impact both operations and customer satisfaction.

 **Data Integration and Management:** Integrating vast data from various sources is complex, and lack of integration can cause inconsistent customer experiences and missed opportunities.

 **Adapting to AI and Automation:** Integrating AI and automation can improve efficiency but requires careful implementation and alignment with human roles.

 **Personalization and Customer Experience:** Consumers expect personalized experiences across all channels. Insufficient personalization can lead to lost customers and lower sales.

 **Emerging Payment Technologies:** Adapting to new payment methods (e.g. BNPL) is essential to prevent cart abandonment and ensure a smooth transaction process.

 **Omnichannel Integration:** Seamless integration across channels (e.g. BOPIS) is difficult, leading to potential stock issues and customer frustration if not properly managed.

 **Inventory Management:** Managing inventory efficiently amid fluctuating demand is challenging, and poor management can lead to stock-outs or higher costs.

 **Supply Chain Visibility:** Global supply chains complex, and disruptions can lead to stock-outs or delays, requiring real-time visibility and predictive analytics.

 **Rapid Technological Change:** Retailers must keep up with rapidly evolving tech to stay competitive, requiring continuous investment in new technologies and employee training.

Size + Growth + Trends + Drivers

Industry Trends



Artificial Intelligence

The global AI in retail market is projected to soar to **\$55.5 billion by 2030**, a significant increase **from \$5.5 billion in 2022**. According to Fortune Business Insights, **AI-powered** chatbots designed to enhance customer experiences are expected to play a key role in driving this growth.



Cashierless and Self-Checkout Systems

Today, **51% of American consumers use some form of contactless** payment regularly. In 2024, we'll continue to see retailers adopt new, **advanced and more secure ways to accept payment**. This could include mobile wallets, crypto or blockchain transactions or biometric payments.



Virtual Reality

As more retailers determine the best use cases for their customers and products, we're likely to see the technology come into its own very soon, especially since retailers **who add 3D content like AR or VR to their stores see a 94% conversion lift**.



Internet of Things

Internet of Things technologies are revolutionizing in-store media by creating engaging, tailored shopping experiences. With advancements in motion detection, sensor technology, and interactive features, these solutions allow brands to connect with shoppers on a personal level, capturing attention and driving purchase decisions.

Size + Growth + Trends + Drivers

Industry Trends



Electronic Shelf Labels

Another technology we anticipate seeing for 2024 is smart shelves, a market is estimated at USD 5.64 billion in 2025 and is expected to reach USD 15.40 billion by 2030, at CAGR of **CAGR of 22.26% during the forecast period (2025-2030)**.



Omnichannel Strategies

More than half (54%) go to a store for the final purchase while 40% use an online marketplace.

Retailers who understand the nuances of customer behaviour can provide the type of omnichannel customer experience that keeps them coming back.



Voice and Sound-Activated In-Store Advertising

Grocery retailers are exploring innovative ways to engage shoppers by incorporating **voice and sound-activated technology into their in-store advertising strategies**. These audio-focused solutions capture attention in subtle and interactive ways, creating a memorable shopping experience that resonates with modern consumers.



Programmatic Advertising in In-Store Media

Programmatic advertising is **reshaping in-store media by automating ad placements** and optimizing campaigns in real-time.

Segmentation

- **Subsegment**
- **Market map**

Segmentation

Subsegments

In-store retail technology can be divided into two parts, retail media and In-Store personalization:



Retail Media

Retail Media **involves transforming physical retail spaces into intelligent advertising platforms**. Through the integration of digital signage, programmatic advertising systems, and customer behavior analytics, retailers can offer **targeted advertising opportunities to brands and suppliers**. By monetizing their retail environments, businesses create an additional revenue stream while providing a channel for brands to engage directly with shoppers at the point of purchase.



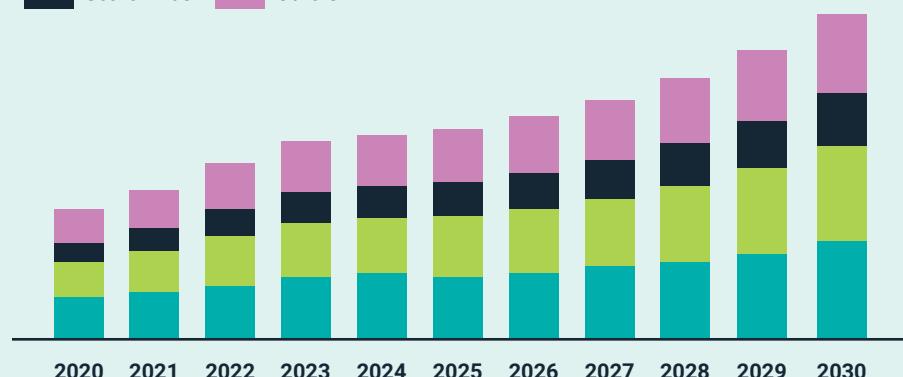
In-Store Personalization

This subsegment focuses **on using AI, real-time data analytics, and IoT enabled devices to create tailored shopping experiences** for consumers. Retailers leverage customer data, such as browsing history, purchasing habits, and in-store behaviors, to deliver personalized content, recommendations, and promotions in real time.

Retail Media Platform Market Size

by Advertising Format 2020-2030 (USD Billion)

█ Display Ads █ Sponsored Content
█ Search Ads █ Others



Segmentation Subsegments

The revenue growth of retail personalization leaders **is 10 percentage points higher than the growth of retail companies that lag in this area**, given the share gains and category growth these leaders are driving, Boston Consulting Group estimates that **\$570 billion in incremental growth will accrue to these companies before the decade's end**. This accounts for **almost 30% of the total personalization opportunity available across industries** ([Retail Spotlight Personalization in Action | BCG](#)).

Technological Foundations

Retail Technology relies on innovations like **cloud computing, edge computing, machine learning, and IoT**. Digital displays and dynamic advertising **enhance engagement**, collectively delivering efficient and personalized retail experiences.

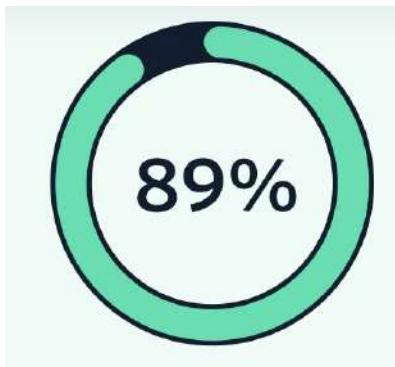
Role in the Retail Ecosystem

Retail Technology **spans** the entire retail **value chain, enhancing marketing, sales, operations, and supply chain management**. It drives personalization, boosts brand **visibility** through retail media, and optimizes **inventory management**. By integrating these tools, retailers create a **unified ecosystem** that benefits customers and businesses alike.

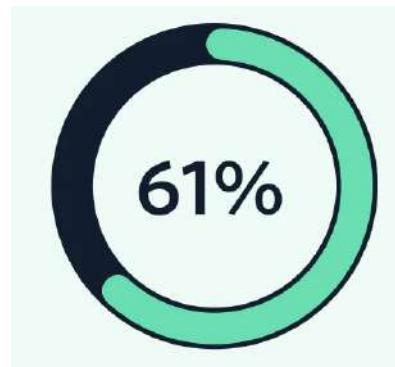
Global Relevance and Applications

Retail Technology is **globally impactful**, with applications across industries like **supermarkets, fashion, hospitality, and healthcare**.

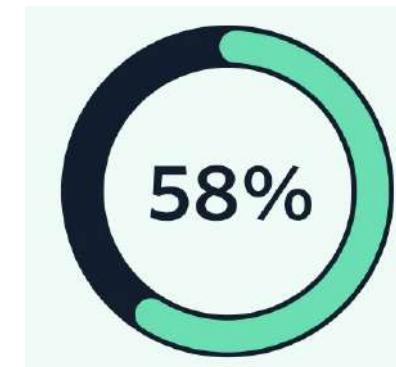
Segmentation Subsegments



of business leaders believe personalization is valuable to their business' success in the next three years.



of companies are concerned about inaccurate data compromising the effectiveness of AI/ML for personalization.



of business leaders believe that AI chatbots will be the most impactful AI-driven personalization technology over the next 5 years.

Segmentation

In-store retail tech

Marketmap - In Store Retail Tech



INSTORE RETAIL SUITE



IN STORE CATEGORY SPECIFIC IT SUITE



nuro

DMALLOS

IN STORE CUSTOMER ENGAGEMENT



ZOOV

TRUE FIT

SERVIFY™

comsense

CUSTOMER ROYALTY

capillary

zubale

INFORMAL RETAIL DISTRIBUTION



elasticrun

Jumbotail

INSTORE POS



SpotOn

Square

Top Business Models in last 1y

Business Model	Funding
Retail Consumer Financing	\$255M
In-Store POS Solutions	\$125M
In Store Retail Tech > Store Operations Management > Order Manag...	\$102M
Diversified	\$61.3M
In-store Product Authentication	\$56.0M
Marketplace	\$44.7M
In Store Retail Tech > Store Operations Management > Inventory M...	\$40.0M
In-Store IT Suite	\$35.0M
In-Store Marketing	\$31.8M

Segmentation

In-store retail tech

Segment Name	Brief Description	Examples	Webpage Examples	Trends
In-Store Personalization	Technologies that customize the in-store shopping experience using AI and real-time data analytics.	AI-powered recommendation engines, smart kiosks.	Adobe	Increasing demand for tailored customer experiences; integration with IoT.
Retail Media Networks	Platforms that monetize retail environments by providing targeted advertising opportunities.	Digital advertising screens, interactive kiosks	Coresight Research	Rapid growth in programmatic advertising and monetization of retail spaces.
E-Commerce Integration	Solutions that integrate physical retail stores with online shopping platforms for seamless customer experiences.	Shopify POS systems; Amazon Go Integration	Shopify	Expansion of buy-online-pic-up-in-store (BOPIS) and same-day delivery models.
Smart Retail Devices	IoT-enabled devices such as smart shelves, digital signage, and checkout-free systems to enhance store operations.	Smart carts, AR mirrors	VusionGroup	Adoption of cashier-less checkout systems and real-time inventory updates.

Segmentation

In-store retail tech

Segment Name	Brief Description	Examples	Webpage Examples	Trends
Omnichannel Platforms	Systems that unify customer interactions across online, in-store, and mobile channels.	Salesforce Commerce Cloud, Adobe Experience Manager	Salesforce	Growing need for unified customer journeys across multiple channels.
Customer Analytics Solutions	Software and tools that analyze customer data to drive insights and improve decision-making.	Google Analytics, Tableau	Google Analytics	Emphasis on data-driven decision-making and predictive customer behavior insights.
AI-Powered Marketing	AI-driven platforms designed to create targeted marketing campaigns based on customer behavior and preferences.	Dynamic email campaigns, programmatic advertising	Adobe	AI usage for hyper-personalization in marketing and reducing customer churn.
Supply Chain Optimization Tools	Tools that use AI and real-time data to optimize inventory management, logistics, and supply chain processes.	Real-time inventory tracking, predictive logistics platforms	BlueYonder	Focus on sustainability and reducing operational costs through efficient logistics.

Segmentation

In-store retail tech

Retail Technology Market Map – Representative Landscape



5Fs Porter

- Market
- Suppliers
- Competitors
- Complementary products
- Substitute products

5Fs Porter

Final users

FINAL USERS				
				
Retailers	Optical stores	Service Stations	Hospitality Businesses	Healthcare Providers
<p>Retailers aim to enhance customer engagement, improve operational efficiency, and boost sales. They use Retail Technology to personalize shopping experiences, streamline checkout processes, and manage inventory effectively.</p>	<p>In optical stores, from the storefront to the checkout area, customers can be personally assisted in-store. Consistently increase your sales, customer traffic, and visit frequency in your store. Offer an engaging customer experience in your optical store.</p>	<p>This technology are used to display personalized promotions advertisements and offers based on the customer's location or shopping behavior. They can also be used to display product information or even to promote additional services, such as oil changes or car washes.</p>	<p>These businesses use Retail Technology to enhance guest experiences by offering personalized services, interactive menus, and digital concierge systems. Efficiency improvements include optimized reservation systems and real-time inventory for food and beverages.</p>	<p>Healthcare providers utilize Retail Technology to improve patient engagement, simplify prescription management, and offer personalized in-store promotions for health products.</p>

Market + Customers + Channels

Go-to-market strategies

Targeting and Segmentation

Retail Technology providers segment their audience by:

-  **Industry:** Retailers, hospitality, and healthcare.
-  **Business Size:** SMBs requiring cost-effective, ready-to-deploy solutions versus large enterprises seeking AI-driven and customizable platforms.
-  **Technology Adoption Levels:** Early adopters, mainstream users, and laggards.

Partnerships and Collaborations

-  Collaborations with system integrators, technology providers, and advertising platforms enhance market reach and solution delivery.
-  **Examples:** Partnerships with IoT device manufacturers for smart retail integration.

Sales Channels

-  **Direct Sales:** Best suited for large enterprises requiring tailored solutions and direct engagement.
-  **Reseller Partnerships:** Leveraged for SMBs to expand reach via established distribution networks.
-  **SaaS Platforms:** Popular for scalable, subscription-based models accessible to businesses of all sizes.

Pricing Strategies

-  **Subscription-Based:** Ideal for SaaS models targeting SMBs.
-  **Usage-Based:** Common for AI-driven platforms charging based on data processed or transactions handled.
-  **Tiered Pricing:** Designed to meet diverse customer needs, offering basic to advanced features.

Suppliers

Supplier categories

Cloud & IT Infrastructure Providers

Supply cloud infrastructure, data storage, cybersecurity, and IT solutions.

- **Ensure scalability**
- **Reliability**
- **Security for retail applications**

Software Supplier

Develop platforms for analytics, AI-driven personalization, inventory management, and marketing automation.

- **Enhance customer experience**
- **Optimize retail operations**
- **Enable data-driven decision-making**

Hardware Supplier

Provide physical components such as IoT devices, smart shelves, digital signages, payment systems, and other hardware essential for retail environments.

- **Enabling real-time inventory tracking**
- **Dynamic pricing**
- **Interactive customer engagement**

Product Consulting and Integration Partners

Facilitate the deployment and integration of Retail Technology solutions into existing retail systems.

- **Help retailers achieve seamless technology adoption**
- **Operational efficiency**

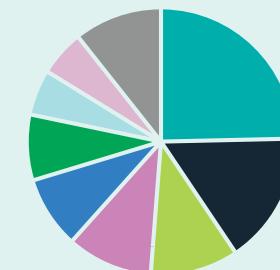
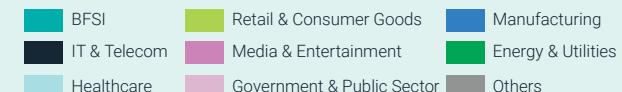
Components Manufacturers

Produce essential components such as processors, sensors, and chips for Retail Technology hardware.

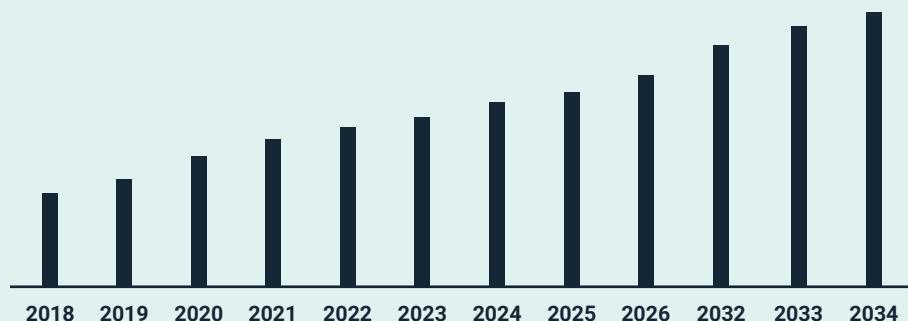
- **Enable hardware functionality and connectivity**

Global Cloud Computing Market

Share, by End-use, 2022 (%)



Data Capture Hardware in Retail Market



Complementary Products

Categories of Complementary Products

Hardware

They act as the foundation upon which digital solutions operate, **enabling real-time data collection**, customer interaction, and operational efficiency. Hardware products **provide the physical infrastructure** that supports in-store retail technologies. Hardware provides the essential tools for capturing and processing data, enabling software and cloud solutions to function effectively.

Cloud and IT Services

Cloud services **provide the backbone** for data storage, processing, and cybersecurity. They ensure scalability, reliability, and seamless integration of various retail technologies. Cloud services are essential for storing and processing the vast amounts of data generated by hardware and software solutions.

Software

Software solutions **analyze data and deliver actionable insights to retailers**. They bridge the gap between raw data and decision-making by providing tools to optimize inventory, personalize marketing, and improve customer engagement. Software enhances the functionality of hardware and cloud systems by **transforming collected data into actionable insights**.

Payment and Checkout Solutions

Technologies that streamline and secure payment processes. These solutions reduce friction during checkout, improving customer satisfaction and operational efficiency. Payment solutions **integrate seamlessly with POS systems and CRM tools** to create a unified transaction and customer management process.

Customer Experience Enhancers

Products that directly **improve customer interaction and engagement in stores**. These solutions create immersive and interactive experiences that drive customer satisfaction and loyalty. Customer experience enhancers work in tandem with analytics and personalization tools.

Complementary Products

Categories of Complementary Products

These complementary products **can contribute to improve:**

Customer Experience

By integrating AR/VR devices and digital signage, retailers can create immersive and interactive experiences.

Profitability

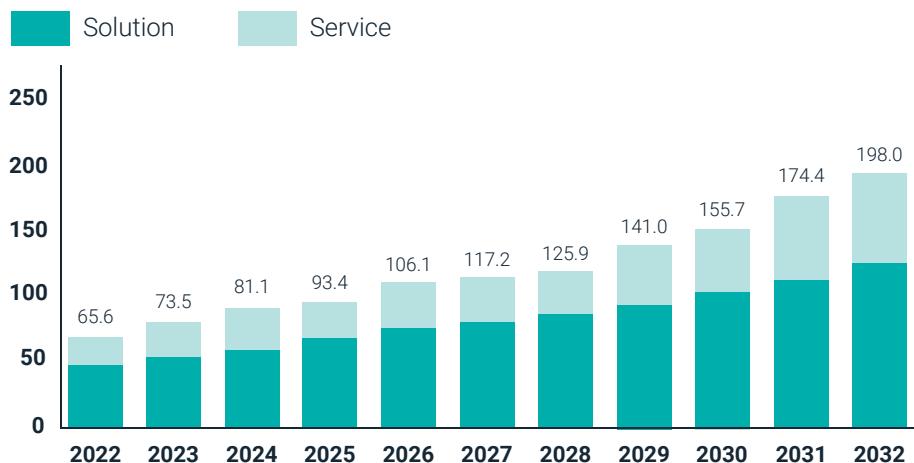
Payment and checkout solutions streamline transactions, reducing cart abandonment and enhancing customer satisfaction.

Operational Efficiency

IoT-enabled devices and analytics platforms reduce inefficiencies in inventory management and operations.

Global Payment Processing Solutions Market

Size, by Component, 2022-2032 (USD Billion)



83% of Businesses Prioritize Customer Experience Enhancement



Substitute Products

Categories of Substitute Products

E-commerce Platforms



Subscription Services



Mobile Shopping Apps



Direct-to-Consumer Strategies



DOLLAR SHAVE CLUB



Marketplace Solutions



Why are they complementary products?

Fully virtual retail experiences that **allow customers to browse, compare, and purchase products online**. These platforms **reduce the need** for in-store technologies by **providing seamless online shopping experiences**.

Models where customers receive **recurring deliveries of curated products**, reducing the need for in-store visits. Directly addresses customer needs without requiring in-store shopping.

Mobile applications that enable customers to **shop and complete transactions entirely on their devices**. Provides convenience and flexibility, often integrating payment and loyalty solutions.

Brands that bypass traditional retail channels to sell **directly to consumers**. Eliminates the **need for physical retail spaces** by offering direct online interactions.

Aggregator platforms where multiple vendors sell products **under a single online marketplace**. Provide a **one-stop shop for customers**, offering diverse products without requiring in-store visits.

Substitute Products

Categories of Substitute Products

SUBSTITUTE PRODUCTS

Advantages

- Convenience of shopping anytime and anywhere.
- Wide product variety and competitive pricing.
- Enhanced personalization through AI and customer data.

Disadvantages

- Limited sensory experience compared to physical stores.
- Shipping delays and added costs.

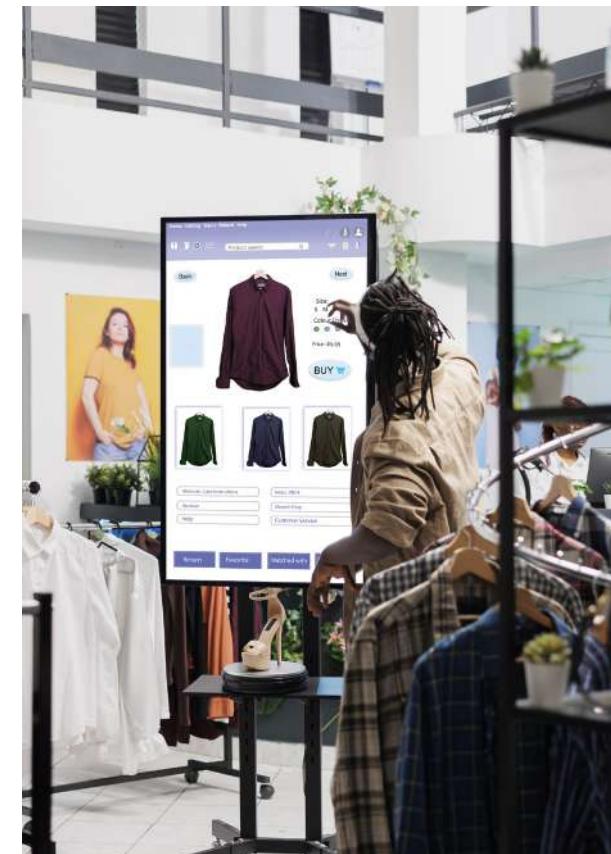
IN-STORE RETAIL TECHNOLOGIES

Advantages

- Immediate product access and sensory engagement.
- In-person customer service and community building.
- Enhances brand experiences through physical interaction.

Disadvantages

- Higher operational costs for physical locations.
- Limited flexibility compared to online models.



Value Chain

- Primary and support activities

Value Chain

Primary and support activities

This value chain for the Retail Technology industry outlines the interconnected activities and players involved in creating, delivering, and capturing value. This analysis identifies the primary and support activities that drive innovation, efficiency, and market opportunities.

Primary Activities

- **Technology Development and Innovation:** Research, design and development of new retail technologies, platforms, and solutions to address industry challenges.
Trends: Growing demand for AI-powered personalization tools, increased integration of IoT for real-time inventory tracking, advances in machine learning for predictive analytics.
- **Solution Integration and Implementation:** Deployment and integration of Retail Technology solutions into retail environments, ensuring seamless operation with existing systems.
Trends: Growing demand for scalable and modular solutions, seamless integration with legacy systems.
- **Retailer Operations:** Retail Technology solutions that optimize operations such as inventory management, analytics, and real-time data tracking.
Trends: Real-time inventory updates, enhanced decision-making through predictive analytics.
- **Marketing and Advertising Platforms:** Platforms that enhance retailer advertising capabilities and enable monetization through retail media networks.
Trends: Expansion of programmatic advertising in retail, increased focus on in-store digital media.
- **Customer Interaction and Retention:** Tools and systems designed to enhance customer experiences and improve loyalty.
Trends: Increasing adoption of personalized loyalty programs, focus on omni-channel customer engagement.

Support Activities

- **Infrastructure and IT services:** Cloud computing, data storage, and cybersecurity solutions that support the industry's primary activities.
Trends: Adoption of hybrid cloud models, enhanced focus on cybersecurity.
- **Procurement:** Sourcing hardware and software components for Retail Technology solutions.
Trends: Shift towards sustainable and ethical sourcing.
- **Firm Infrastructure:** Strategic planning, compliance management, and financial operations.
Trends: Emphasis on ESG compliance.
- **Human Resource Management:** Training retail staff and hiring technical experts to maximize technology adoption.
Trends: Growing need for upskilling employees in technology use.

Investment activity

- **Key metrics**
- **Key metrics Financing Rounds**
- **Key metrics Acquisitions**
- **Key transactions**

Market report “In Store Retail Tech”: scope

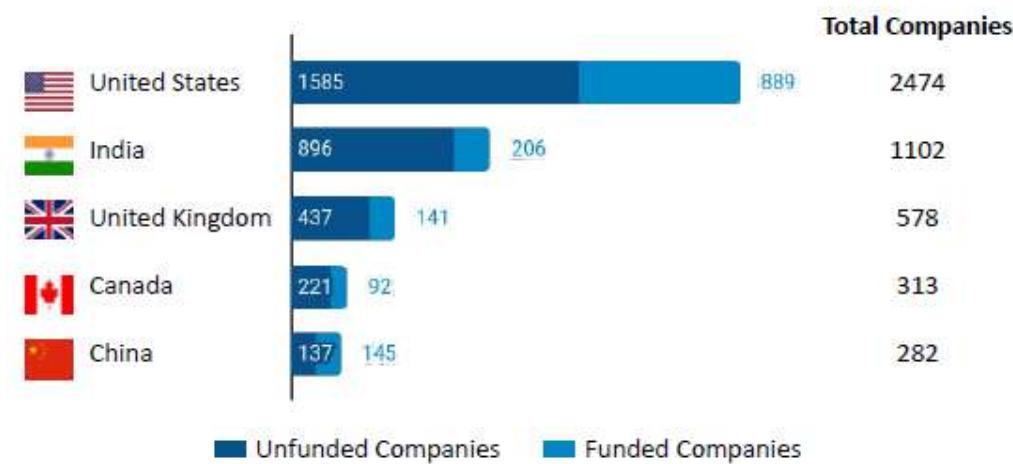
What is included

Companies offering technology solutions to aide different functions for offline retailers including inventory management, marketing, payments, workforce management, customer engagement, etc. It also includes smart solutions like vending machines, shelves and shopping carts.

What is not included

Companies offering standalone hardware or components like thermal printers, terminal devices, barcode scanners etc. for offline retailers.

Top Geographies by Companies



8,793
COMPANIES



2,498
FUNDDED
COMPANIES



\$33.2B
TOTAL
FUNDING



\$2.8B
FUNDING IN LAST
2 YEARS



497
ACQUISITIONS



59
IPOs

Market report “In Store Retail Tech”: scope

TOP COMPANIES



Square

(2009, United States, \$520M)



Medallia

(2001, United States, \$325M)



RELEX

(2005, Finland, \$816M)



Tabby

(2019, United Arab Emirates, \$444M)



CallidusCloud

(1996, United States, \$89.3M)



RetailNext

(2007, United States, \$232M)



Afterpay

(2014, Australia, \$35.4M)



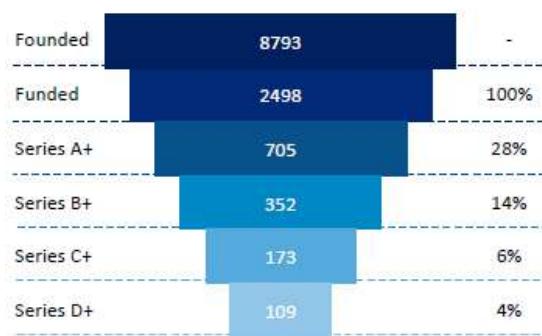
Sunbit

(2016, United States, \$159M)

Market report “In Store Retail Tech”:

Key Investment metrics

Companies by Stage



Y-o-Y Funding

Total Funding: \$33.2B



\$ Funding by Country



Top Funding Rounds in last 2y

Company	Round Details
Tandy (undefined)	\$500M-Series D
Tabby (2019, United Arab Emirates, \$444M)	\$200M-Series D
Insider (2012, Turkey, \$274M)	\$105M-Series D
Clip (2012, Mexico, \$496M)	\$100M-Series D
OneStock (2010, United Kingdom, \$72.0M)	\$72M-Series A

Top Investors

Stage	Investor	# Portfolio
Seed Stage	Techstars	37
	Y Combinator	28
	Startupbootcamp	13
Early Stage	Y Combinator	12
	Techstars	11
	Tiger Global Managem..	8
Late Stage	SoftBank Vision Fund	7
	Goldman Sachs	6
	Endeavor	5

Top Exits

Type	Company	Acq. Price/IPO Mcap
Acq.	Afterpay (2014, Australia, \$35.4M)	\$29.0B
	Medallia (2001, United States, \$325M)	\$6.4B
IPO	Micros (1977, United States)	\$5.3B
	12 ReTech (2009, United States, \$115K)	\$1543.2B
	Square (2009, United States, \$520M)	\$3.0B

Market report “In Store Retail Tech”: Key Acquisition metrics

Key Stats

 **497**

Total Acquisitions

 **\$22.2M**

Avg. Funding raised before Acq.



6.0 Yrs

Avg. yrs from first funding to Acq.



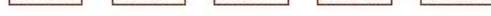
\$697M

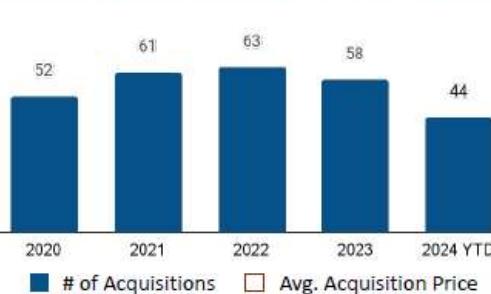
Avg. Acq. Price

Y-o-Y Acquisition Trends



Year	# of Acquisitions	Avg. Acquisition Price
2020	52	\$395M
2021	61	\$2.6B
2022	63	\$88.6M
2023	58	\$148M
2024 YTD	44	\$56.6M





All-time Top Acquisitions

Company

Acq. Price

 Afterpay (2014, Melbourne, \$35.4M)	\$29.0B
 Medallia (2001, Pleasanton, \$325M)	\$6.4B
 Micros (1977, Beltsville)	\$5.3B
 NielsenIQ (2020, Chicago)	\$2.7B
 CallidusCloud (1996, Pleasanton, \$89.3M)	\$2.5B
 Sensormatic (1970, Boca Raton)	\$2.3B
 Zettle (2010, Stockholm, \$191M)	\$2.2B
 Wincor Nixdorf (1952, Paderborn)	\$1.9B
 Linx (1985, Sao Paulo)	\$1.1B
 CommerceHub (1997, Albany, \$4.7M)	\$1.1B

Acquisitions Distribution by Acq. Price



Buyside: Target profile definition

Transactions

Target Company	Target Description	Acquirer	Acquirer Description	Acquirer Group	Acquirer Date
Navori United States	Navori is a company specialising in digital signage solutions , offering advanced display content management software . Its AI-powered StiX 3800 device enables real-time optimised content playback and advanced audience analytics . This player dynamically adjusts ads and messages based on viewer profiles, improving the relevance and impact of content in retail, hotel and other commercial spaces.	Maguar Capital Partners United States	Magual is a software platform investor whose strategy is a specialised and sectoral investment strategy, focusing on companies with a technology component.	PE - Technology	2025
MARS UNITED COMMERCE United States	Mars United Commerce is a global e-commerce and retail marketing agency that helps brands optimise the presentation of their products both online and in-store . It uses real-time data coupled with AI to improve the in-store customer experience (CX). Through advanced technologies and data analytics , the company helps retailers and brands understand shopper behaviour while in-store and target physical marketing .	Publicis Groupe France	The company offers a wide range of services including digital and traditional advertising, media planning and buying, data marketing, public relations, design, corporate communications and event management.	IT Marketing and Advertising	2024
ciValue Israel	ciValue, a company specialising in in-store consumer behaviour analytics. This acquisitions enabled NielsenIQ to enhance its capabilities in understanding customer preferences and personalising real-time marketing strategies within retail environments.	NielsenIQ United States	NielsenIQ is a global company specialising in the collection and analysis of data on consumer behaviour and market-trends. Its business model focuses on providing business intelligence solutions through sales data, purchasing behaviour analysis and consumer trends.	Market Research Consumer behaviour	2023
Mood Media United States	Mood Media is a leading provider of multimedia solutions designed to enhance the customer experience in physical retail outlets . Its focus is on sensory marketing, using elements such as music, digital signage and scent to create environments that positively influence consumer behaviour.	Vector Capital United States	Vector Capital is a global private equity firm founded in 1997, specialising in transformational investments in established technology companies.	PE- Technology	2022

Buyside: Target profile definition

Transactions

Target Company	Target Description	Acquirer	Acquirer Description	Acquirer Group	Acquirer Date
PRN Corp United States	PRN is a company specialising in digital advertising in physical shops helping retailers turn their spaces into media platforms. It analyses consumer behaviour in real time to optimise digital display advertising , displaying personalised messages and accelerating purchase decisions. Its technology enables brands to reach customers at the point of sale, improving conversion and the omni-channel experience.	Technicolor - Thomson France	Technicolor is a global company that specialises in creating innovative digital entertainment solutions. It is part of Thomson, a company specialising in technology solutions for the entertainment, telecommunications and media industries.	Consumer Electronics	2022
VGI Global Media Malaysia	VGI Global Media is a Thai company that provides end-to-end advertising solutions and digital services, connecting offline and online experiences for advertisers and brands. Its ecosystem encompasses advertising on Bangkok's BTS transit system, digital services such as e-payments and distribution of technology products.	Master Ad Public Thailand	Master Ad Public Company Limited, now known as Roctec Global Public Company Limited, is a Thai company that provides end-to-end solutions in information and communication technology (ICT) and communication systems in mass transit networks. Its services range from consulting and design to equipment procurement, implementation and maintenance.	IT Marketing and Advertising	2018
Perch United States	Perch, a company specialising in in-store marketing and analytics solutions . The acquisition of Perch strengthens Raydiant's ability to deliver more dynamic and interactive shopping experiences by combining visualisation technology and real-time customer behaviour analytics .	Raydiant United States	Raydiant is a physical location experience platform that helps businesses create and manage digital content in their shops. It offers solutions such as digital signage, self-service kiosks and customer analytics tools, enabling brands to improve the customer experience and increase employee engagement.	IT Marketing and Advertising	2022
Retail Aware United States	Retail Aware is a company that provides real-time shopper behaviour data , helping brands and retailers make informed decisions to improve in-store performance . Its 'BaaS' solution enables better understanding of consumer preferences.	Glymipse Analytics United States	Glymipse specialises in integrating digital intelligence for physical environments, with a focus on improving the point-of-sale experience. By combining real-time data with advanced sensors, it helps companies gain detailed insights into consumer behaviour and optimise retail marketing strategies.	Market Research Consumer Behaviour	2022
BlueYonder	Blue Yonder is a company that specialises in providing artificial intelligence and machine learning-based solutions to optimise supply chain and business operations. Its tool help companies improve planning and execution in retail and logistics environments, enabling them to maximise operational efficiency and profitability.	Panasonic	Panasonic is a leading Japanese multinational company in consumer electronics and technology solutions.	Consumer Electronics	2021

Feed Summary

In-store retail Technology SWOT Analysis

Strengths

- **High Consumer Demand:** Growing preference for personalized shopping experiences and omnichannel retail is driving demand for in-store technology solutions.
- **Technological Advancements:** AI, IoT, and data analytics have revolutionized customer engagement, checkout automation, and inventory management.
- **Revenue Growth & Profitability:** Strong market expansion with retailers investing in digital transformation; significant ROI potential for investors.

Weaknesses

- **High Initial Investment Costs:** Deployment of smart shelving, digital signage, and automation requires significant capital expenditure.
- **Slow Adoption of AI & Automation:** While large retailers adopt in-store tech rapidly, smaller businesses struggle with implementation due to cost and complexity.
- **Regulatory Compliance Risks:** Privacy laws (e.g. GDPR, CCPA) impose restrictions on consumer data collection, affecting AI-driven personalization.

Opportunities

- **Advancements in AI & IoT:** AI-driven recommendation engines, cashier-less checkout, and RFID tracking continue to gain traction.
- **Regulatory Shifts Favoring Digital Retail:** Incentives and grants for technology adoption in retail boost industry growth.
- **Consumer Demand for Sustainability:** Smart energy-efficient stores and e-paper digital shelf labels align with ESG trends.

Threats

- **Rising Competition from New Entrants:** Startups introducing low-cost solutions challenge established firms.
- **Cybersecurity & Data Privacy Concerns:** Increased digitalization exposes retailers to data breaches and regulatory fines.
- **Consumer Behavior Shifts:** Growth of e-commerce and direct-to-consumer (DTC) brands reduces foot traffic in physical stores.

M&A Strategy

- **Key metrics**
- **Key metrics Financing Rounds**
- **Key metrics Acquisitions**
- **Key transactions**

M&A Conclusions

Conclusions

It is a secret that e-commerce has grown rapidly in recent years and it is expected to show an annual growth rate (CAGR 2025-2029) **of 8,02% resulting in a projected market volume of US \$5,887.00bn** by 2029 ([Statista](#)). However, in the US, brick-and-mortar stores account for nearly 80% of total retail sales, according to the US Census Bureau ([LS Retail](#)). That means even with the rise of online shopping, the in-store experience remains a crucial part of the retail ecosystem. In fact, according to [Retailerthis Forbes report](#), Retailers are continuing to invest in physical stores because of multiple benefits they can provide.

Click & Collect drives additional sales

Over 37% of shoppers make an additional purchase when picking up an order in-store, and this figure jumps to 86% during peak shopping seasons according to NRF.

Physical stores reduce return costs & improve customer satisfaction

Online shopping comes with a major downside: high return rates. While in-store return rates average 8-10%, online purchases see return rates of 20-40%.

Opening a store boosts online traffic & sales

Studies from the International Council of Shopping Centers show that when a retailer opens a new physical location, their website traffic jumps by 37% in the following quarter.

A physical store strengthens your brand experience

A well-designed store immerses customers in your brand in ways a website never can.

M&A Conclusions

Conclusions

For all these reasons, the relevance of physical stores cannot be overlooked. In fact, as can be seen, it is possible to be optimistic about the sector. For this reason, and from an **M&A perspective**, this market presents multiple opportunities:



Consolidation and strategic acquisitions:

Multinational retailers may seek to acquire companies specialized in **In-Store Retail Tech** to accelerate their digital transformation and optimize operational costs.



Interest from Private Equity and Venture Capital:

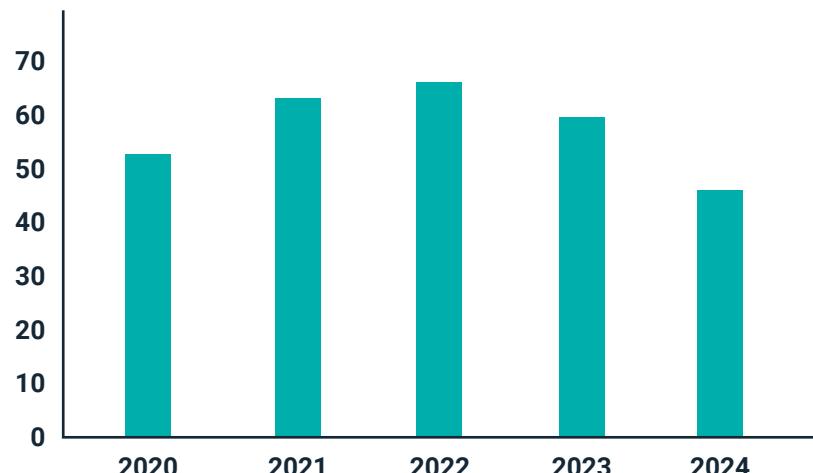
Investment funds can identify the **growth potential** in this market and acquire innovative technology companies, either to integrate them into existing retailers or as **strategic assets for portfolio diversification**.



Startups as investment targets: Emerging companies offering **innovative solutions in AI, IoT, and real-time data analytics** could be attractive to institutional investors looking to enter a high-margin growth sector.

Y-o-Y Acquisitions Trends

of Acquisitions



497
TOTAL
ACQUISITIONS



6
AVG. YEARS FROM
FIRST FUNDING TO
ACQUISITIONS



\$22.2M
AVG. FUNDING
RAISED BEFORE
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\$697M
AVERAGE
ACQUISITION
PRICE

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