

Is Your Retail Licensing Strategy Stranded in Yesterday's Retail World?

Retail upheaval

Traditional retail is changing with shifting consumer behavior. **Is your approach to licensing ready for this new reality?**



The great migration drives the need for digital

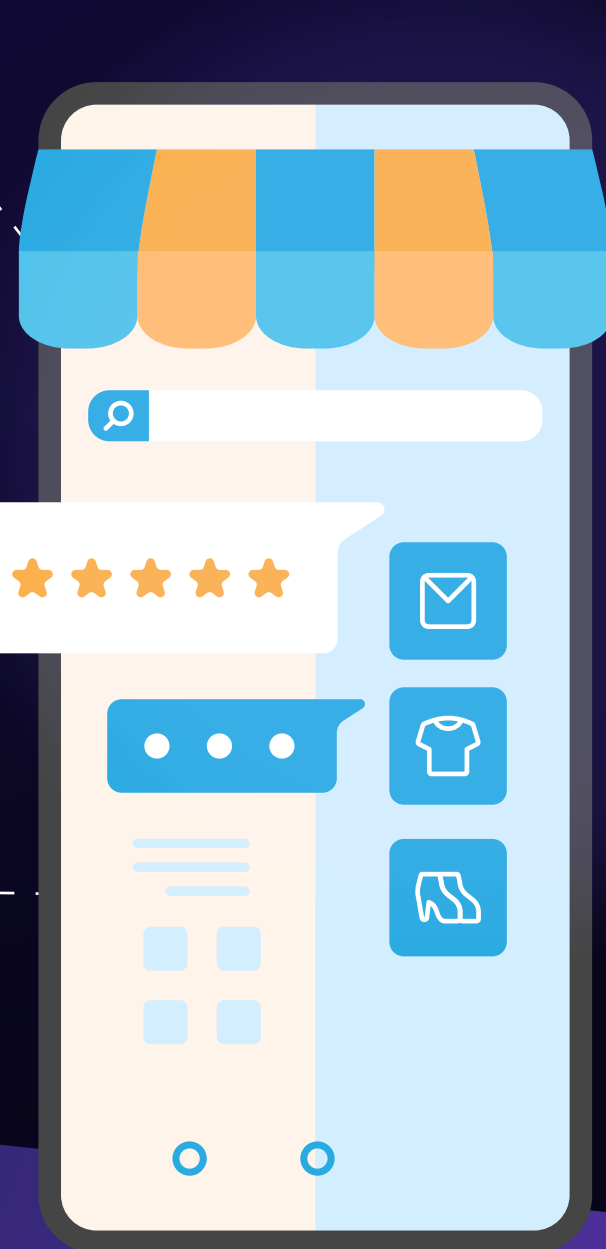
The shift to hyper-localized retail experiences isn't just a trend — it's survival. As a licensor or licensee, you must rethink consumer engagement and convenience.

Department stores have shrunk by **40%** since 2016, reducing physical retail space

25% of U.S. malls are projected to close — a major blow to traditional showcase models



Today's retail licensing requires agile, cross-platform strategies to meet consumers where they are.



Ecommerce represents **21.2%** of total retail sales

Mobile shopping accounts for **73%** of ecommerce sales

Shelf space squeeze makes omnichannel an imperative

As stores shrink, competition for shelf space intensifies.

Private labels command **20%** of shelf space, competing with licensed products



Consumers expect seamless brand experiences across all touchpoints. Ignore this at the risk of irrelevance.

73% of customers engage with brands across multiple channels

Brands with strong omnichannel engagement retain **89%** of their customers



Bridging the data divide in the experience economy

The gap between data-rich and data-poor licensing operations widens.

Data-driven companies are **23x** more likely to acquire customers

68% of retail executives expect licensors to leverage customer data to enhance experiences



Product-centric value alone is obsolete. Today's consumers seek immersive, memorable experiences.

67% of shoppers choose stores with unique, shareable experiences

53% of consumers buy exclusively from brands offering personalization



3 core benefits of data-driven solutions for retail licensing:



Predictive product analytics

Make data-backed decisions to maximize revenue and minimize risk

Real-time performance monitoring

Minimize stockouts, optimize cash flow and refine your product mix

Behavior-based personalization

Develop hyper-personalized products and experiences

Future-proof your retail licensing strategy.

Refine your approach and leverage data-driven insights to deliver **exceptional value** and achieve **long-term success**.

[Read our blog](#)

Sources: Aberdeen Group, Accenture, Bain & Company, Coresight Research, Deloitte, Edelman Trust Barometer, Event Marketing Institute, EventBrite, Forbes, Harvard Business Review, JLL Research, Licensing International, McKinsey, PwC, Retail TouchPoints, SmarterHQ, Statista and U.S. Department of Commerce