



SPONSORED BY:



INTRODUCING The RTIH Retail Technology Innovations Report

RTIH is pleased to announce the launch of its third Retail Technology Innovations Report, sponsored by 3D Cloud.

This highlights the top 25 retail tech plays of the past 12 months as decided by our Editor, Scott Thompson, and an independent advisory panel. We were looking for groundbreaking technology deployments, launches, and pilots from across the omnichannel retail landscape, be they payments, supply chain, online, mobile, physical store etc related.

Thompson produced a longlist which then went to the advisory panel, consisting of:
Mike Cadden, Chief Technology Officer, Marie Curie
Christine Russo, Retail Industry Analyst
Nina Mimica, CIDO, Studenac market

Peter Waugh, Director, International Digital (EMEA, LAC & AP), Starbucks
Nadine Neatrou, Marketing Director, Gordon Ramsay Restaurants

They picked their stand out retail technology plays, put forward their own favourite innovations, and, based on this, Thompson drew up the final 25.

Innovation and technology play a critical role in the success of the retail sector, and it is great to celebrate this with the 2025 Retail Technology Innovations report.

Many thanks to 3D Cloud, which provides 3D product visualisation software trusted by top furniture and DIY retailers, for sponsoring it.

PHYSICAL RETAIL

EE

EE has opened an extended reality (XR) retail playground, giving visitors to its flagship store, the EE Studio, in Westfield, White City, London, the opportunity to try a wide range of augmented reality (AR), virtual reality (VR) and mixed reality (MR) devices side by side.

Asif Aziz, Retail Director at EE, says: "Extended reality is one of the most exciting areas of tech innovation right now, and it really must be seen to be believed. That's why we're giving shoppers this unparalleled opportunity to try the latest and greatest devices side-by-side, bringing the future of immersive technology to consumers' fingertips."

"We pride ourselves on being the most personal brand on the high street and whether it's for gaming, entertainment or learning, we believe everyone can get something out of XR. We invite shoppers to try out this exciting tech for themselves and speak to our expert EE Guides for advice on how they can get the most out of XR in their everyday lives."

The Fragrance Shop

The Fragrance Shop's new experiential flagship on London's Oxford Street aims to redefine fragrance retail through cutting-edge technology and



EE.

personalised experiences.

Spanning 2,300 sq ft, the store offers interactive features such as 'Lift and Learn' displays and an AI driven 'Algorithmic Perfumery,' allowing customers to create bespoke fragrances in minutes.

Augmodo

Augmodo's proprietary SmartBadges are powered by a Spatial AI assistant for store associates, which recommends actions and tasks to increase efficiencies, including restocking shelves, placing orders and improving compliance, saving stores time and money and improving retailer, associate, brand and shopper experiences.

"Our retail associates are our best assets, and they have critical job responsibilities on

store floors, such as selecting e-commerce orders, stocking shelves, updating promotions and assisting customers," says Mark Finocchiaro, Managing Partner, CIO and Director at Chemist Warehouse, Australia's largest pharmacy retailer with 535 locations in Australia and internationally.

"That's why we've aligned with Augmodo - associates simply wear the SmartBadges as part of their uniform and they're able to instantly capture invaluable shelf information multiple times per day and cut down on tedious, time-consuming tasks."

HMN

Hologram Media Network (HMN) has launched what is pitched as the world's first always on



holographic advertising network, built in collaboration with Proto Hologram.

Featuring Proto Luma devices, this spans Simon malls across the US.

The network - which has thus far deployed across 30 Simon locations - including Los Angeles' Del Amo Mall, New York's Roosevelt Field Mall, Atlanta's Lenox Square Mall, Nashville's Opry Mills, and Chicago's Woodfield Mall - offers limited advertising inventory, featuring 3D creative advertising programmed alongside exclusive IP content collaborations. Each month's holographic show is curated with storytelling from major studios, creators, artists, and influencers, as well as live interactive hologram events with celebrities. The charter content showcase featured an exclusive experience for Paramount Pictures' Sonic the Hedgehog 3, immersing customers in a lifelike 3D encounter with the character and his team.

Sensei and MC Sonae

Sensei has partnered with MC Sonae on the opening of a new Continente Bom Dia location, in Leiria, Portugal, pitched as the world's largest autonomous supermarket.

Sensei says: "This revolutionary achievement is a record breaker on so many levels, setting a new benchmark for the future of retail: 1.676 cameras; 1,200 m²; 2,000 scales; 21 servers; 10.000 SKU's." "With democratic entry (no app or card tapping needed), assisted sales (fresh fish counter), simplified real-time basket checkout, discrepancy

detection (a first!), and many more, bringing the shopping journey to a whole new level."

Simbe

Simbe has announced what is pitched as the next step in its journey to power the single source of truth for store intelligence with the launch of Tally Spot.

It claims that this addition to its multimodal Store Intelligence platform, which is in beta in US stores, makes it the first and only retail technology company to combine computer vision, RFID, and now fixed sensors.

Brad Bogolea, Co-founder and CEO at Simbe, says: "Since launching the world's first autonomous item scanning robot, Tally, we've continuously evolved to meet our retail partners' needs. Tally Spot now complements Tally's storewide coverage with higher frequency monitoring in select high turnover, high theft, and high value areas."

He adds: "This milestone underscores our retail partners' drive for innovation and their trust in Simbe to design the capabilities for stores of 2035. Together, we're improving shoppers' and store teams' experiences while helping retailers evolve their operating model in this modern age."

Carrefour Belgium

Carrefour Belgium has developed a new autonomous micro-store concept, Carrefour BuyBye, in association with Reckon.AI, with the aim of tapping into opportunities beyond traditional retail.

The initiative has now seen a trial of an interactive fridge section at an Auderghem

hypermarket.

Matthieu Ullens, Director E-commerce, Data and Digital Transformation at Carrefour, comments: "This is the future of shopping - the interactive fridge that lets you buy and say bye in one seamless move. Developed with our amazing Innovation team, this new concept is designed to revolutionise the way our customers shop, combining convenience with cutting-edge technology."

He adds: "After successful technical tests, we're now diving into financial viability assessments to measure its potential impact. The journey has already begun with Carrefour BuyBye units up and running at our Service Centre in Zaventem, in franchised stores, at our partner Publicis, and in other strategic locations such as hospitals, offices, and more. We're excited to see how the latest test at the Auderghem hypermarket unfolds. A huge thank you to all the teams who brought this idea to life. Your dedication is paving the way for a more innovative and effortless shopping experience. This is just the beginning as we continue to build the future for our customers."

LEGOLAND Windsor Resort

Zippin and Aramark UK have partnered with LEGOLAND Windsor Resort to launch Europe's first checkout-free store in a theme park.

DUPLO Coffee Co, located in DUPLO Valley, sells a variety of sandwiches, snacks, coffee, and other drinks.

It was converted into a Zippin powered store where guests

can enter with a credit card or mobile wallet, take what they want, and exit. There are no checkout lines and no stopping to scan purchases. Guests are automatically billed for what they take as they exit.

Coles Supermarkets and Instacart

Australian retailer Coles Supermarkets reports the roll-out of Caper Carts, Instacart's AI powered smart trolleys, at its Richmond Traders location in Melbourne.

Caper Carts are equipped with AI, cameras, and a built-in scale, which work together to automatically recognise items as they are added to the trolley. They enable customers to bag as they shop and watch their running total. At the end of their shopping, customers can checkout directly from the trolley.

Caper Carts sync to Coles' Flybuys rewards programme. Customers can scan their Flybuys card or Coles app to instantly access personalised offers and view in-store specials on the trolley's digital screen.

When they shop in-store with Caper Carts, they can later view purchased items under their



We were looking for ground-breaking tech deployments etc from across the omnichannel landscape.



Zippin.



QUICK COMMERCE

Co-op

UK convenience specialist Co-op has announced the launch of a new rapid delivery grocery app, Peckish, which, in what is claimed to be a grocery retail first, offers a service to independent retailers looking to serve their customers and communities online.

Peckish will enable small, often family owned, independent grocery businesses, shops and other co-operative retail societies to provide an online grocery shopping and delivery service to their local customers.

The app overcomes barriers that independent retailers face when moving to sell online, including cost, scale and resource, allowing smaller scale bricks and mortar retailers to have a presence online and enabling more consumers to quickly and conveniently shop local and support their high street stores.

Co-op is making an initial £1 million investment for year one on Peckish, following a 30 store trial last year, and is targeting a first year sign up of over 1,000 stores, with potential to treble that by year three.

HMN.

'buy it again' list on the Coles app and website. Equipped with gamified capabilities, they also have the chance to win discounts by spinning a digital wheel on the trolley's screen at checkout.

Coles is the first retailer in the APAC region to launch Caper Carts, and also the first in the country to introduce AI powered trolleys.



Instacart.

AUTOMATION

Just Eat Takeaway.com

Just Eat Takeaway.com has inked an international partnership agreement with Manna to roll out drone operated deliveries. Customers will have the choice to receive their orders from participating partners via drones, which will be deployed from local

delivery hubs operated by Manna. Once the food has been loaded onto the drone, they will receive their orders in as little as three minutes, it is claimed.

This service is now available in Dublin, Ireland. The aim is to roll this out internationally to more Just Eat Takeaway.com countries.

Manna operates under the pan-European regulatory framework set by EASA (the European Union Aviation Safety Agency) and is developing roll-out plans in collaboration with partners, local authorities, and communities to expand its services to more countries in Europe.

Boxbar Tech

In June 2024, Boxbar Tech rolled out what was pitched as the biggest ever self-service, auto pouring festival bar dispensing a full drinks menu.

This featured: 35 terminals, two bars, ten products, including beer, cider, spirit and mixers, Prosecco and the world's first self-serve automated

Aperol Spritz cocktail bar. Boxbar Tech said: "It's no secret that the festival industry is going through tough times with costs spiralling out of control." "Bar queues and waiting times present a major problem for festivals, burning vital potential revenue and creating a poor customer experience. By bringing in Boxbar for 2024, Parklife were able to speed up service, slash queue times significantly and bring smiles to the faces of their fans."

Zara

Zara is deploying Click & Collect robotics delivery, powered by Cleveron.

Customers can now pick up their orders from lockers in under ten seconds, from scanning the code to having the package in hand. The service offers 24/7 availability, no queues, and lays claim to higher customer satisfaction, due to it being faster, easier, and more efficient than previous offerings.

"Retail is evolving, and innovative solutions like this are shaping the future," says Fredrik Fenberg, Director of Business Development Nordic at Cleveron.

Verity, On and Maersk

Verity recently reported a collaboration with On and Maersk on a pilot project aiming to bridge the gap between the physical and digital supply chain environments by augmenting its autonomous inventory tracking system with RFID capabilities.

The pilot explores the potential of RFID technology and drones to enhance inventory visibility in one of On's warehouses.

Verity's AI driven, vision-based system delivers inventory insights in more than 100 warehouses globally, in collaboration with various warehousing operators. One limitation, however, has been tracking inventory beyond line of sight. By integrating RFID, Verity says it is able to extend its vision inside and beyond boxes, enabling precise tracking and identification of individual items, such as products and packages, at every stage of the warehouse lifecycle.

Its drones autonomously navigate warehouse aisles, scanning RFID tags with over 99.9% accuracy at rates of up to 1,000 tags/items per second, it is claimed.

SUPPLY CHAIN

StrongPoint

StrongPoint has installed the world's first AutoStore Multi-Temperature Solution with a frozen zone. The inaugural site has been installed for Haugaland Storhusholdning, part of the Norwegian food distribution group DLVRY, in a facility based in Sveio, Norway.

The solution allows multiple temperature zones within a single AutoStore cube. It is designed for frozen and chilled environments with a temperature range of -25°C in the frozen section to +6°C in the cooled areas.

The picking of frozen products occurs at the ports in the chilled area to eliminate picking of items within extreme frozen temperatures, thus creating a better working environment for operators.

INCLUSIVE TECHNOLOGY

Currys

Currys has become the first tech retailer to partner with WelcoMe, with the aim of improving the shopping experience for customers with disabilities.

Via a purpose built web app, this works by allowing shoppers with a disability to register an in-person store visit, online.

Through filling out a quick form indicating any specific disability related needs or information, and an estimated date/ time of arrival, stores are then notified of the upcoming visit giving them the opportunity to prepare for and accommodate any specific requirements etc. The tool also gives retail partners access to pointers and best practice techniques to help accommodate anybody, specific to certain disabilities.

Evri

UK parcel delivery company, Evri, has announced a partnership with accessiBe to improve website accessibility using AI.

accessiBe was founded in 2018 and works with brands such as British Airways, BMW and Nintendo. Evri is the first major UK parcel delivery company leveraging its tech to enable disabled consumers to use its website, including tracking, delivery preferences, and booking a courier collection.

The website widget uses AI technology to let consumers choose from several profiles that automatically implement recommended adjustments. These include a seizure safe profile to pause all animation; a vision impaired profile to enhance visuals, adjust contrast and modify colour; and an ADHD friendly profile to enhance focus and reduce distractions.

In addition to the pre-set profile, the interface offers dozens of custom adjustments such as keyboard navigation, text magnification, font size and contrast adjustments, sound muting, and image hiding.



Just Eat Takeaway.com and Manna



Evri.

AI
Marks & Spencer

M&S customers can now use its new Wine Finder tool powered by AI technology to help them select the right bottle of vino for their palate.

Available online for more than 500 stores and on Point of Sale marketing in 20 Foodhalls, this asks a few quick questions about personal preferences before offering tailored recommendations of wines ranged in the chosen store.

The tool is supported by the M&S Food digital catalogue, which provides customers with live stock information across its more than 1,000 stores. Available through its app, millions of customers are using the digital catalogue to better plan their shop as M&S aims to become more of a shopping list retailer.

Customers can see what's in stock at their local store and add items to a digital shopping list. The Wine Finder can access the catalogue to make personalised recommendations which

are stocked in the relevant store for customers.

The technology is powered by Preferabli and this is the first time it's being integrated by a grocery retailer in the UK.

Morrisons

Morrisons' partnership with Focal Systems has lead to a significant improvement in customer availability and sales and is the first AI deployment of its kind at scale within the UK.

By improving customer availability by over 2% across the entire 500 store estate using tiny on-shelf cameras combined with the Focal OS, Morrisons has increased customer availability and directly reduced operational tasks whilst improving both customer and colleague satisfaction, sales performance and reducing waste and shrink.

Attensi

Attensi, a specialist in game-based simulation training, has unveiled Attensi RealTalk, pitched as the first roleplay training solution to incorporate Agentic AI and AI free-form dialogue with



M&S.

realistic, virtual humans.

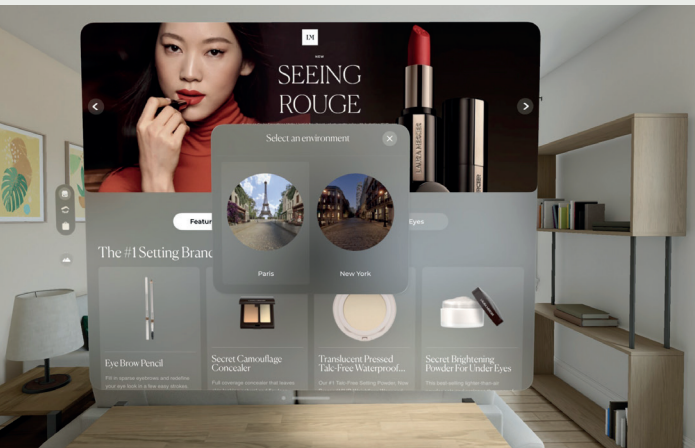
Trond Aas, CEO at Attensi, says: "AI is an ally rather than a threat to employees. Our human skills and EQ, particularly soft skills and interpersonal skills, are more important than ever.

We know that people want more help with difficult conversations and Attensi RealTalk is the perfect partner."

"One of the most important use cases for AI is to upskill employees at scale in these areas. Employers need to embrace the power of AI and adopt the right AI tools to help their employees grow and excel, close skills gaps, and adapt to change. Attensi RealTalk is a gamechanger in workplace training."

IMMERSIVE EXPERIENCES

Laura Mercier and Obsess.



Laura Mercier

Laura Mercier has launched a luxury beauty shopping app for Apple Vision Pro, created in partnership with Obsess which was recently acquired by Infinite Reality.

This allows Apple Vision Pro users to shop and explore products by category, and also features shoppable videos and interactive, ultra-high-definition 3D unboxing experiences. Inside the

app, shoppers can explore Laura Mercier products while immersed in their choice of settings - a sophisticated New York boutique or a chic Parisian atelier.

The Content Hub inside the experience showcases high fidelity shoppable videos optimised for Apple Vision Pro. Visitors can watch expert tutorials featuring Laura Mercier's latest products, including the Caviar Stick Eye

Primark and Pinterest.

Shadow Shimmer, Tightline Eyeliner, and Extravagant Mascara, and purchase products directly within the app.

Walmart

Walmart Unlimited, a new, gamified mini-series, made its debut in February, brought to you by Walmart, Unity and Spatial in collaboration with animators and producers Martian Blueberry and game development studio PIGIAMA KASAMA.

The first episode introduces characters inspired by Walmart's real-life suppliers, including A Dozen Cousins founder Ibraheem Basir.

It's the US retail giant's latest attempt to tap immersive commerce - a form of online shopping that combines VR with 3D visualisations and gamification - to connect with the next generation of consumers.

"Gaming is one of the biggest forms of entertainment on earth, reaching more than three billion people spanning diverse backgrounds and interests," says Justin Breton, Director of Brand Experience and Partnerships at Walmart.

"Building on our reputation as pioneers in immersive commerce, our collaboration with Unity broadens our ability to engage with new customers by adding value to the gaming industry for both gamers and developers. The Spatial platform is the most accessible place to blend the future of immersive commerce with thrilling game play and seamless purchase points."



SOCIAL COMMERCE

Lidl

Lidl is claiming to be the first supermarket to sell through TikTok Shop. From 9am on Thursday, 20th February, 3,000 product bundles, said to be worth £30 each, went on sale at the reduced price of £5 while stocks lasted, with all proceeds going to the NSPCC.

"Our high protein range is a firm fan favourite, with more than 150 high protein products sold in our stores every minute, and our customers across the country taking to social media to share their hauls each week," says Lidl GB Marketing Director Joanna Gomer.

"With the number of TikTok shoppers growing rapidly, we're proud to be the first supermarket meeting our customers directly on the platform with our unique offering, creating these exclusive bundles to showcase our new exciting products."

i love it

i love it - a startup launched by Ella d'Amato, the former interim CEO of online marketplace notonthehighstreet - rewards everyday people for their recommendations, with influencer level commissions.

The pitch: "Corporate giants profit from people's passion everyday, but we get nothing back. I love it changes that, offering a marketplace curated around what you love, powered by people you trust and admire, where everyone wins."

Primark and Pinterest

Primark is for the first time ever officially launching a Pinterest inspired new Spring home collection.

Live in Primark stores and available to purchase via Pinterest using Click & Collect, this is inspired by the social media platform's search data and features products from Spring floral crockery, to soft pink frill bedding. The three hottest trends that have informed the collections are - Cosy Cottage, Minamaluxe and Dainty Décor.

To style the new collection before they buy it, people can head to Pinterest and use Collages - an interactive tool to pull together their vision, using cutouts of products from the Primark range. It's then possible to bag the collection in a new way, as the Collages link directly to Click & Collect, which is now available in over 130 Primark stores across Great Britain. Shoppers can also purchase the range in stores throughout March.