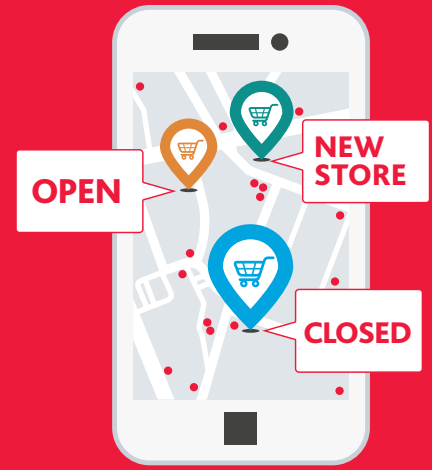
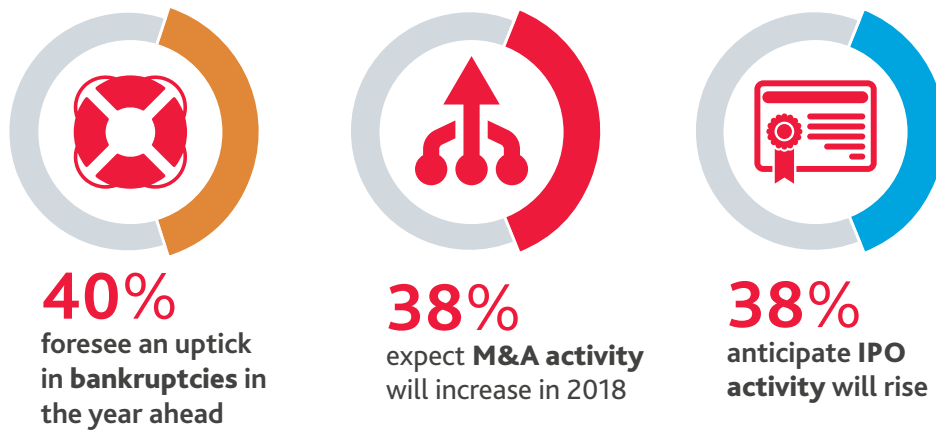


# POLARIZED RETAIL ENVIRONMENT YIELDS MODEST 2018 OUTLOOK

The 2018 Retail Compass Survey of CxOs polled a mix of 100 retail chief executive officers, chief financial officers and chief information officers at leading U.S. retailers.

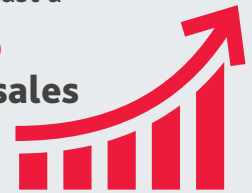


## RETAILERS ANTICIPATE A STEADY DRUMBEAT OF TRANSACTIONS



## RETAIL C-SUITE IS MODERATELY OPTIMISTIC ABOUT GROWTH

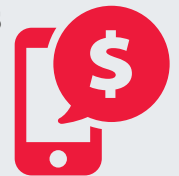
CxOs forecast a **3.2%** overall sales boost in 2018



## 2018 INVESTMENTS AIM AT INNOVATION AND CONNECTIVITY



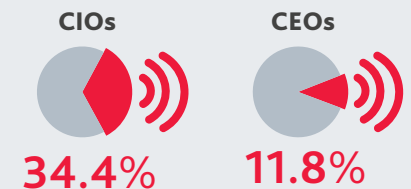
Online sales are projected to grow **6%**



Retailers will invest in digital transformation initiatives in 2018:



Predictions of e-commerce sales as a percentage of total sales:





## People who know Retail, know BDO.

For more information, visit [www.bdo.com/blogs/consumer-business-compass](http://www.bdo.com/blogs/consumer-business-compass)

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