

# Displetech: The Future of Brick and Mortar Shopping

*Omnichannel immersive experiences can drive more foot traffic to physical stores and counteract the pandemic's impact on online shopping.*

MONTREAL, QC, CANADA, May 3, 2023 /EINPresswire.com/ -- Displetech, a leading provider of [retail fixtures and display solutions](#), has announced a range of new products in many significant categories such as Fixture



Systems, Racks & Displayers, Hangers, Mannequins, and Store Supplies. These new products will enable retailers to create unique and immersive shopping experiences for their customers. One example is the Electronic shelf label [SES IMAGOTAG](#), which can also lead to less work that needs to be done, and more profit but having price changes done in the present instead of later in the future.

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*Robert Diner*

Despite the pandemic causing a rise in online shopping, retailers can increase foot traffic to their physical stores by introducing new technologies and services that enhance the shopping experience for customers, making it more immersive and convenient.

## Post-Covid Economy and Retail shopping

US retail sales decreased by 2.4% in 2020 due to COVID-19 (Source: <https://www.ibm.com/thought-leadership/institute-business-value/report/2020-holiday-consumer-trends>) , with online sales increasing by 44% ( Source: Digital Commerce 360 report, available at <https://www.digitalcommerce360.com/article/us-ecommerce-sales/>). 75% of US consumers tried a new shopping behavior ( Source: McKinsey & Company report, available at <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>). However, the total retail sales growth of 2021 was confirmed, and Ecommerce sales will continue to grow at a healthy clip, reaching 23.6% of total retail sales by 2025 versus 11.0% in 2019 ( Source:

[https://www.insiderintelligence.com/content/us-ecommerce-forecast-2021\)](https://www.insiderintelligence.com/content/us-ecommerce-forecast-2021)

More than 400,000 small businesses closed permanently in the US during the pandemic:

Source: Harvard study, available at [https://www.hbs.edu/faculty/Publication%20Files/21-110\\_19bfe99f-0ab2-4dbf-badd-c717d3a0d297.pdf](https://www.hbs.edu/faculty/Publication%20Files/21-110_19bfe99f-0ab2-4dbf-badd-c717d3a0d297.pdf)

The National Retail Federation forecasts a 6.5-8.2% increase in US retail sales in 2021:

Although the pandemic led to a surge in online shopping, the incorporation of new technologies and services by retailers can create a more immersive and convenient shopping experience for customers, leading to an increase in foot traffic to physical stores. For instance, the implementation of augmented reality technology and other personalized services can attract customers who prefer to see and try out products in person. Additionally, the introduction of curbside pickup and buy online, pick up in-store options can further encourage customers to visit physical stores to collect their purchases. By providing a more comprehensive and personalized shopping experience, retailers may be able to reverse the trend of declining foot traffic and see an increase in physical store sales.

Robert Diner, CEO of the company, mentions : "At Displetech, we are well positioned to witness the resurgence of retail business shops. As one of America's leading distributors of commercial displays, fixtures, shelving and retail mannequins and hangers, the shift in demand over the last 18 months has been spectacular. Sales of plastic hangers are up 31% and our multi-system fixture collection is up 22% year over year."



Displetech has also announced the opening of new offices and showrooms. The company moved to a new showroom on Chabanel and L'Acadie 20 months ago and is now expanding its presence with a new office in Quebec City in July 2023. The new office will provide local support and resources to clients in the Quebec City region.

Robert adds: "We are pleased to say that for the foreseeable future, brick and mortar shops are here to stay and multiply." In addition, Displetech has added a new junior employee to its team and plans to continue expanding in the near future. The company's dedication to innovation, quality, and customer service has made it a leading provider of [retail solutions in Quebec](#), Canada and beyond.



For more information about Displetech and its products and services, visit <https://www.displetech.com/>.

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