

Location Intelligence In Retail 2025: Motion In *Motion*

RSR Benchmark Report Findings
September 2025

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Research Overview

This report is the latest in a series of benchmarks that RSR has conducted since 2017. From earlier studies, we have learned that over-performing "Retail Winners" are already leveraging clean location data, advanced analytics, and AI to drive agility, personalization, and resilience - while laggards risk falling further behind.

***Retailers** and their **CPG** trading partners know that they must embrace location intelligence + collaboration to thrive in an ever-changing dynamic market.*

What progress are retailers and their trading partners making?

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Survey Respondent Characteristics

RSR conducted an online survey from May-June of 2025 and received answers from 161 qualified retail and CPG respondents. Respondent demographics are as follows:

- Industry:

Retail	56%
Consumer Product Goods Manufacturing	38%
Other	6%

- By Revenue (2024):

Less than $250 million	**1%**
$250 million - $499 million	19%
$500 million - $999 million	44%
$1Billion to $5 Billion	34%
Over $5 Billion	2%

- By Performance:

Average and worse than average (“Laggards”)	43%
Better than average (“Retail Winners”)	57%

- By Vertical:

Apparel, footwear and accessories	42%
Hard goods	18%
General merchandise	29%
Specialty	9%
Other	2%

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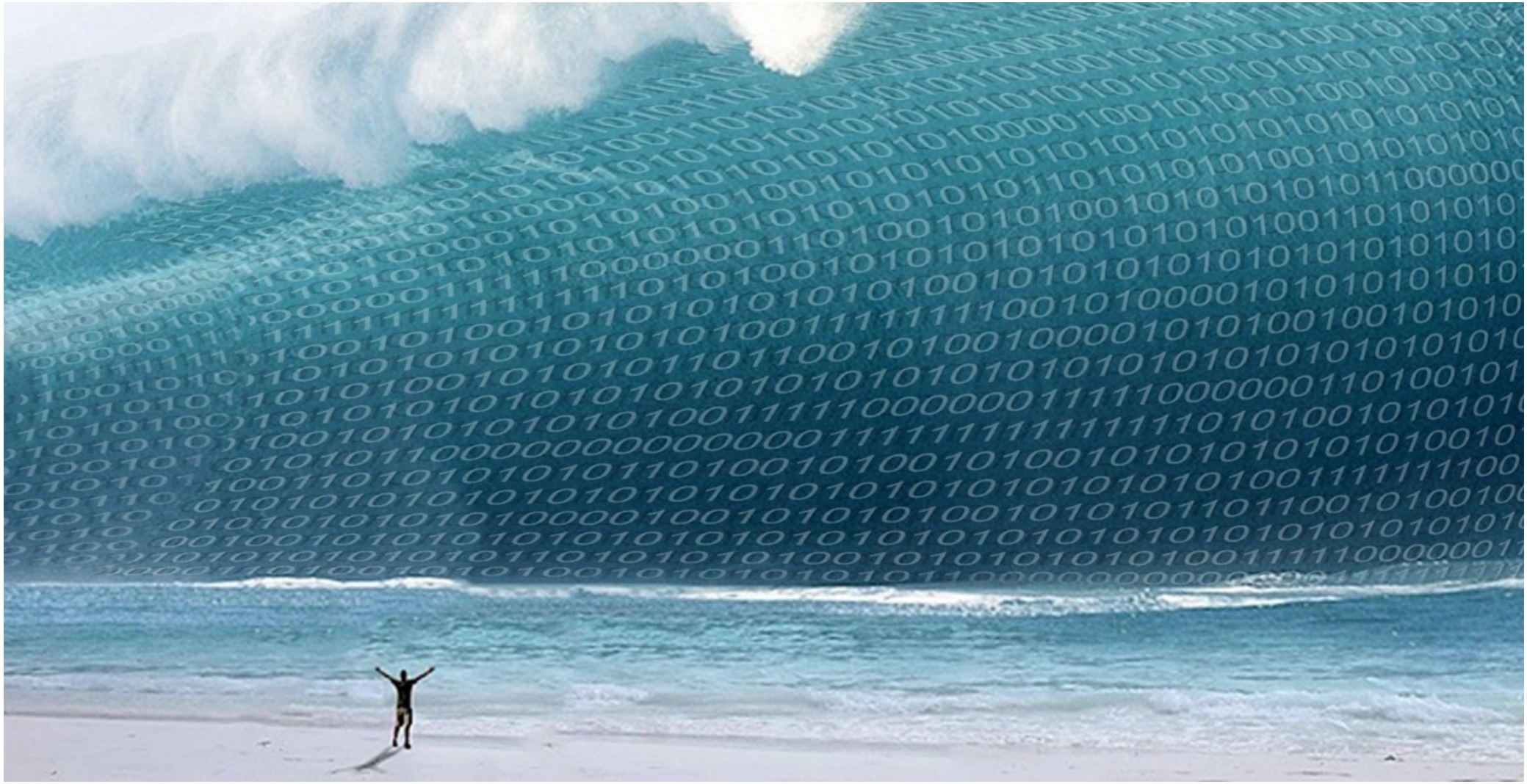
Key Learnings

- **The Strategic Value Of Data:** Shoppers create vast amounts of data daily; turning it into actionable insights that are essential for growth.
- **More Market Instability Drives Greater Demand for Analytics:**
  - 88% of retailers and CPG companies say market research and planning is critical for growth over the next 3 years.
  - 98% view customer analytics as a key driver of growth.
- **Location Intelligence Makes It Possible To Optimize Value Delivery:**
  - 92% say sharing location-based insights *within* their organizations has boosted revenue.
  - *Collaboration* across partners *could i*mprove products, promotions, prices, and service - but distrust limits data sharing.
- **Winners vs. Laggards:** Top performers ("Retail Winners") better understand how geospatial intelligence, personalization, segmentation, and AI analytics will reshape retail within 36 months.
- **Data Quality Issues:** The biggest inhibitor is **dirty data** - especially concerning for CPGs. Without trustworthy data, collaboration and agility break down.



The Big Picture

Transforming A Tsunami Of Data Into Actionable Insights

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Location intelligence (and its synonyms “location awareness”, “spatial data”, “geospatial analysis”, and “spatial awareness”) is enabled by the explosion of geo-spatial data throughout industries and the new analytical tools available to draw insights from that data.

Every minute of every day, shoppers are creating enormous amounts of data about themselves, their habits, and their preferences. Supply chains can virtually “talk” to retailers, manufacturers, and shippers. Even individual products are capable of generating a broad range of data.

But none of that data becomes actionable if retailers and their partners can’t turn the noise into actionable insights that affect operational decision making.

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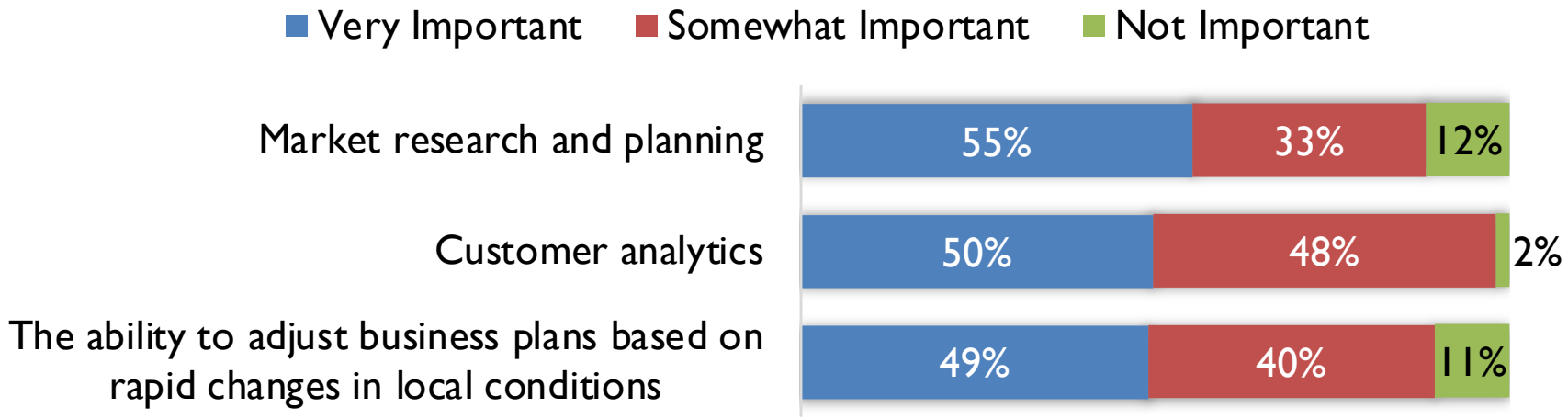
Market Uncertainty Underscores The Need For Actionable Insights From Analytics

2025 has been been extremely challenging for an industry that thrives on stability. Confusion permeates the market, brought on in large part by an environment of tariffs that vacillate in their scale and scope.

Retailers and CPGers both see tremendous value in infusing operational processes with insights from analytics to help them manage through the tumult as well as possible, especially with so much uncertainty on the horizon.

Please rate the importance of the following to drive sustainable growth in the next three years:



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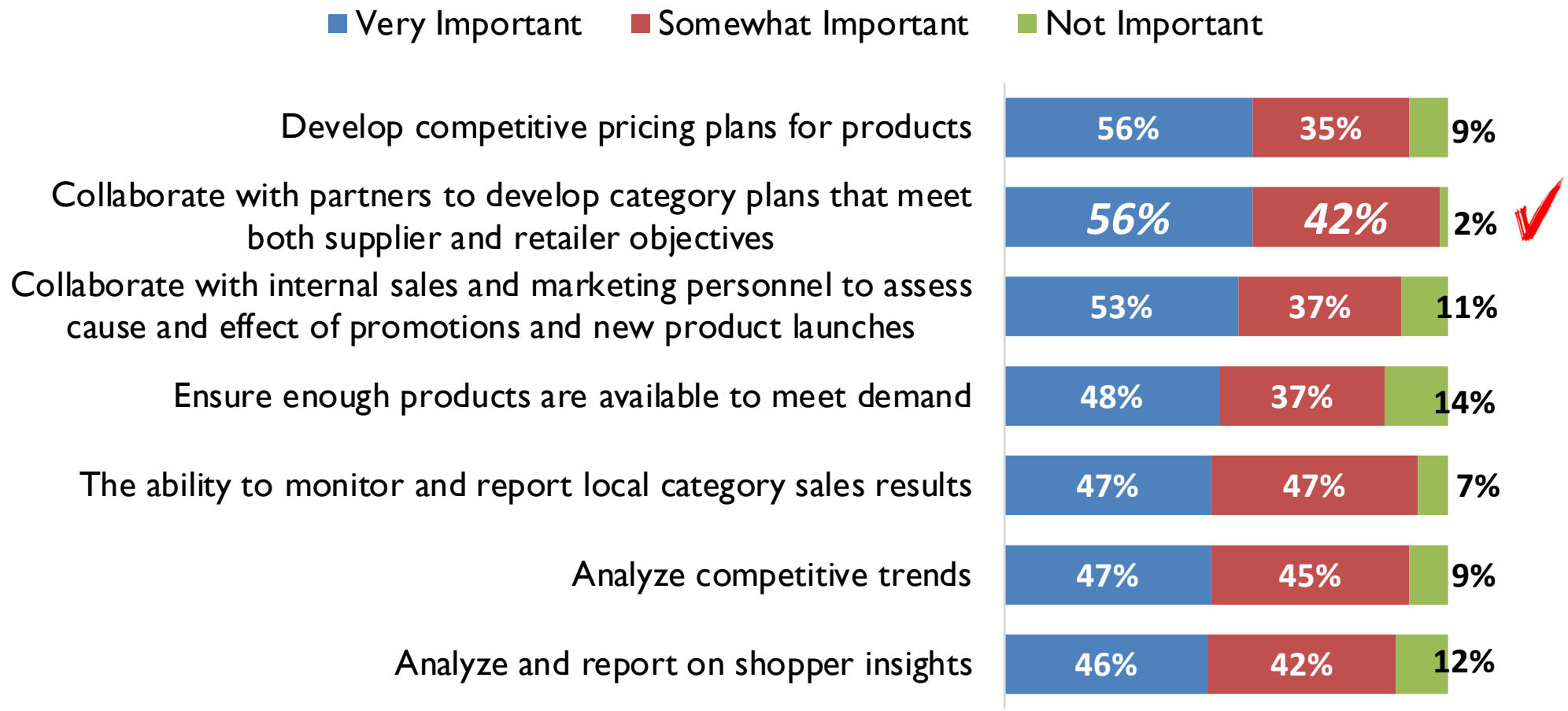
Actionable Insights Can Have A Big Impact Retailer/Supplier Collaboration

Please rank the importance of the following category management functions:



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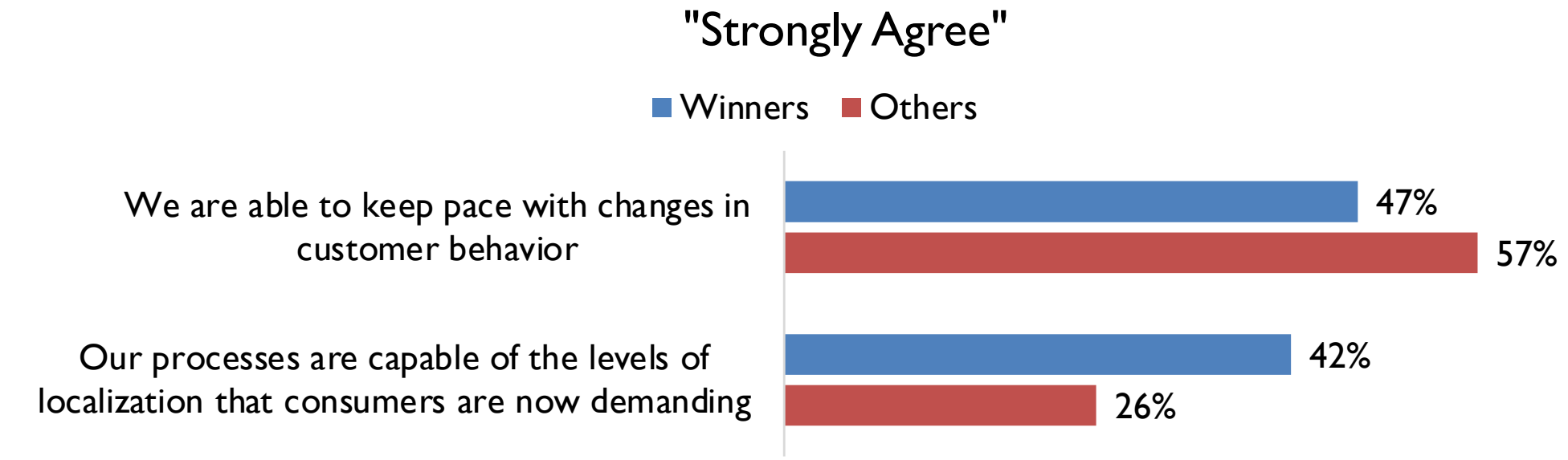

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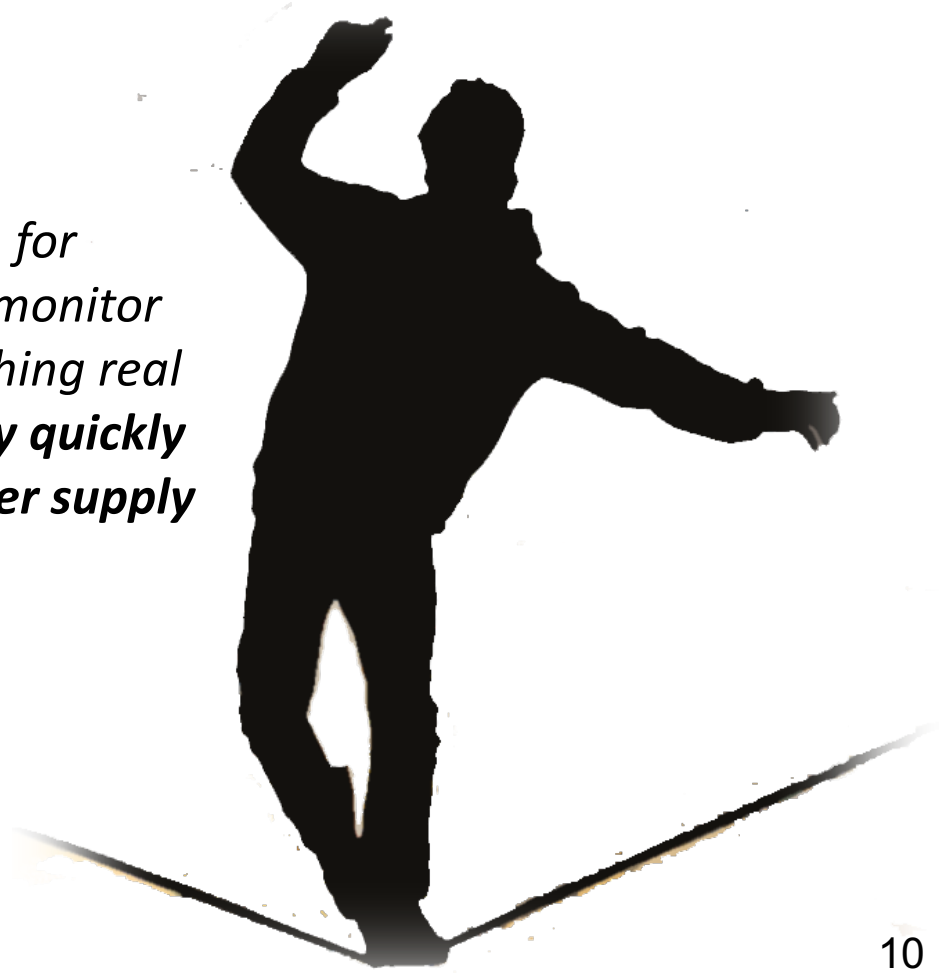
The Objective Is "Agility" And "Resiliency"

*RSR defines '**Resiliency**' as "the ability to respond quickly to supply chain interruptions and breakdowns". **'Agility'** is the ability to respond quickly to sudden shifts in demand.*

*Businesses want to be able to plan for alternative supply chain scenarios, to monitor the supply chain in something approaching real time, and **to be positioned to react very quickly when there are sudden changes in either supply or demand**.*



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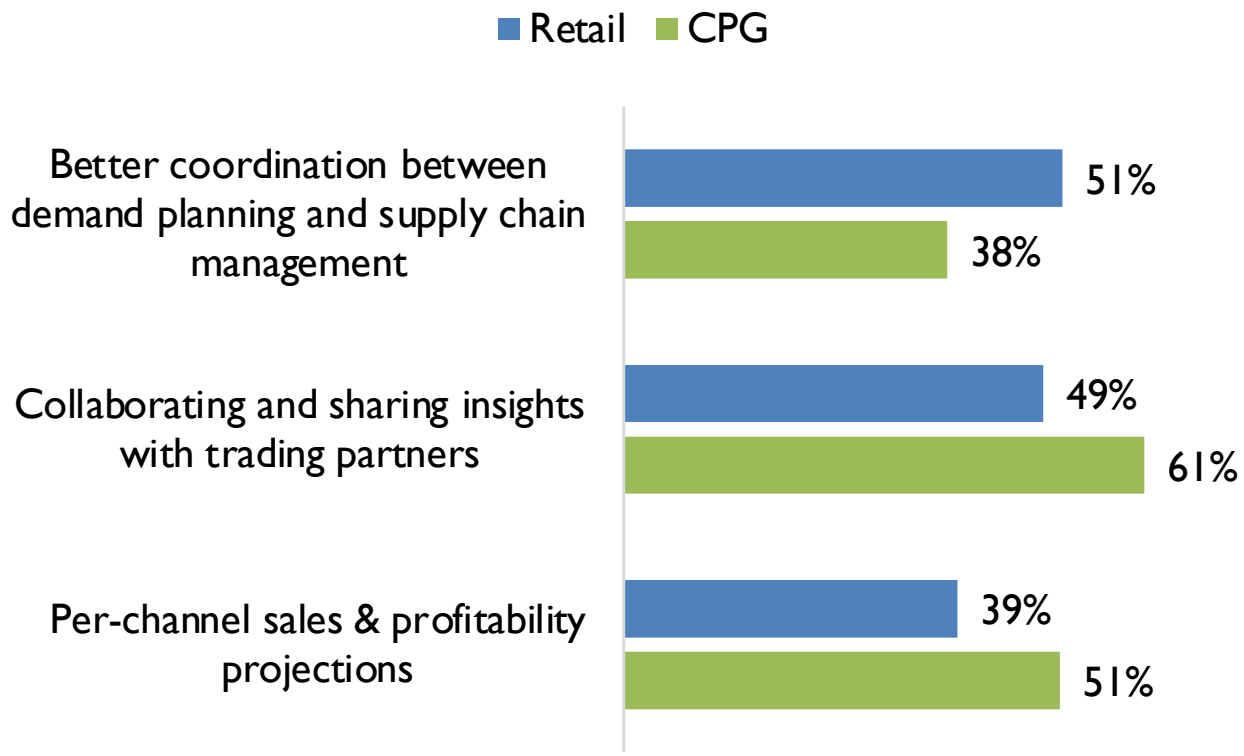
Old Concerns Yield To Necessity

(Especially For CPGers)

How important are the following to your retail success?
('Very Important')





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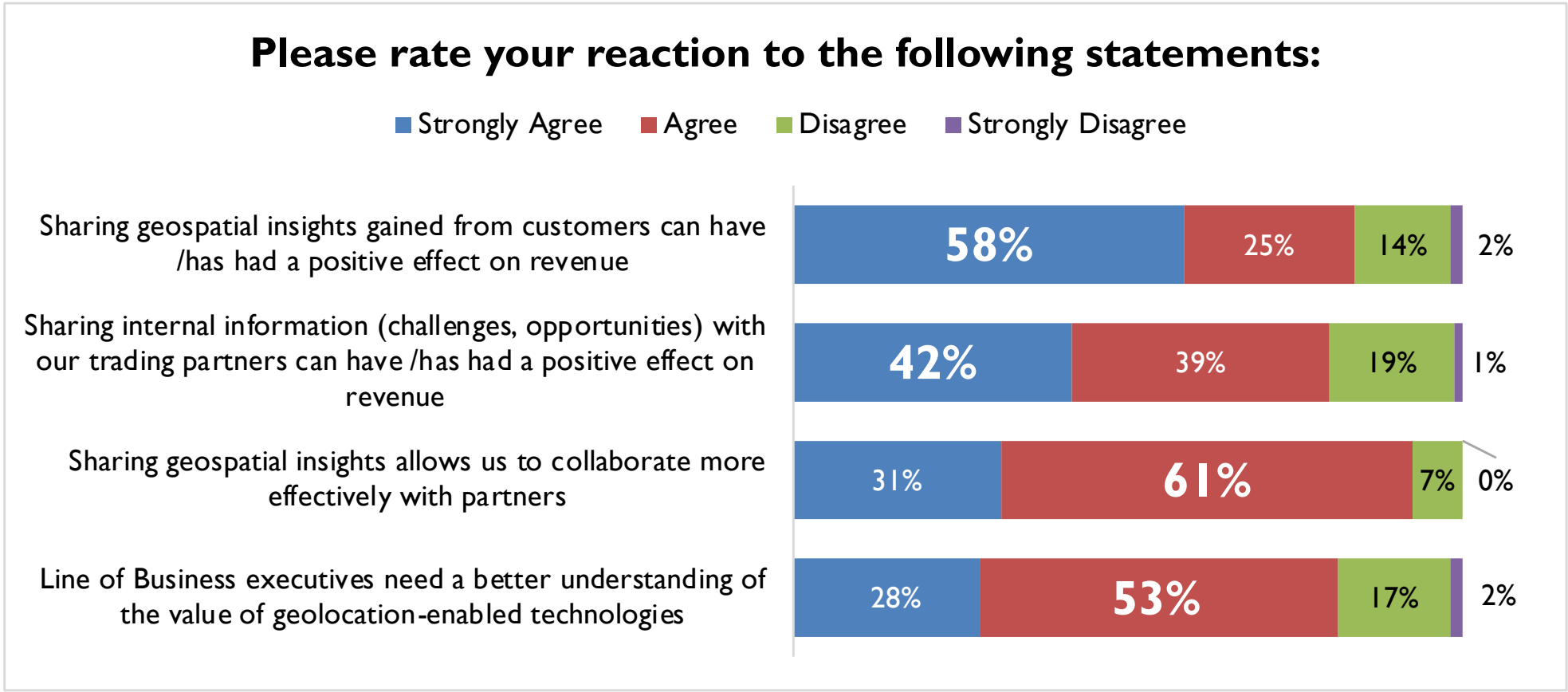
The Value Proposition Is Compelling…



Retailers and CPGers know the power geolocation intelligence creates… and appear to be overcoming their historical unwillingness to share data.

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Business Challenges

Market Volatility Drives The Need For Resiliency & Agility

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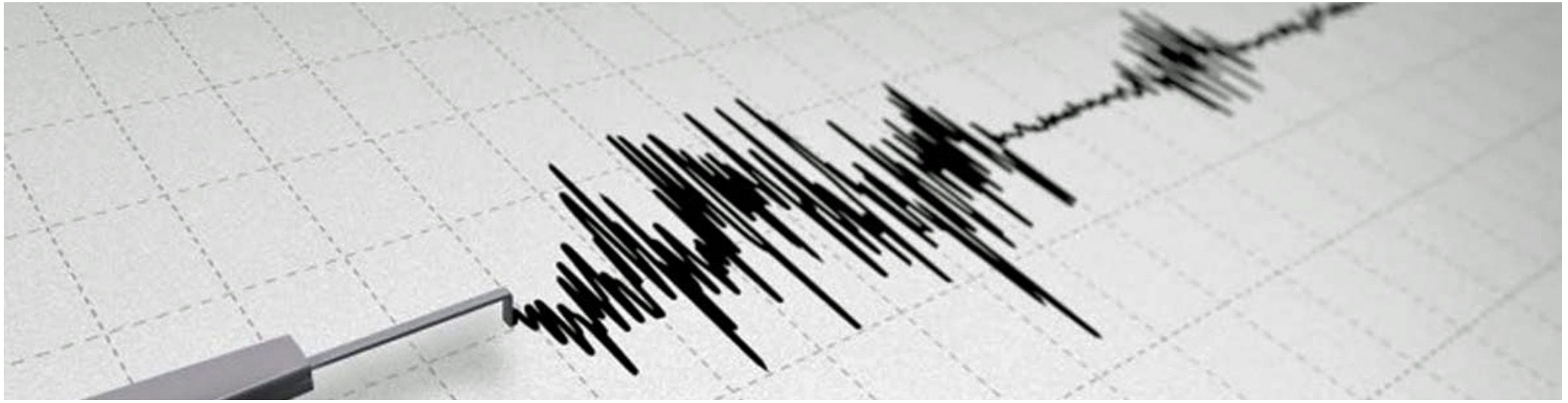

Summary Of Key Business Challenges:

- Fragile supply chains and volatile trade conditions
- Dynamic and unpredictable consumer behavior
- Pressure to build **agility** (fast response) and **resilience** (sustained adaptability)

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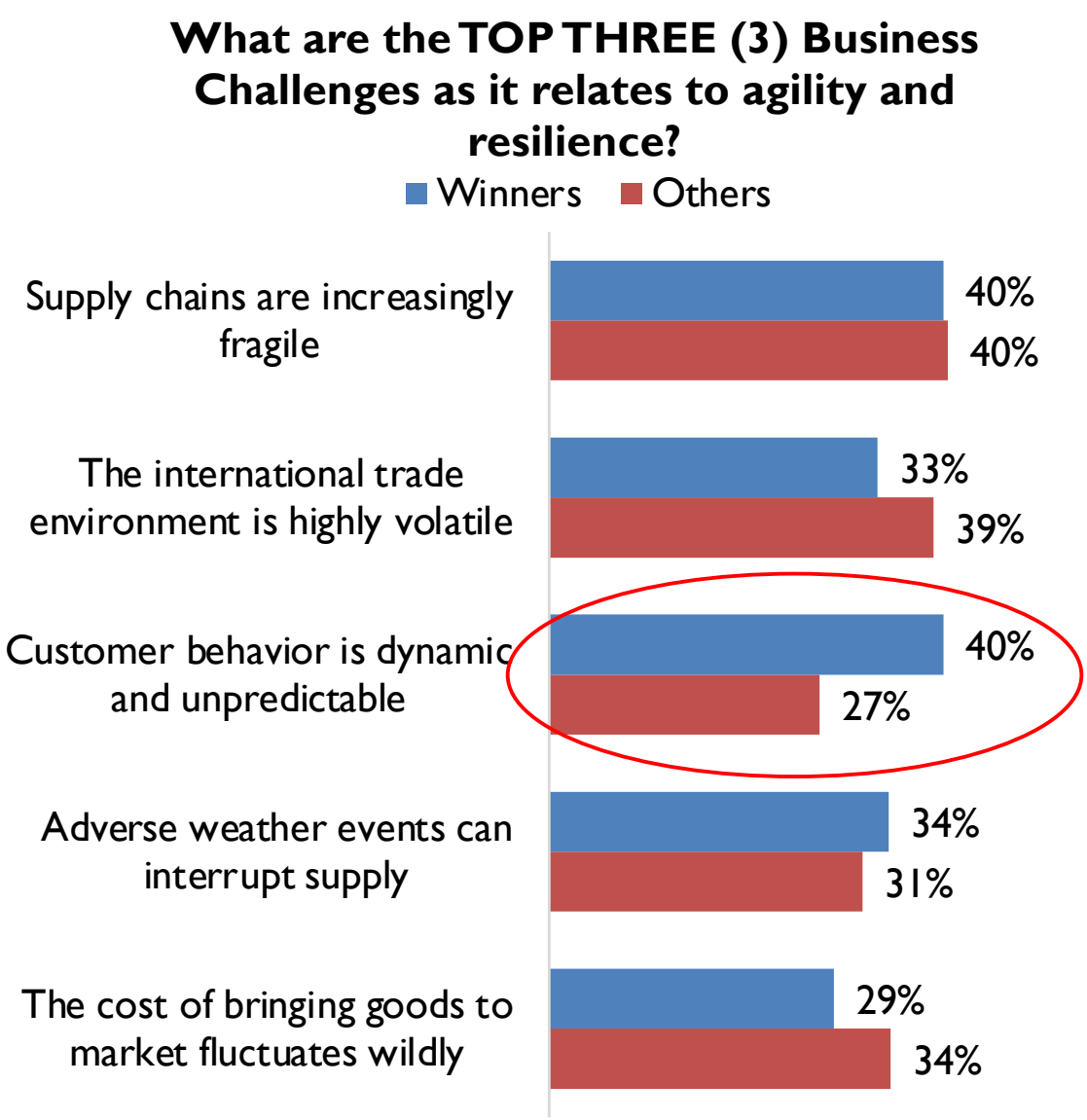
Both Retailers & CPG Companies Worry About Supply Issues; Winners Stay Focused On Consumer Behaviors





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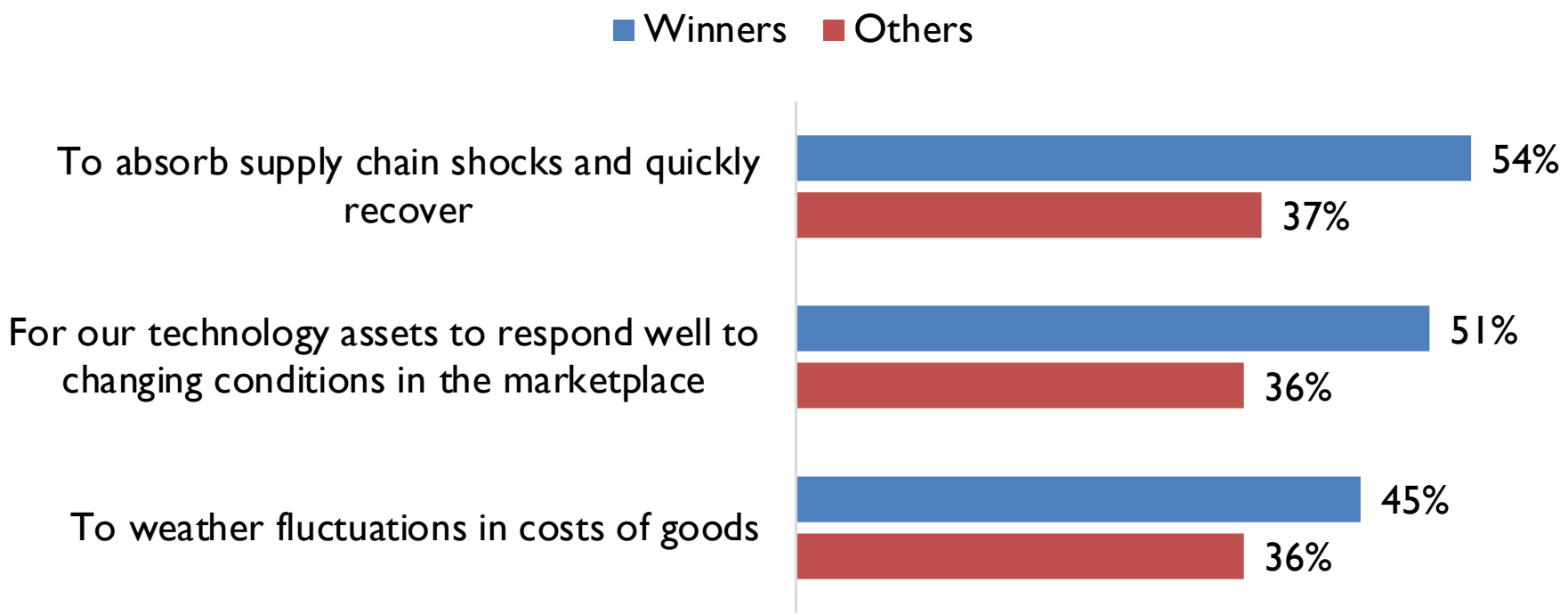
More Winners See Supply Chain 'Resiliency' As A Strategic Objective



How does each statement aligns with your company's definition of resiliency: "Resiliency is the ability .... "

('Very Much')



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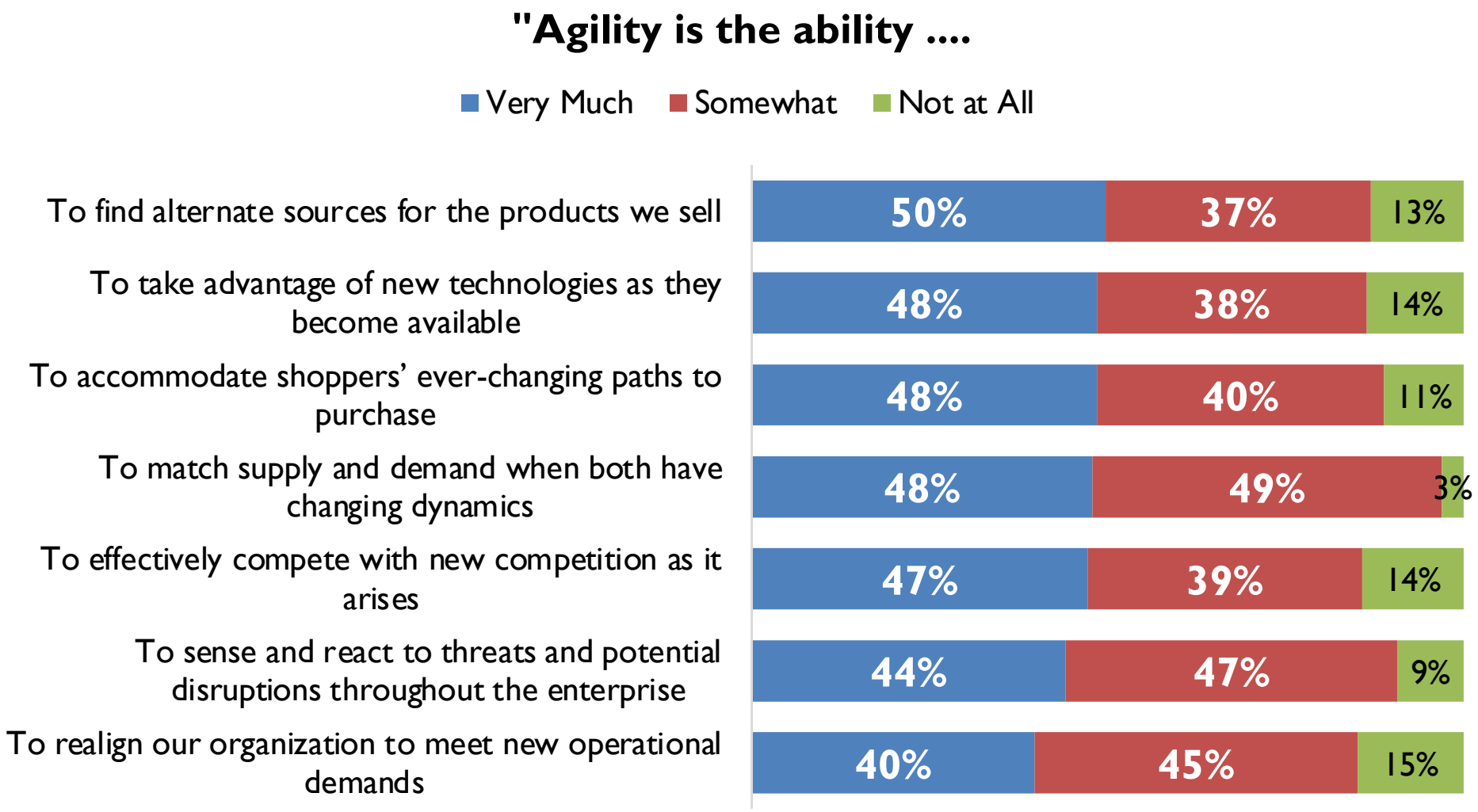
The Quest For 'Agility': Retailers & CPGers Seek Tighter Alignment Between Real Demand & Supply



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Opportunities

Coordination, Collaboration, & Tech

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Summary Of Opportunities

- **Pricing First:** Getting price right remains the #1 success factor; **collaboration** with partners ranks just behind.
- **Location Data Value:** Nearly all respondents see high value in using **geospatial insights** for:
  - Inventory optimization
  - Risk management & loss prevention
  - Targeted marketing
  - Delivery optimization & forecasting

Winners *view location intelligence as essential for risk mitigation, cross-channel behavior analysis, and loss prevention*

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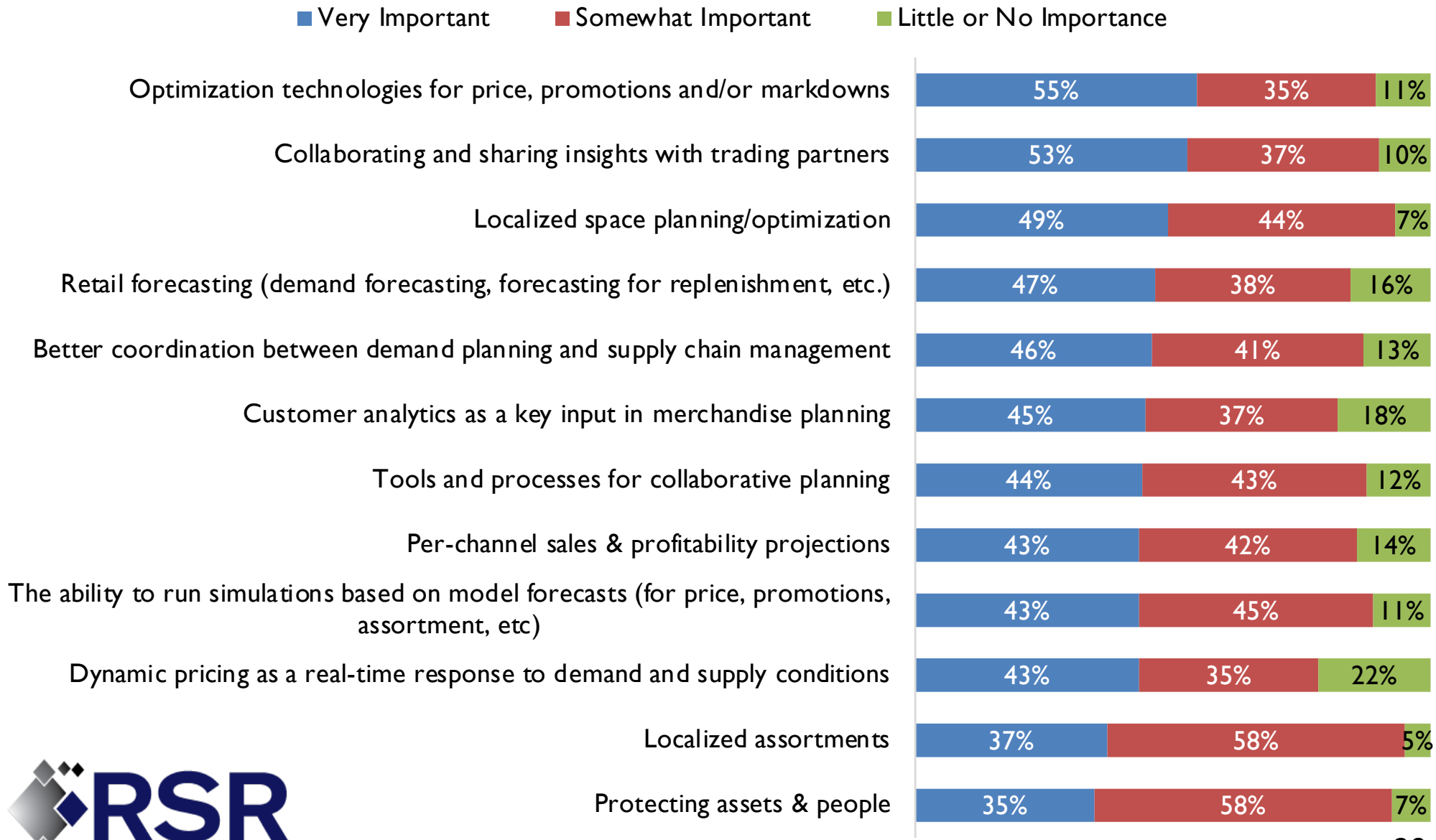
Get Prices Right… Then, Collaborate On Almost Everything Else

How important are the following to your retail success?



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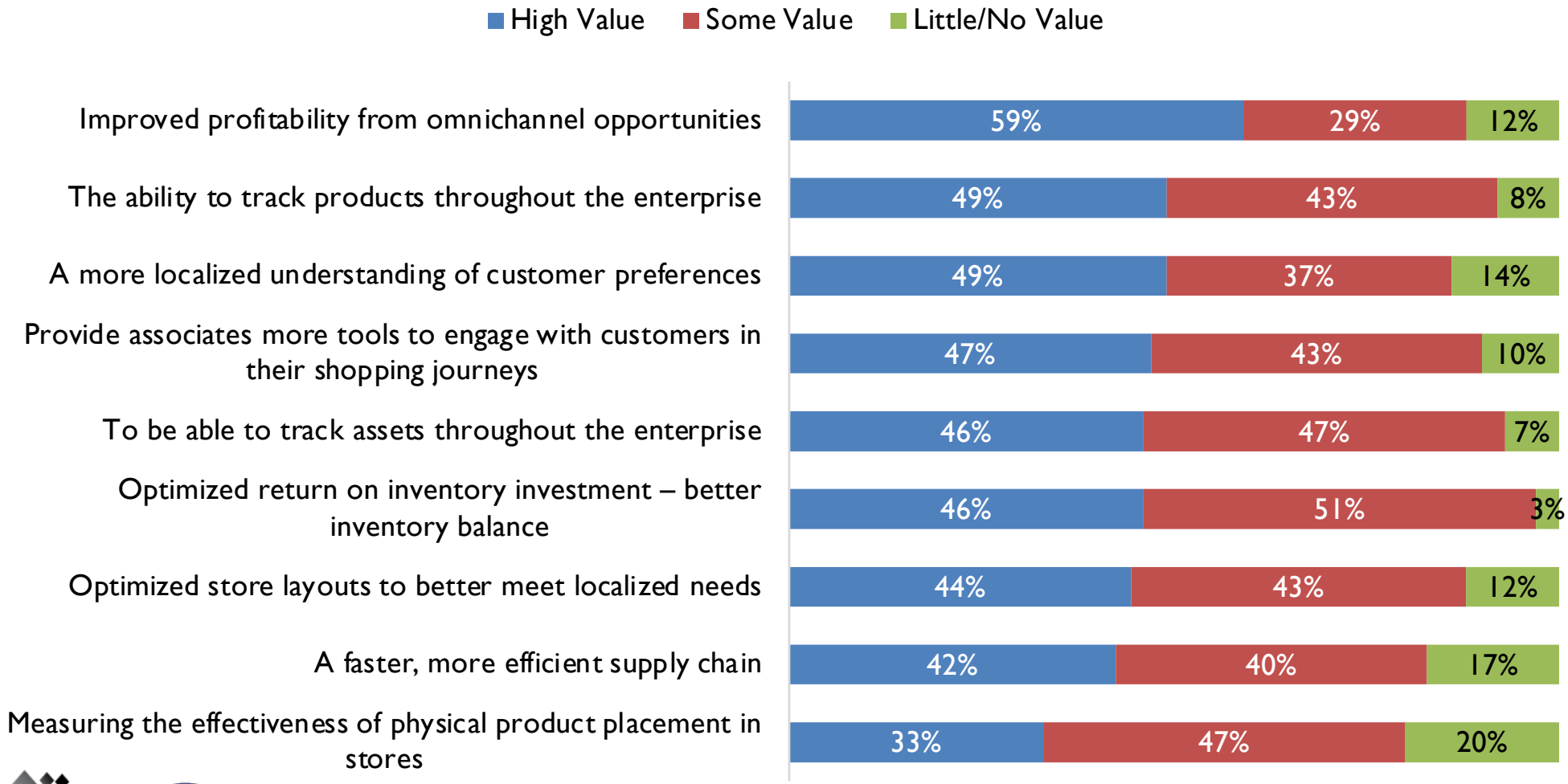
"Location, Location, Location" Has A Whole New Meaning

How much value is there in using location data to achieve the following:



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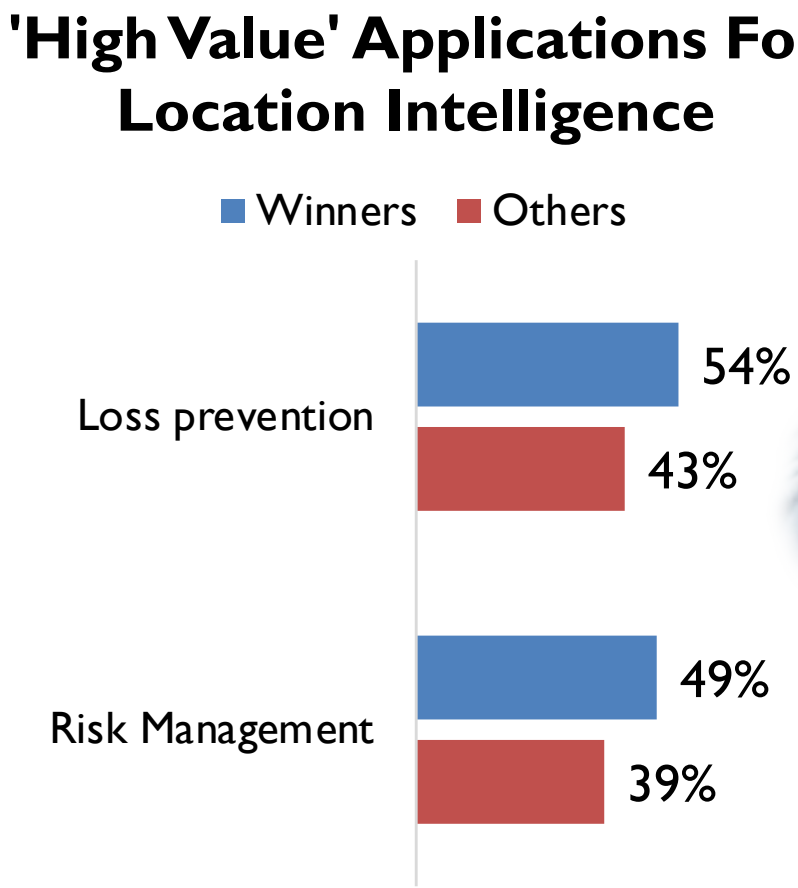
Often Ignored – But As Important As Improving Agility & Resiliency…





Winners have a greater understanding of how valuable location intelligence can be when combatting theft. This knowledge goes hand in hand with the heightened perceived value in using location-based signals for risk mitigation purposes.

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Organizational Inhibitors

What Stands In The Way

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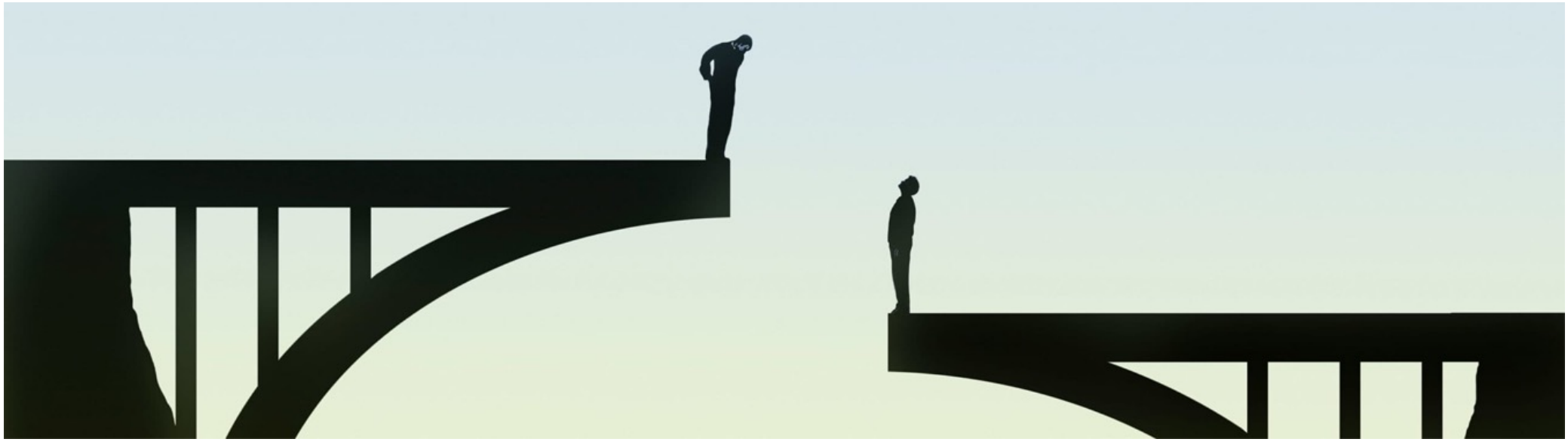

Key Inhibitors To Addressing Challenges & Opportunities

- Dirty data and outdated transactional systems
- Lack of clear leadership ownership for analytics
- Resistance to change and siloed structures

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Heightened Concerns

Looking at how retailers and CPGers rate operational challenges related to getting products to the marketplace YoY, it is clear that what might have been manageable issues in the past are quickly becoming true inhibitors now.

Top Operational Challenges Related To Retailer/Vendor Collaboration



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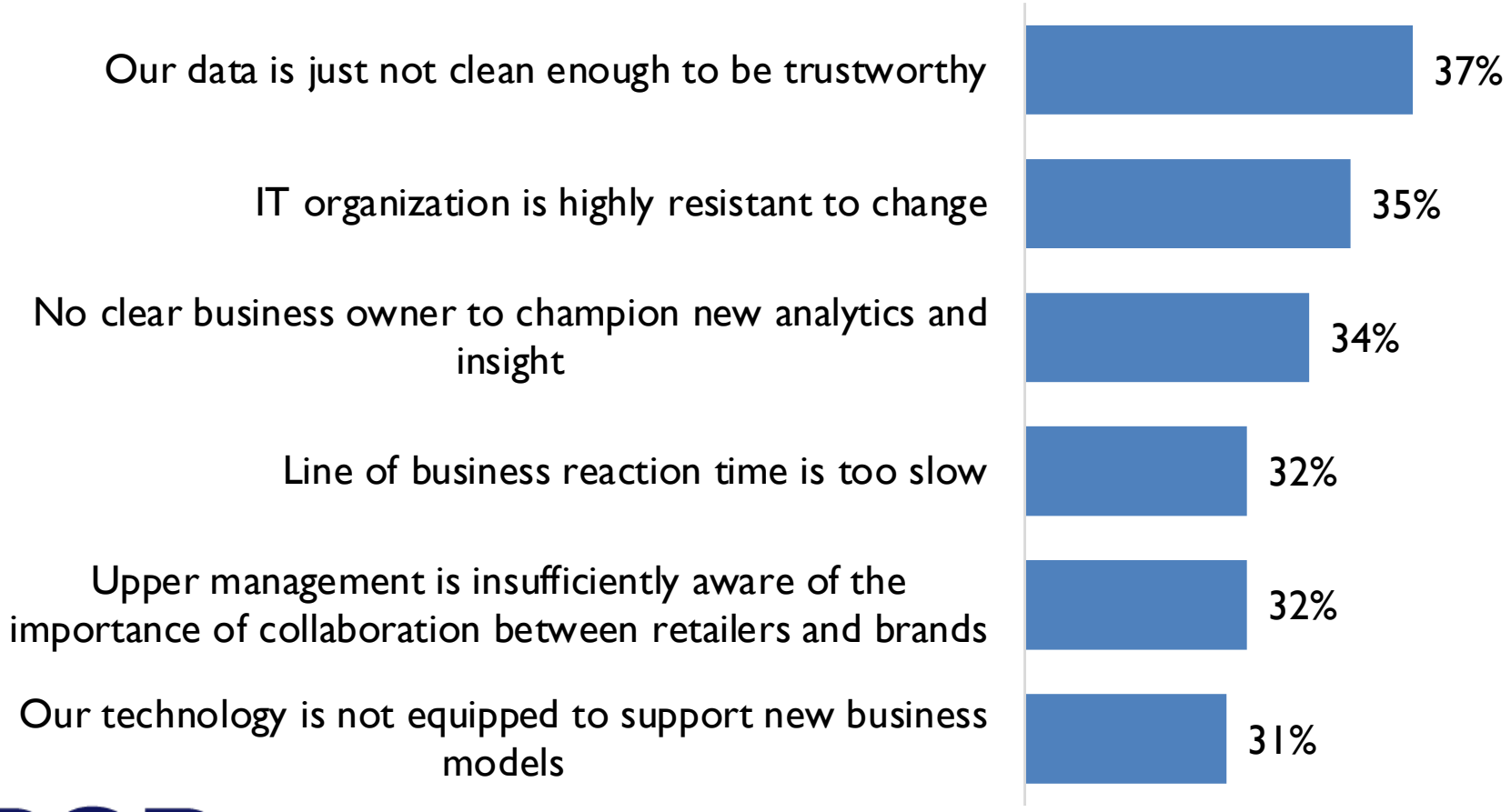
Stumbling Blocks: A Trifecta Of Dirty Data, Old Tech, & Organizational Issues

What are the TOP THREE (3) Organizational Inhibitors standing in the way of taking advantage of the opportunities identified?



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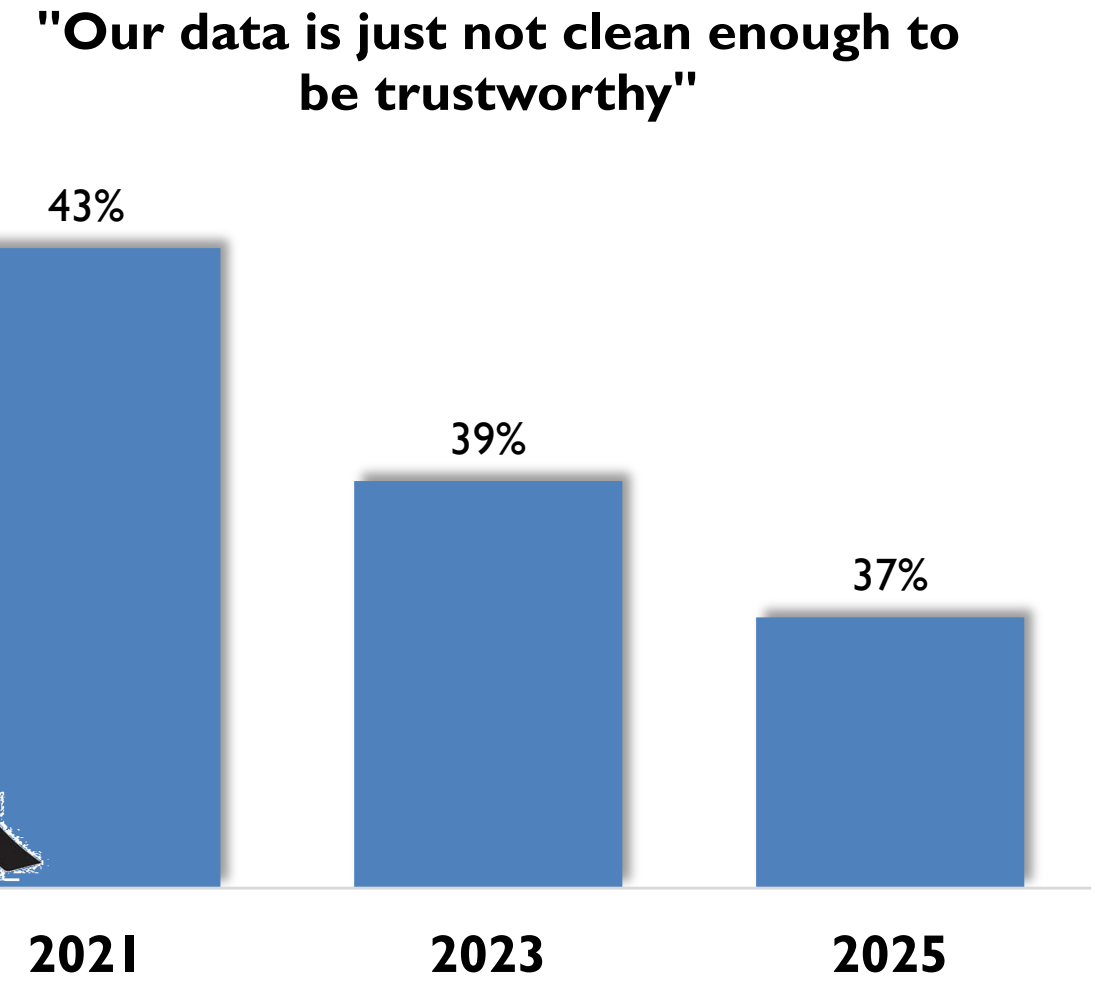
Companies Have Been Steadily Working To Clean Up 'Dirty Data'





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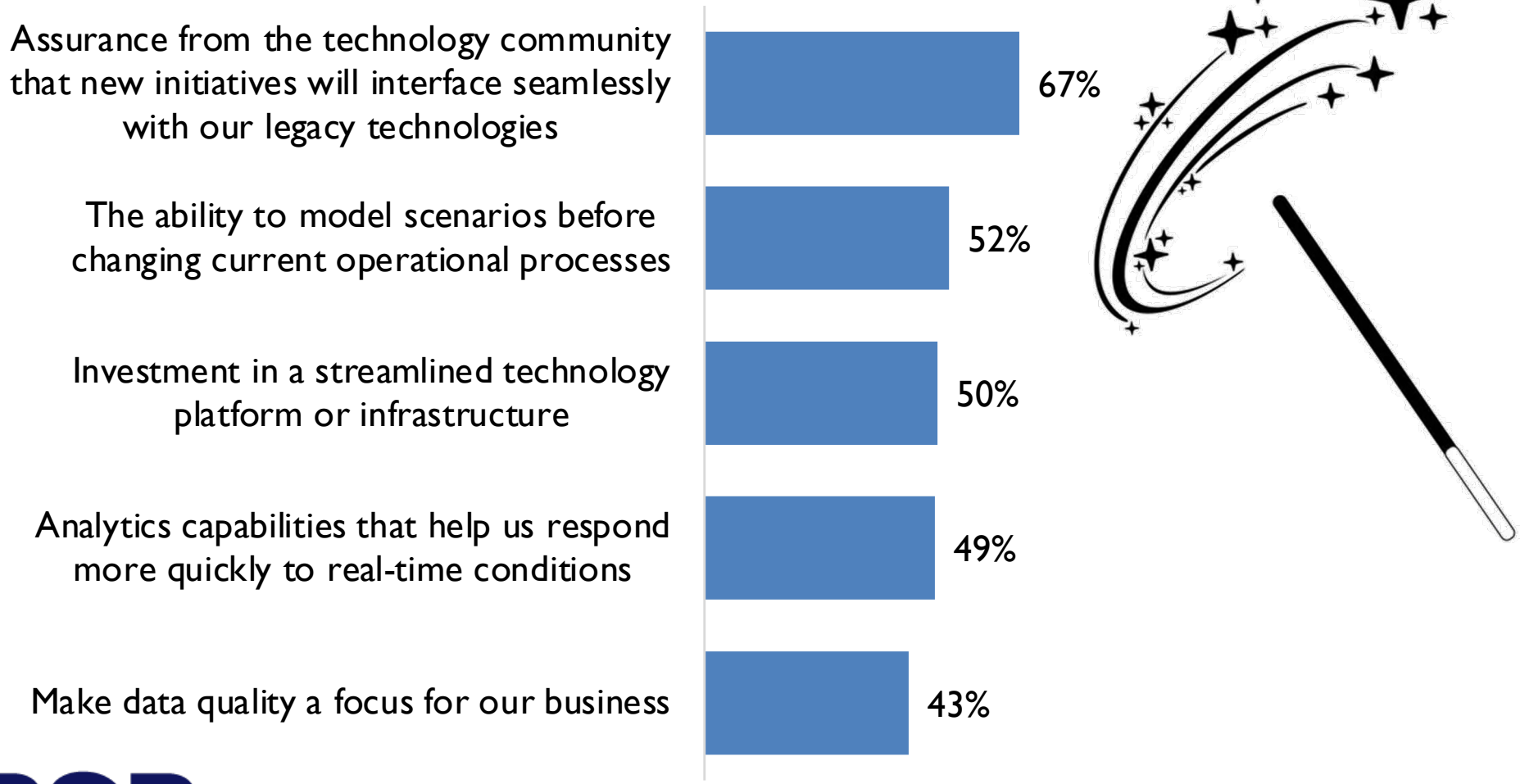
Getting Past Inhibitors: A Little "Magical Thinking"- Followed By Pragmatic Action Items

What are the TOP THREE (3) ways to overcome the organizational inhibitors you identified?



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Technology Enablers

Location, Location, Location

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Summary Of Technology Enablers

- Location intelligence (GIS, IoT, AI/ML) enables:
  - Optimized supply networks
  - Store-level/SKU-level planning
  - Dynamic pricing and localized assortments

- Companies want real-time visibility and predictive modeling, but adoption lags behind the perceived importance.

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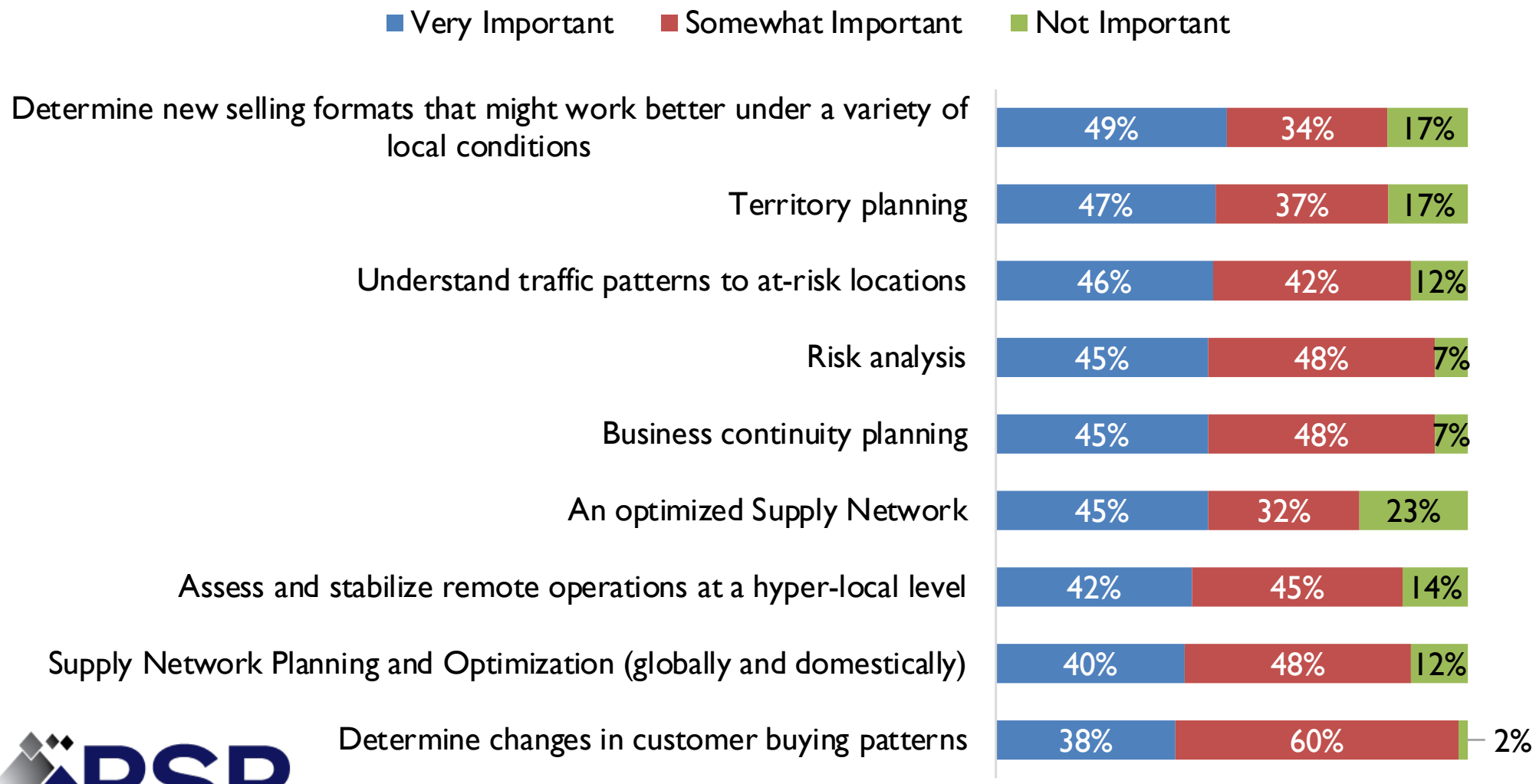
Location Intelligence Is Fast Becoming A Key Factor In Corporate Planning

Please rate the importance of the following to strengthen operational effectiveness in the next three years:



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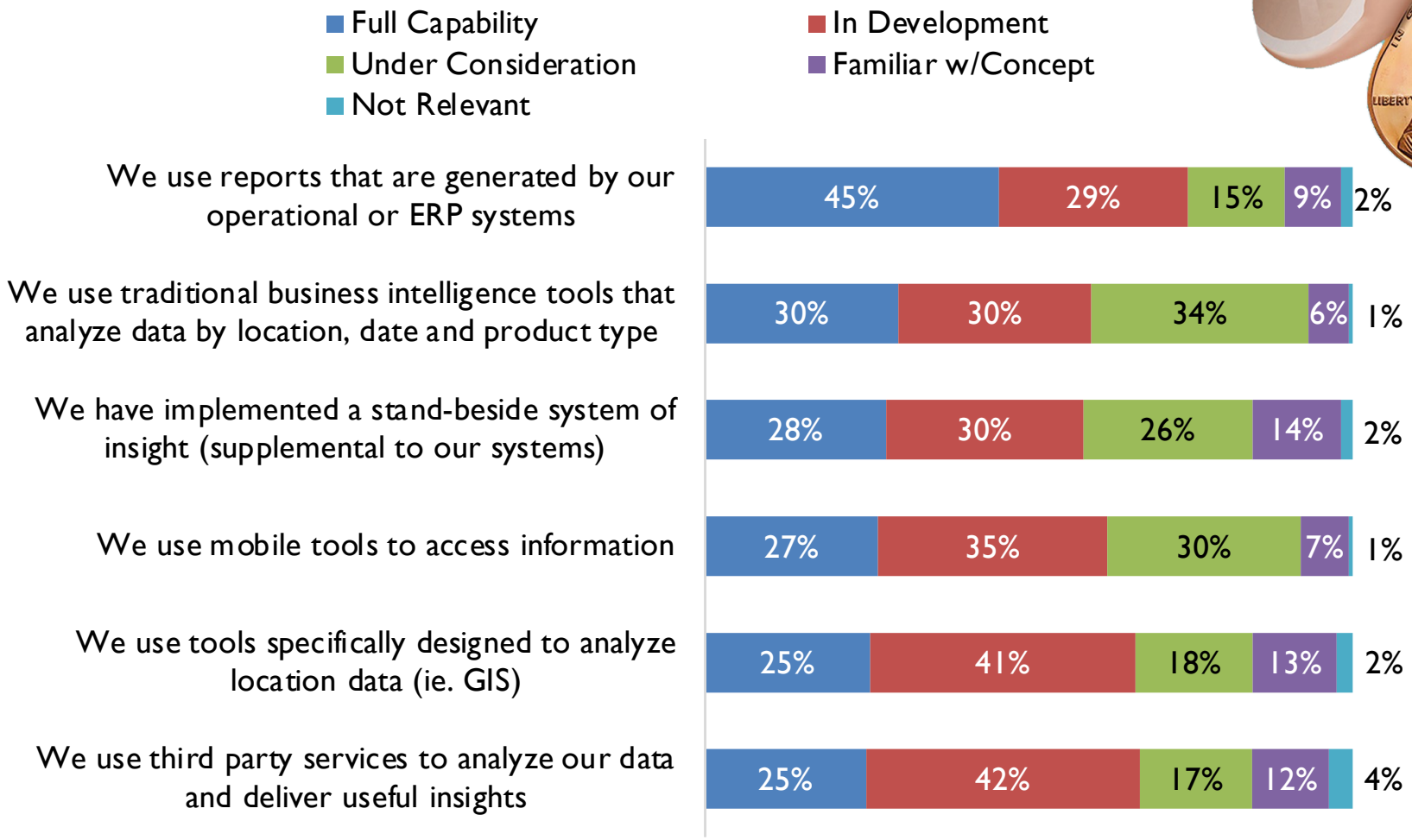
Deferred Investments In New Or Updated Core Systems Stand In The Way Of Progress Now

How do you currently analyze location data and communicate insights?





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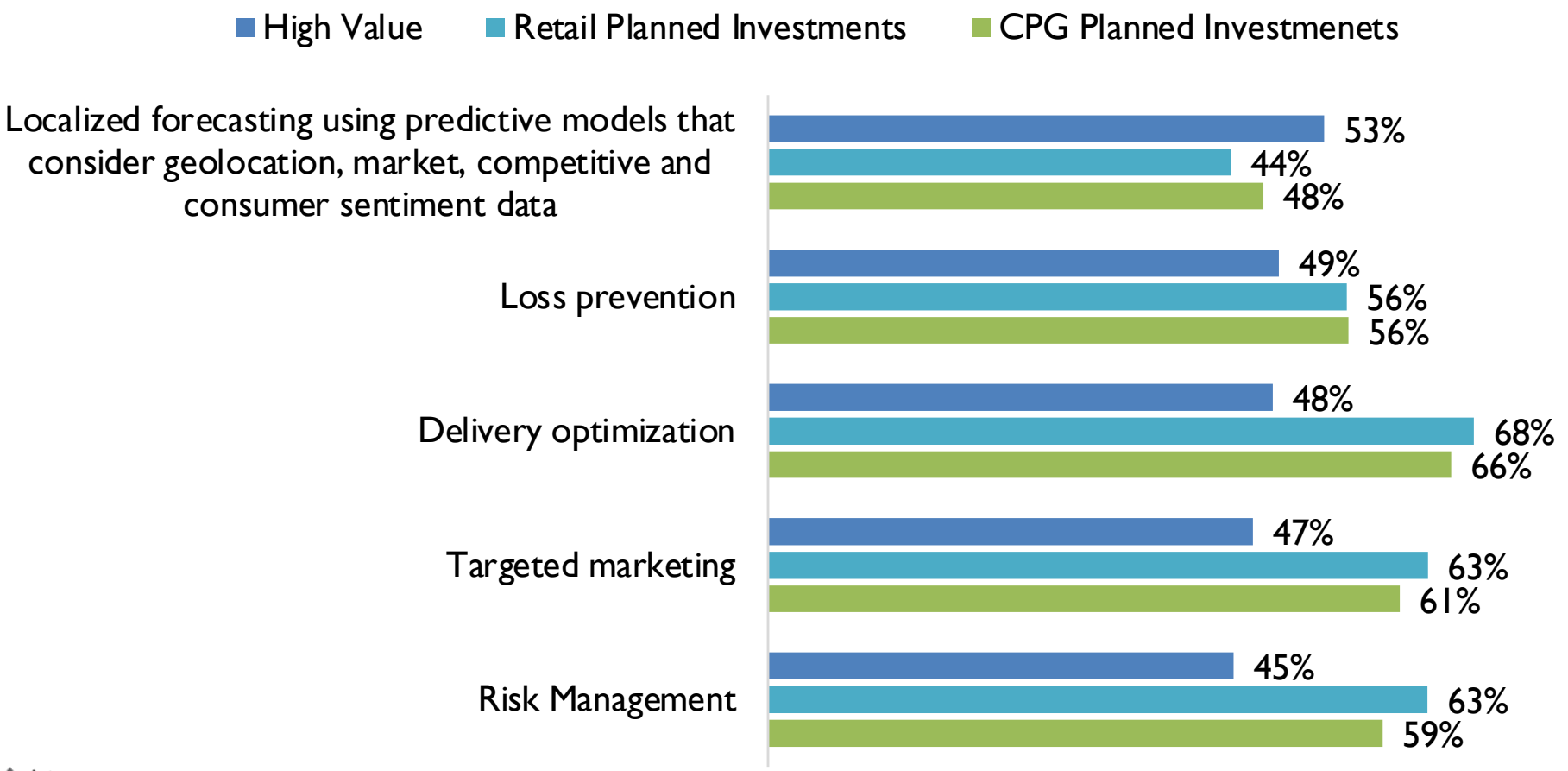
Retailers & CPG Companies Are Planning Investment In Similar Areas

What is the current status of the following analyses enabled by location data at your company? (Top-5 High Value)



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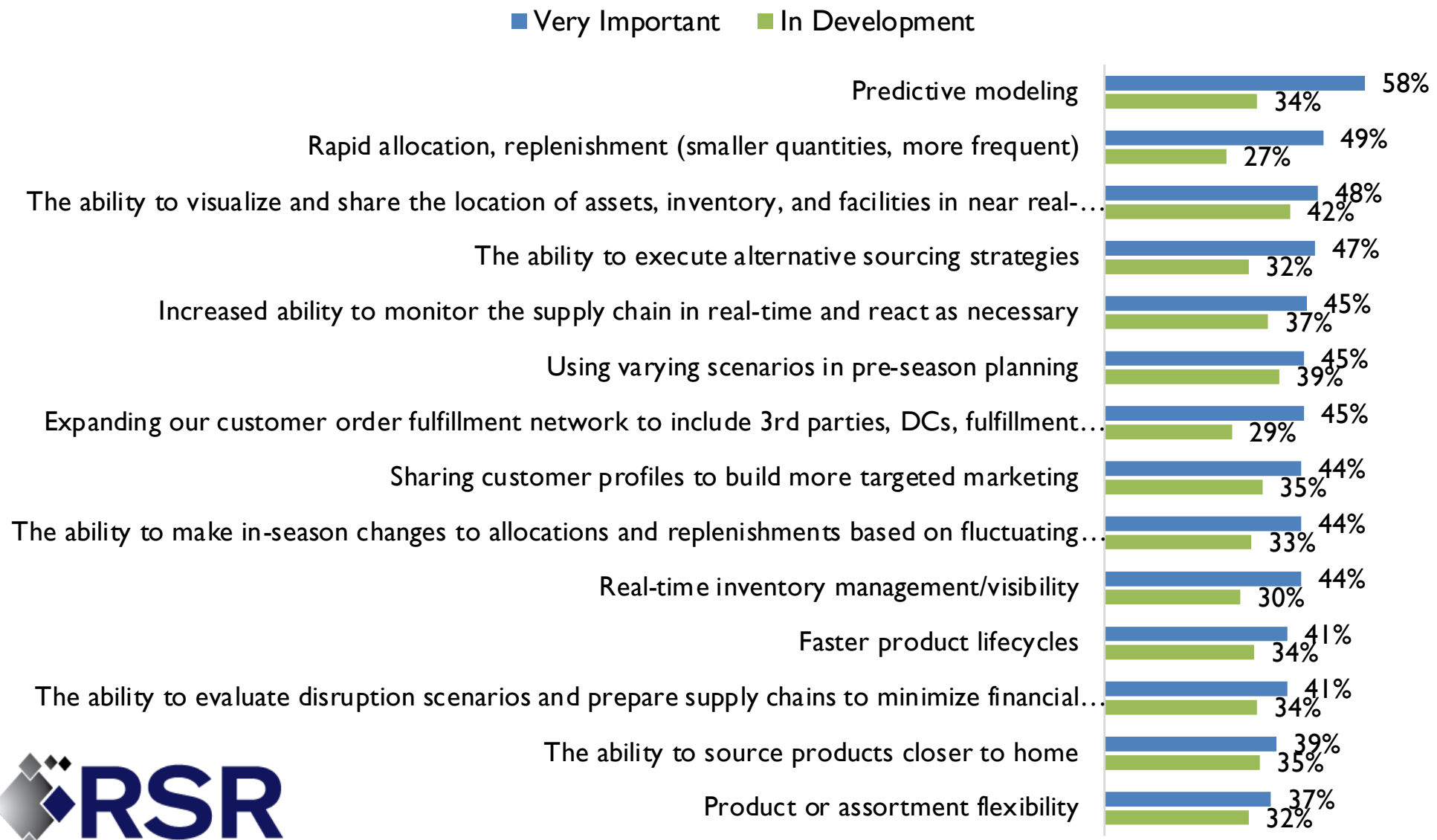
In The Supply Chain: Seeking Resiliency

As it relates to the supply chain, how important are the following to your company's resilience and agility?



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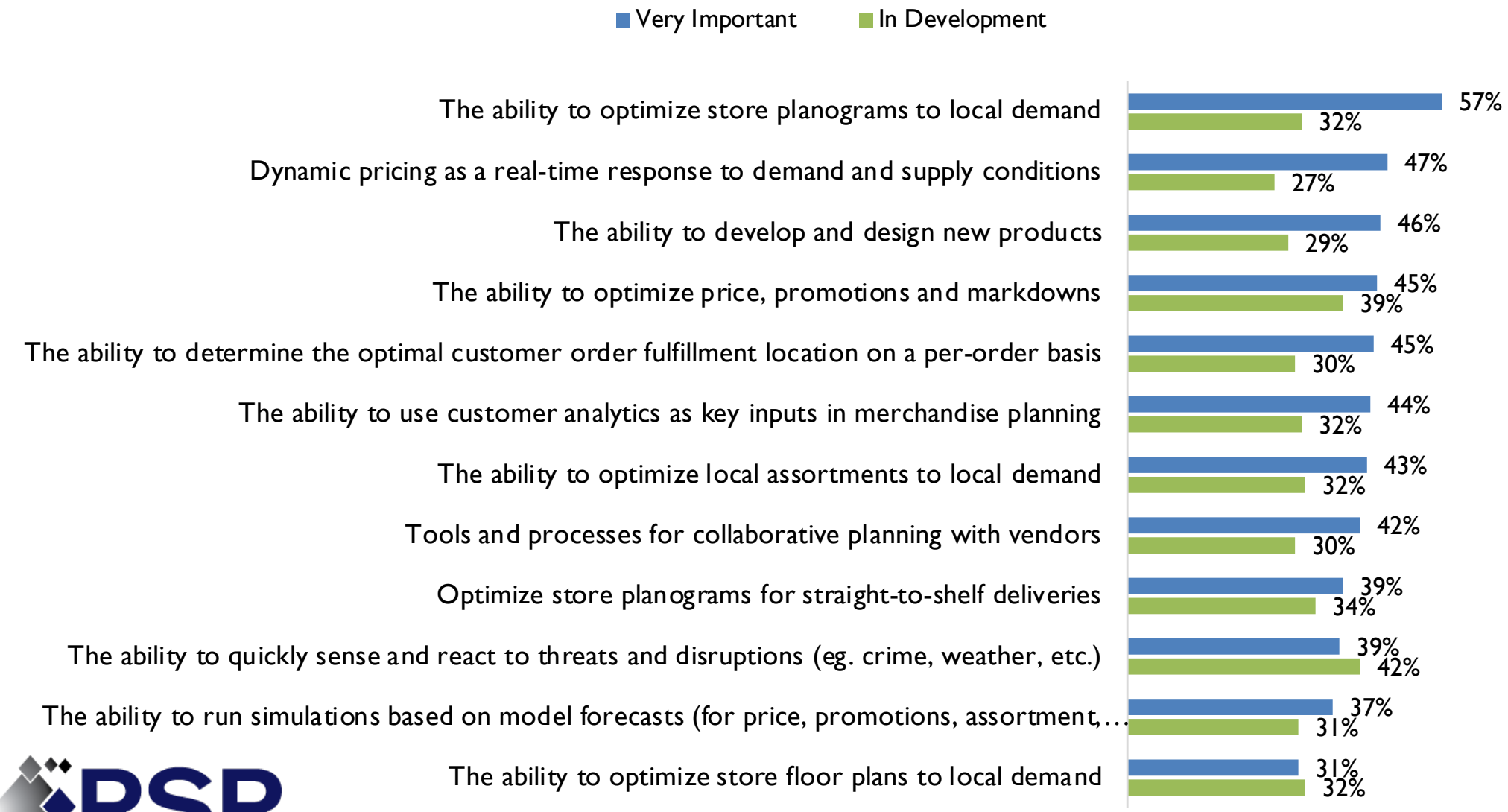
In The Selling Environment: Seeking Agility

As it relates to the selling environment (Store, eCommerce, Direct-to-consumer), how important are the following to your company's resiliency and agility?



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In today's world, collaboration is driven by data that enables both sides of the supply/demand continuum to respond very quickly to sudden changes in either supply or demand.

Both Retailers and their CPG partners now know that it is in their best interests to collaborate better than they have done in the past.

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RSR's Recommendations

- **Know Your Customer** – invest in analytics for relevance.
- **Get Local** – use geospatial data for pricing, risk management, and forecasting.
- **See Inside the Supply Chain** – build real-time visibility to absorb shocks.
- **Benchmark Your Company** – measure resilience capabilities.
- **Upgrade Beyond Transactional Systems** – invest in analytics platforms for geospatial and unstructured data.
- **Appoint a Champion** – leadership commitment is essential for progress.

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About RSR Research

Retail Systems Research ("RSR") is the only research company run by retailers for the retail industry. RSR provides insight into business and technology challenges facing the extended retail industry, providing thought leadership and advice on navigating these challenges for specific companies and the industry at large. We do this by:

- **Identifying information** that helps retailers and their trading partners to build more efficient and profitable businesses;

- **Identifying industry issues** that solutions providers must address to be relevant in the extended retail industry;

- **Providing insight and analysis** about a broad spectrum of issues and trends in the Extended Retail Industry.



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