

Retail & consumer goods

This year is a renaissance: Visionary brands are stepping boldly into 2026, harnessing AI and agentic technologies to unlock hyper-personalization, deliver customer-centric experiences, and ignite growth.



2026

Top trends in retail & consumer goods

01 Integrating AI + human operations for growth

AI combined with human expertise is unlocking new markets, hyper-personalization, and faster innovation that drive measurable revenue growth.

02 Reimagining loyalty to deepen connections

AI-driven personalization and unified customer data are reshaping loyalty into a cross-enterprise growth engine built on emotional connection and higher engagement.

03 Replatforming commerce & payments

Modernizing legacy commerce and payment platforms enables seamless omnichannel experiences, stronger security, and new revenue streams.

04 Orchestrating seamless omnichannel engagement

Unified customer views and predictive, AI-driven engagement are transforming fragmented touchpoints into connected, personalized customer journeys.

05 Building predictive & responsive supply chain

AI and real-time data are powering predictive, resilient supply chains that anticipate disruptions and align operations across every function.

06 Transforming retail organizations for continuous adaptation

AI-enabled workforce insights and new operating models are elevating employee performance and improving customer experiences across channels.

07 Optimizing merchandising & sales planning

AI-powered merchandising and pricing systems are delivering precise, real-time decisions that boost conversion, reduce waste, and improve profitability.

WHO WE ARE

Slalom is a fiercely human business and technology consulting company that teams with leaders who expect more. **So we bring more.**

WHAT WE DO

From strategy to implementation, our approach is fiercely human. We partner with market leaders and emerging players as they navigate uncertainty and strive for growth.

LOCATIONS

We have over 10,000 team members, including 3,000+ experienced retail & consumer goods consultants, in 12 countries and 52 local offices around the world.



HOW WE'RE DIFFERENT

We take love seriously

So seriously that we measure customer love in 10 dimensions and use those metrics to guide our actions.

Head and heart in everything we do

We show up authentically and get to know you, always leading with empathy and kindness.

Deep connections, better outcomes

Our thorough understanding of partner technologies and priorities drives trusting relationships and exponential impact.

Momentum that outlasts us

We work with your teams every step of the way, teaching and empowering them to continue the momentum even after we leave.

Local soul, global scale

Because we live where we work, we're committed to our local communities and your long-term success—while also staying connected globally.

PARTNERSHIPS

We partner with over 700 of the world's leading technology providers to create extraordinary results for retail & consumer goods leaders like you.



CUSTOMERS

Our retail customers include consumer goods & services, retail, restaurants & dining, travel & hospitality, and more.

