

# 8 OUT OF 10 RETAILERS WILL INCREASE AI CAPABILITIES IN 2025

Honeywell research finds both retailers and shoppers seeing value in AI to enhance the shopping experience

**81%**

**OF RETAILERS INCREASING AI TO IMPROVE OPERATIONAL EFFICIENCIES, WITH 35% PLANNING TO SIGNIFICANTLY INCREASE AI INVESTMENT**



**Top 3 areas retailers investing in AI over next 12 months:**

**36%**

Improving returns management

**35%**

Automating customer service

**32%**

Monitoring product availability

## RETAILERS ALSO ARE INVESTING IN AI TO IMPROVE ASSOCIATES' WORK EXPERIENCES AND INCREASE RETENTION

**Retailers say:**

**61%**

AI makes jobs easier

**55%**

AI increases job satisfaction

**52%**

AI allows for greater job growth



**Shoppers want AI to help them:**

**53%**

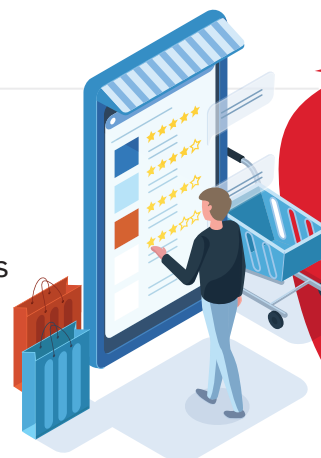
Compare prices across stores

**41%**

Check product availability

**34%**

Have a seamless checkout experience



**68%**

**OF CONSUMERS SAY THEY HAVE USED AI IN THEIR SHOPPING EXPERIENCE**

The Honeywell Retail Executive Survey and the Honeywell Retail Consumers Survey (collectively referred to as the "Honeywell AI in Retail Survey") were omnibus surveys conducted by Wakefield Research from December 2 to December 8, 2024 using an email invitation and online survey format. The Retail Executives survey polled 100 U.S. executives with a minimum seniority of Vice President at retail companies with a minimum annual revenue of \$100 million. The Retail Consumers Survey polled 1,000 nationally representative U.S. adults ages 18+.

For more information, visit [Retail Solutions and Innovation | Honeywell](#)

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