

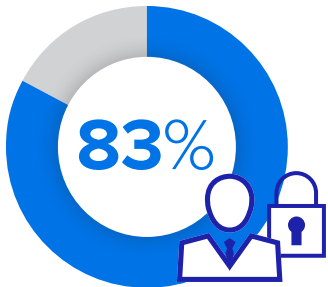


Retailers Fight Back Against Shrink

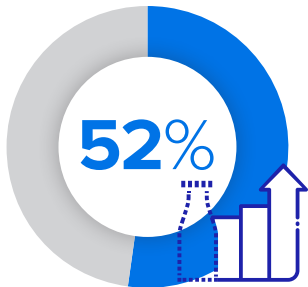
The fight against retail shrink is intensifying, putting pressure on retailers, associates and profits. To stay ahead, businesses are investing in technology that strengthens security, enhances visibility and helps maintain a frictionless shopping experience.

The Growing Challenge

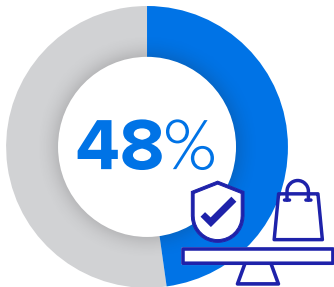
Retail decision-makers are facing more theft, fraud and inventory losses than ever



Agree minimizing fraud/shrinkage is a significant challenge



Report an increase in retail shrink over the past year



Struggle to balance security efforts with maintaining a frictionless shopping experience

Shopper Concerns: Safety & Locked Items

Shoppers worry theft will lead to higher prices and a worse experience



Worry about high theft and crime in stores where they shop



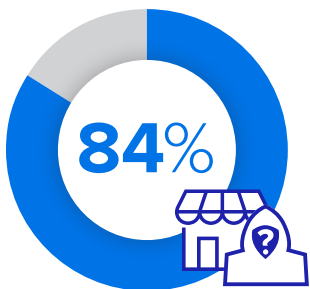
Fear retail crime will drive up prices



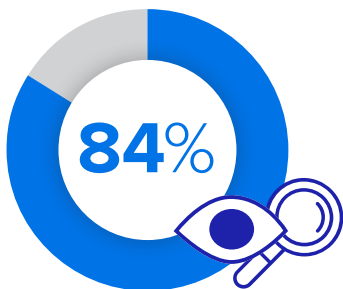
Find locked products frustrating, creating shopping friction

The Workforce Impact

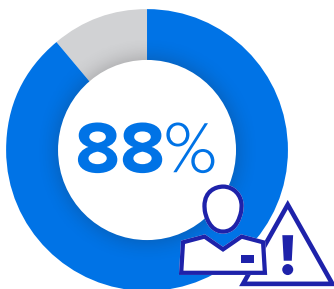
Shrink is creating new challenges for store associates



Are concerned about their personal safety due to rising theft and crime



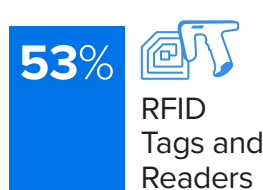
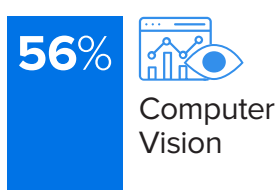
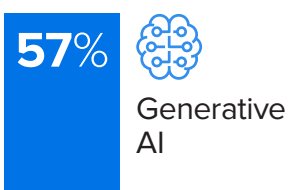
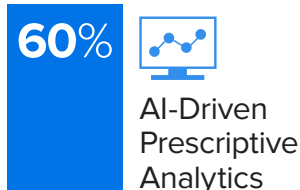
Say there's a lack of technology to detect crime before it escalates



Say in-store emergency alerting and response is a challenge

Fortifying the Frontlines

Retailers are adopting technology to curb shrink and prevent theft and fraud losses
By 2029, decision-makers plan to adopt:



Taking Control Starts with the Right Technology

The future of loss prevention is here—those who act now will stay ahead.

[LEARN MORE](#)

[EXPLORE ZEBRA'S GLOBAL SHOPPER STUDY](#)

Zebra Technologies, 17th Annual Global Shopper Study, 2024.

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Zebra Drives the Next Era of Loss Prevention

The right technology enables retailers to detect loss, improving operations and the shopper experience.



AI-Powered Loss Prevention & Computer Vision

Detects suspicious activity, theft and scanning anomalies in real-time to reduce shrink and fraud.



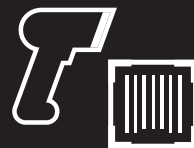
Prescriptive Analytics & Inventory Intelligence

Delivers insights to prevent loss, track stock in real time and improve replenishment.



Workforce Communication & Security Alerts

Provides real-time theft alerts and supports faster, more effective response.



Product Tracking & Access Control

Uses RFID and scanning to secure high-value items and restricted areas.