

## Retail

## Retail players see startups as a tool to boost revenue

According to Sopra Steria Next's Open Innovation Report 2025 the Retail sector is expecting significant results due to Open Innovation collaborations. 74% of Retail companies have carried out startup collaborations in the past two years, and 86% of them deem it important to their strategy, the second highest average for any industry. 70% of them reach their objectives always or most of the time, the third highest average for any industry.

Retail corporates also place higher than average value on Open Innovation, with 48% of corporates placing responsibility for Open Innovation projects with top management. Retail is the only industry to have open innovation revenue contribution (40%) as their most popular KPI. This focus has been successful, with 85% corporates stating they are satisfied with their Open Innovation collaborations thus far.

74%
of Retail corporates have collaborated with startups
- just above the average rate across sectors

86%

judge Open Innovation to be important to strategy

- the second highest rating across industry

of Retail corporates reach their objectives always or most of the time – third most successful industry

Average number of corporates to have collaborated with startups

Q: Has your organisation ever collaborated with a startup?
Companies selecting Yes, both Domestic and Foreign Startups, Yes, Domestic Startups and Yes, Foreign Startups



2. Second highest level of corporates who judge Open Innovation to be strategically important

88%
TELECOMMUNICATIONS

60%

DEFENCE & HOMELAND SECURITY

at top management

77%
TRANSPORT

78%
INSURANCE

58%
LEGAL SERVICES

80%
AVERAGE

86%
RETAIL

3. Average level of successful collaborations

75%
TELECOMMUNICATIONS

20%

DEFENCE & HOMELAND

SECURITY

Companies answering Always and Most of the Time.

52%
ENERGY &
UTILITIES

68% HEALTH

Q: Overall, how often in your collaborations with startups did you achieve your objectives?

73%
AEROSPACE

65% RETAIL

AVERAGE

Q: How important is startup collaboration for your organisation's strategy? Companies answering Very Important (Mission Critical) and Slightly Important, but not Mission Critical

Third highest industry to place responsibility

42% AVERAGE
48% RETAIL
55% AEROSPACE
30% TRANSPORT
50% FINANCIAL SERVICES
25% LEGAL SERVICES

25% LEGAL SERVICES

44% INSURANCE

5. Revenue contribution is driving Open Innovation projects in Retail

