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Top Industry Trends on Twitter to Watch in 2023 for Retail Sector

Using Social Media Analytics Platform

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Top Twitter Trends to Watch in 2023 for Retail Sector



Top Growing Trends in Social Media in year 2022 which may mature in 2023

#1 **Phygital Stores**

#2 **Product Return Concerns**

#3 **Metaverse for Retail**

#4 **Banking-as-a-Service**

#5 **Self-checkout**

#6 **Usage of Computer Vision**

Maturing Trends on Twitter in 2022

#1 **Non-fungible tokens**

#2 **Direct-to-Consumer**

#3 **Inflation**

#4 **Luxury Goods**

Declining Trends on Twitter in 2022

#1 **Dropshipping**

#2 **Social Commerce**

#3 **Supply Chain Issues**

#4 **Plant Based**

Top Twitter Trends to Watch in 2023 for Retail Sector



Product Returns #2

Summary

In 2022, Twitter saw significant increase in influencers talking about returning products. This may be because many companies tightened their return policies. Influencers were discussing return policies of companies.

Key Stats

Growth% is based on 2022 vs 2021

Total Tweets

157 (+82%)

Total Influencers

125 (+71%)

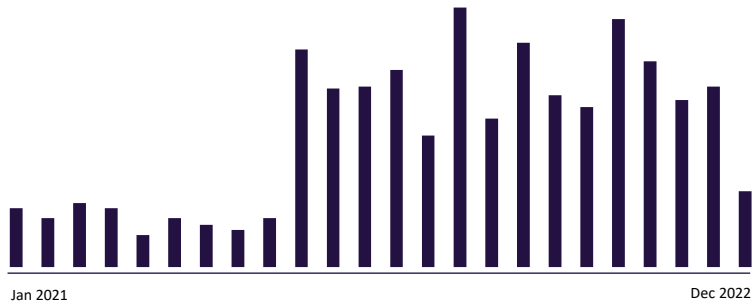
Total Engagements

1,374

Net Sentiment

0.29

Conversation Trendline Over Last 2 Years



Keyword cloud



Most Popular Tweets

Neil Saunders @NeilRetail

🇺🇸 Don't wait on returns. Many stores will have a stricter return policy this holiday season

Terri Nakamura @terrinakamura

Authors Win as Amazon Revamps Ebook Return Policy bit.ly/3BIETKs
#Amazon #Amazonbooks #ebooks #speedreaders #bookauthors

Adewale Adetona @iSlimfit

Replying to @GbemiOO

People do this nonsense a lot here just cos the refund/return policy is nice.

6:49 PM · Feb 18, 2022

13 Retweets 174 Likes

Top Twitter Trends to Watch in 2023 for Retail Sector



Metaverse for Retail #3

Summary

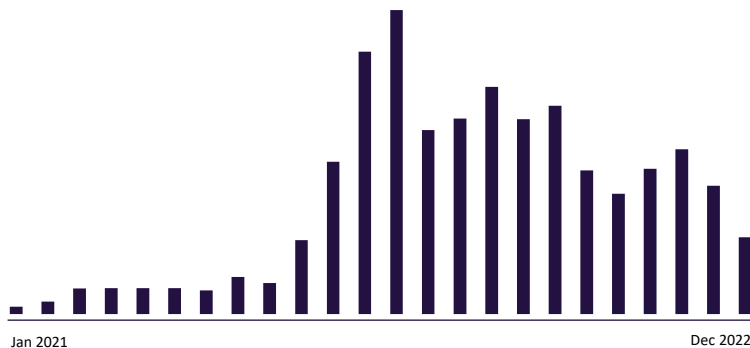
In 2022, Metaverse discussions on Twitter were around use cases of the technology. A most prominent use case was around retail. Even Meta came out with a Metaverse Demo that showed shopping at Walmart.

Key Stats

Growth% is based on 2022 vs 2021

Total Tweets	Total Influencers
7,398 (+197%)	1,422 (+45%)
Total Engagements	Net Sentiment
18,353	0.92

Conversation Trendline Over Last 2 Years



Keyword cloud



■ Hashtags ■ Concepts/Terms

Most Popular Tweets

Iron Spike @Iron_Spike

Still cannot stop thinking about how all the other non-Meta VR environments have places like medieval castles and faerie gardens and spaceships and mermaid palaces, and Meta decided to promote the Metaverse with

VR shopping at Walmart

Charlie Fink @CharlieFink

In the next four years, #Gartner predicts 30% of the organizations in the world will have products and services ready for the #metaverse, across sectors from #retail to #gaming and #entertainment.

Big Business Dives Into the Metaverse bit.ly/3apsFnc

Enrico Molinari #CES2023 @enricomolinari

Lowe's Open Builder #Metaverse Tool to Help Home Improvement Project

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Self-Checkout #5

Summary

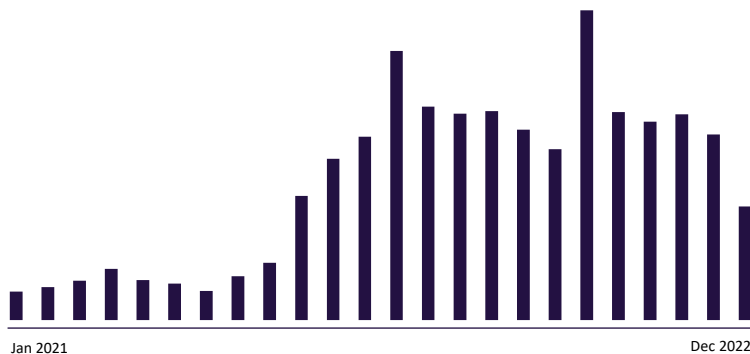
There was substantial increase in conversations around Self-checkout in 2022. Influencers' opinion was mostly negative citing technical challenges and privacy concerns. There were memes around standard term "Unexpected item in bagging area"

Key Stats

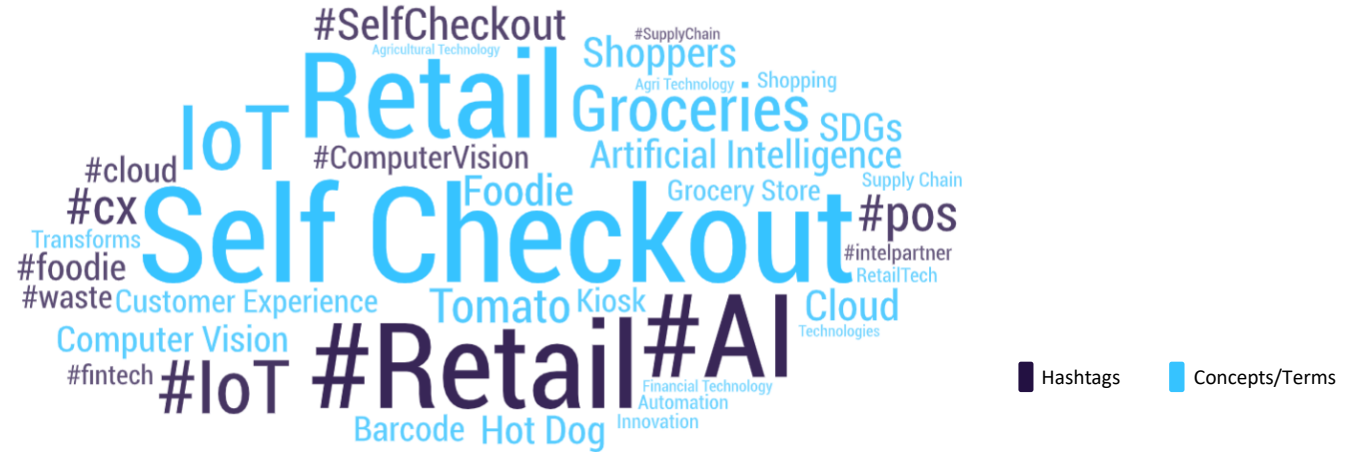
Growth% is based on 2022 vs 2021

Total Tweets	Total Influencers
343 (+68%)	192 (+23%)
Total Engagements	Net Sentiment
3735	0.24

Conversation Trendline Over Last 2 Years



Keyword cloud



Most Popular Tweets

Brian Ó hEoghanáin (Brian Honan) #BL...
@BrianHonan

Interesting to see @bandq_ireland have these cameras at their self service checkouts

When I asked why there was no notice at the camera & for what purposes I was told they're not active & despite what it says they aren't recording

Will be interesting to see the DPIA

#GDPR

Deepak Singh
@smarket

I don't know about that. But just in the last 5 years, I have seen how cashier jobs at Walmart are disappearing.

Earlier, there used to be 2 self check out lanes with 5 cashiers dealing with customers. Now, its hard to find even one lane where a cashier sits to scan your items

Joe Martin
@joeDmarti

Going through self checkout like it's an Olympic event.

Social Media Analytics Platform - Overview

Overview



GlobalData Social Media Analytics platform tracks online conversations of Twitter Influencers selected by GlobalData and popular Reddit channels, which enable users to analyze in-depth critical trends emerging on social platforms in near real-time.

Twitter Influencers

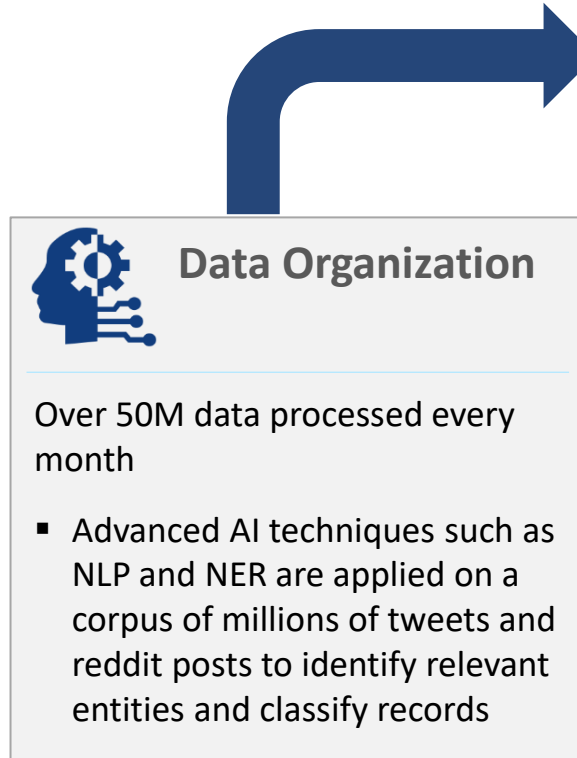
Curated insights from ~35K KOL's

2,500+ CXO's	~400 Venture Capitalists
~500 Economists'	1,500+ Media Accounts
3,500+ Technologists'	2700+ Financial Experts

AND

Reddit Channels

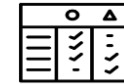
Coverage of 2,200 Popular Reddit channels by industries, selected based on subscribers and total activity



Features/Benefits



Deeper analytics: exposure, co-relation, rankings, influencer identification, contributor types



Brand monitoring (monitor and compare your brands presence against your competition)



Identify emerging trends: by sentiments, growth %, volume



Sentiment analysis driven by Machine Learning



Create and **Save dashboards** on-the-go



Track conversation hotspots across the globe

What can we decode with Social Media Analytics Platform?



Consumer Trends

Enable your brand to understand consumer behaviour, sentiments, values, expectation and needs



Equity Market Signals Tracking

Monitor hottest stocks or create list of stocks that interest you and observe influencers, consumer and media sentiments around them.



Technology / Pharma Trends

Identify emerging technologies, trending discussions around tech, healthcare topics within leading tech and medical community



Media Monitoring/ Reputation/ Brand Analysis

Create brand tracking dashboards to monitor brand health around sentiments and reputation tracking and to achieve milestones.



ESG/ Risk Monitoring

Measure, compare, and evaluate the components of your business that are crucial for success. Leverage our interactive dashboards to aggregate metrics and drill down into underlying data.



Influencer Marketing Tracking

Identify influential voices in your interest domain using GlobalData's in-house algorithm that helps in identifying potential influencers that could be the voice of your brand



**For any questions or further enquiries please
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