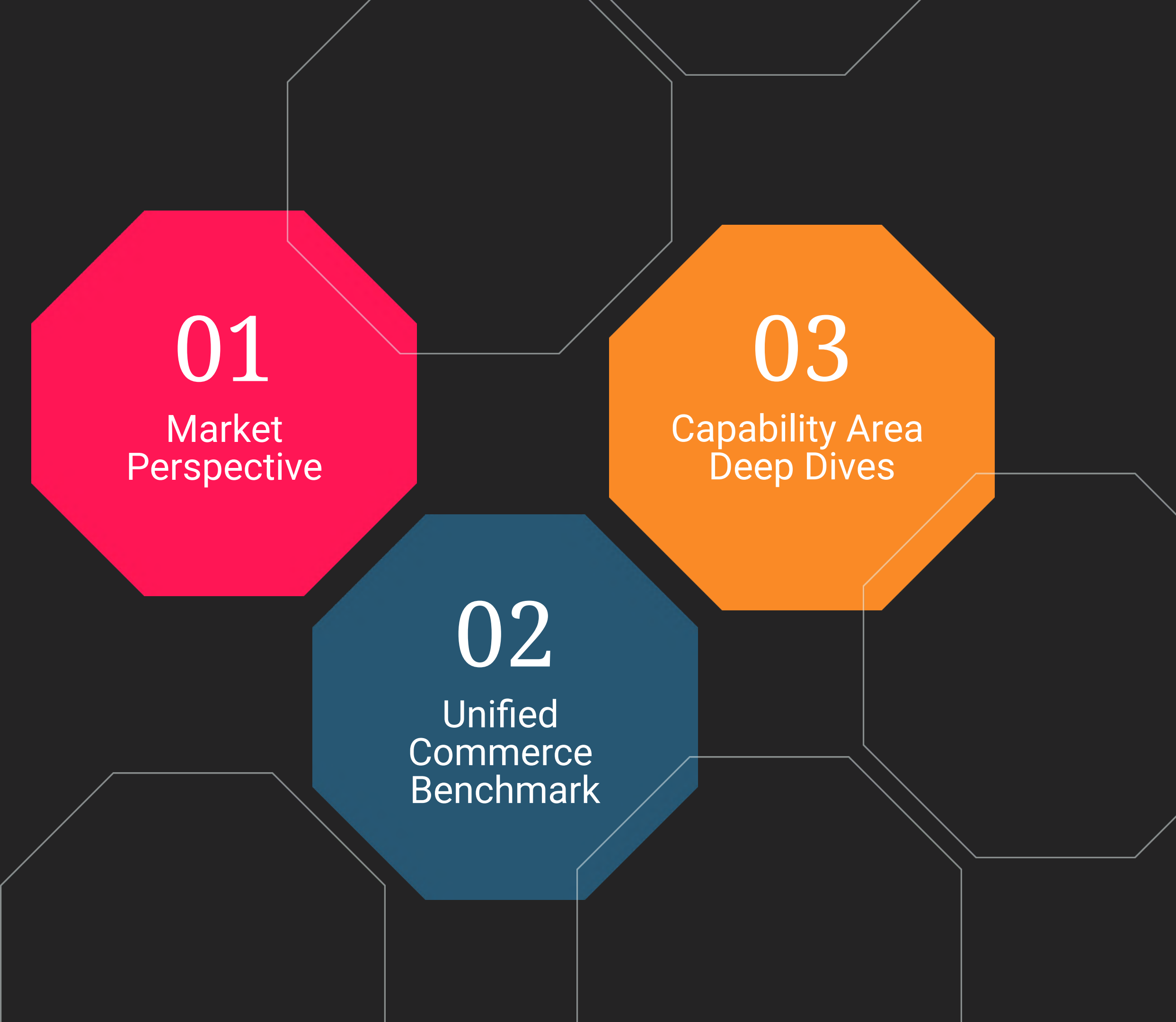




2023 Unified Commerce Benchmark Industry Playbook

Cosmetics & Skincare





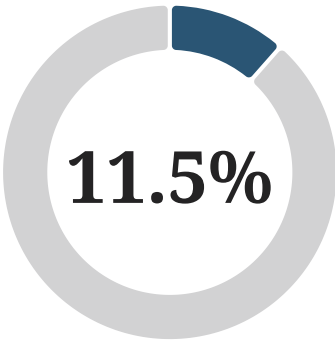
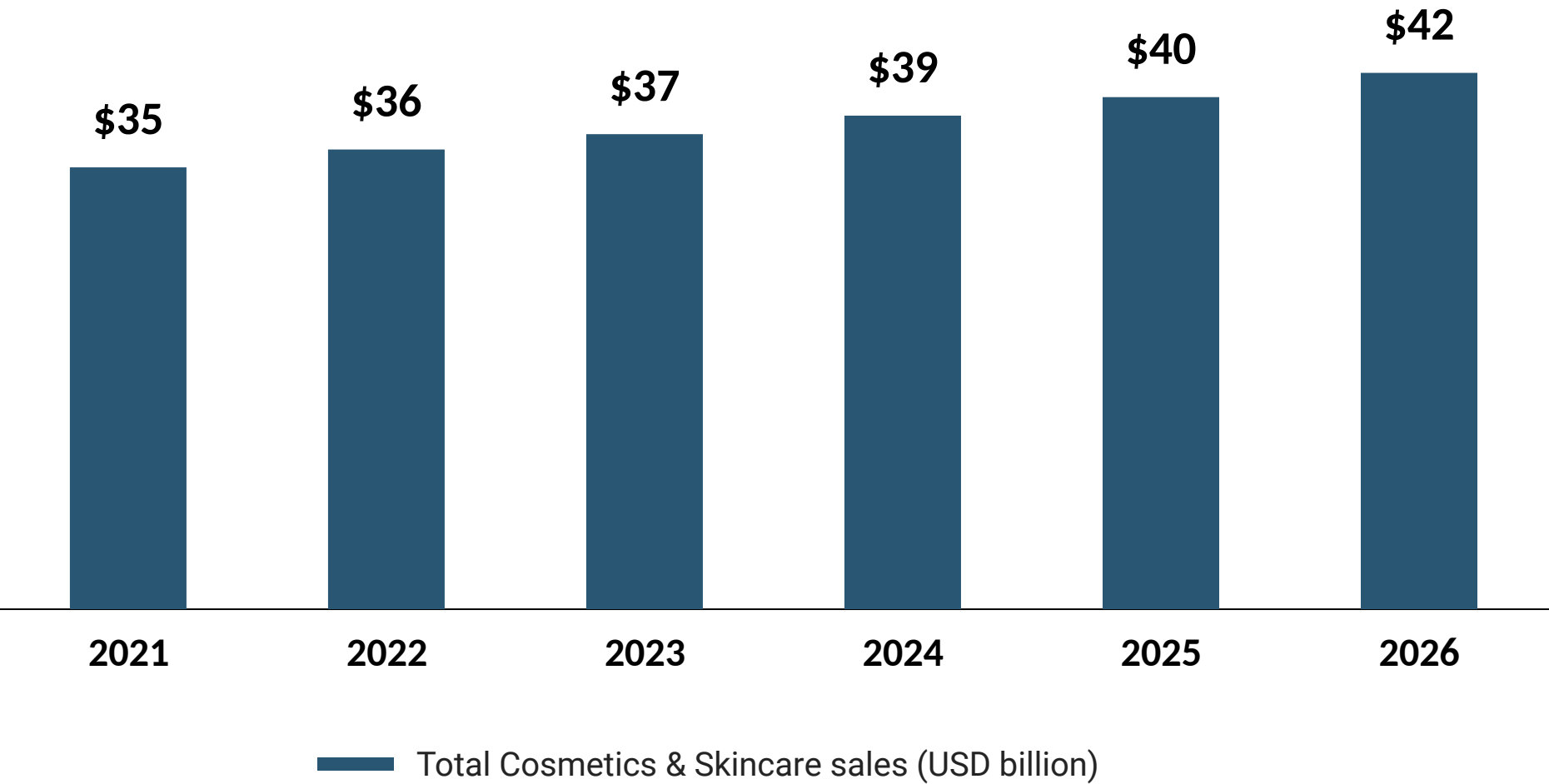
Market Perspective



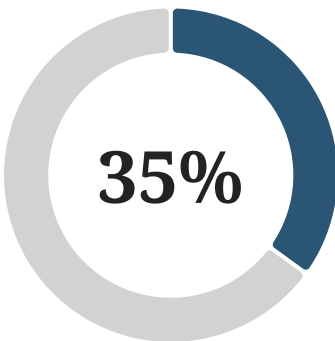
Market Perspective

Cosmetic & Skincare sales are projected to grow at a CAGR of ~3.9% from 2021-2026 to an overall market size of \$42 billion, from \$35 billion in 2021.

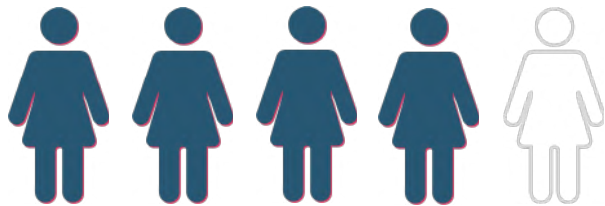
Cosmetics & Skincare retailers are making investments in shoring up digital capabilities across fulfillment, inventory management, sustainable practices, and virtual immersive experiences.



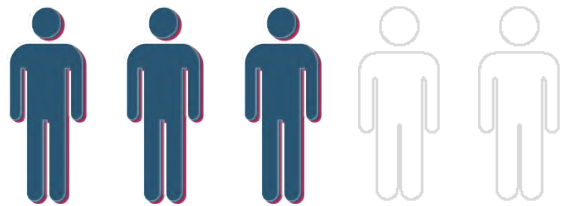
projected CAGR (2021-2026) for online Cosmetics & Skincare sales.



of shoppers are ready to pay more for customized Cosmetics & Skincare products.



shoppers increased their spend on Cosmetics & Skincare in 2022 vs 2021.

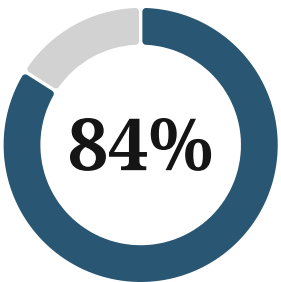


shoppers are willing to pay extra for sustainable, eco-friendly products.

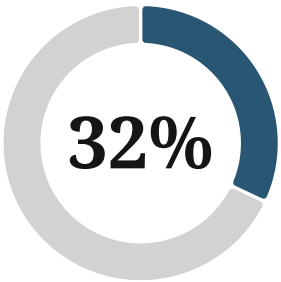
Digital is default.

The integration of digital and physical retail channels is essential for delivering personalized and engaging shopping experiences in the Cosmetics & Skincare segment. Consumers in this segment value the ability to research, discover, and virtually try on products online while still having access to in-store experiences where they can test, feel, and receive expert advice on product selections.

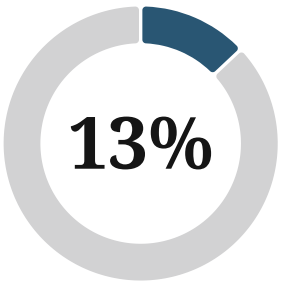
For example, shoppers may utilize augmented reality (AR) technology to virtually try on makeup or skincare products online, and then visit a physical store for a personalized consultation with a beauty expert. By connecting digital and in-store experiences through seamless technology integration and personalized product recommendations, brands can cater to the evolving expectations of today's Cosmetics & Skincare shoppers.




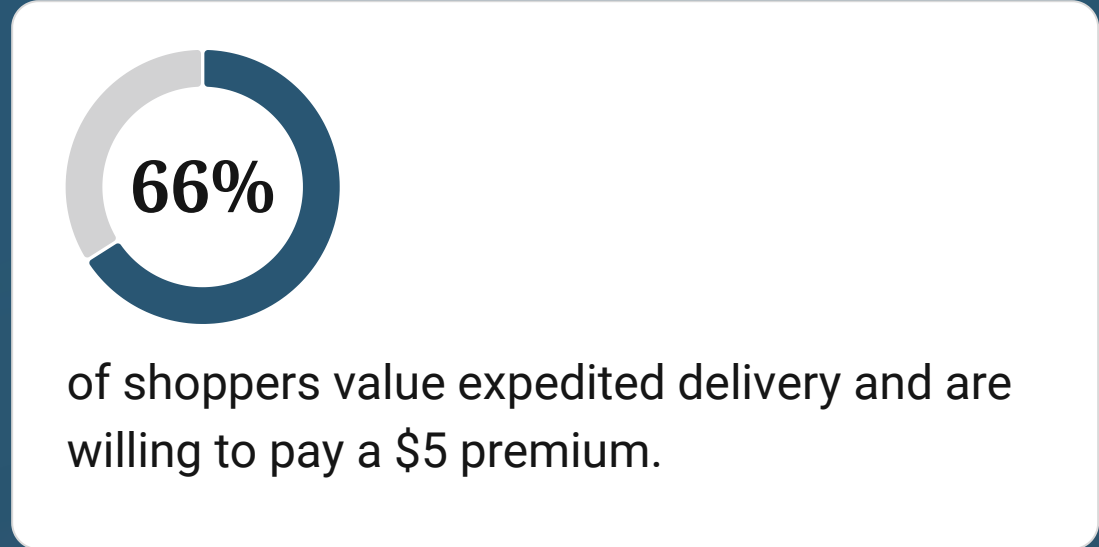
of all shopper journeys for Cosmetics & Skincare now begin online.



digital share of revenue for Cosmetics & Skincare retail.


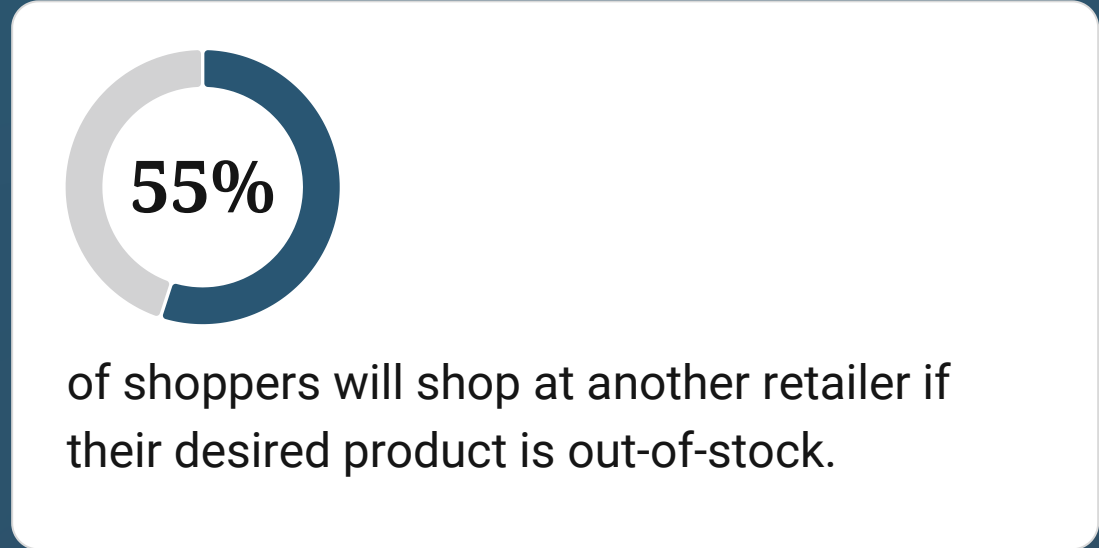


growth in home delivery of Cosmetics & Skincare in 2022 vs 2021.

A donut chart with a dark blue segment representing 66% of the total. The text '66%' is displayed in the center of the chart in a large, bold, black font.

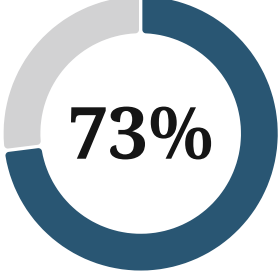
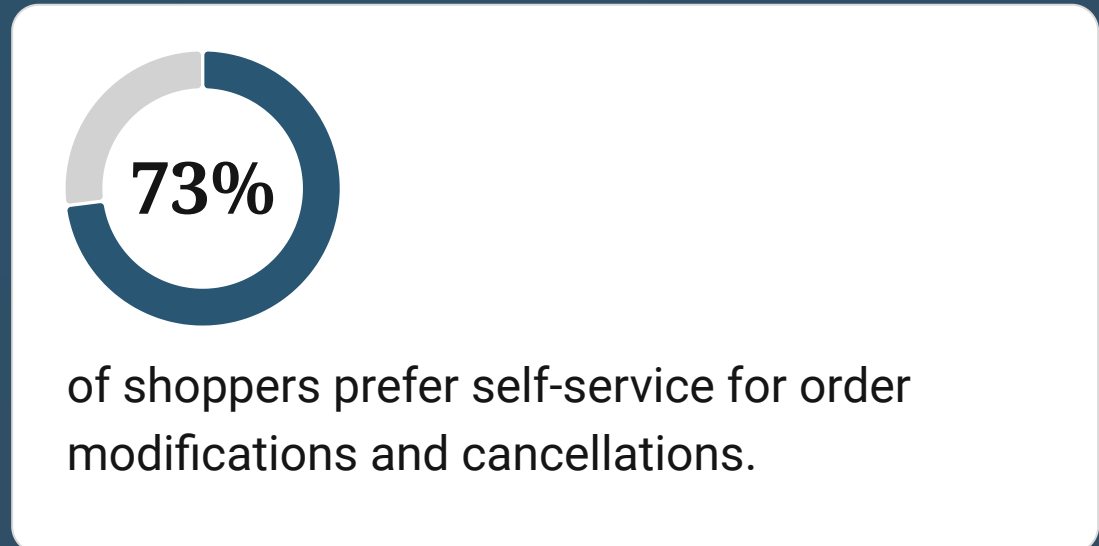
66%

of shoppers value expedited delivery and are willing to pay a \$5 premium.

A donut chart with a dark blue segment representing 55% of the total. The text '55%' is displayed in the center of the chart. The chart is positioned on the left side of the slide, with the corresponding text to its right.

55%

of shoppers will shop at another retailer if their desired product is out-of-stock.

A donut chart with a dark blue segment representing 73% and a light gray segment representing the remaining 27%. The text '73%' is centered within the dark blue portion of the chart.

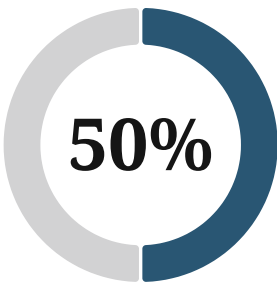
Category	Percentage
Shoppers who prefer self-service	73%
Shoppers who do not prefer self-service	27%

of shoppers prefer self-service for order modifications and cancellations.

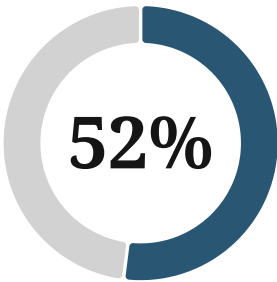
Virtue is a brand.

With a growing emphasis on ethical and sustainable practices, the Cosmetics & Skincare segment must adapt to meet the demands of environmentally and socially conscious consumers. Shoppers in this segment are increasingly interested in cruelty-free, vegan, and eco-friendly products, as well as brands that prioritize ethical and transparent supply chains.

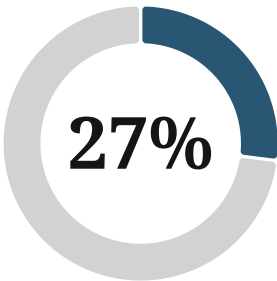
To appeal to these conscious consumers, Cosmetics & Skincare brands can showcase their commitment to sustainable and ethical practices by using eco-friendly packaging, clearly displaying ingredient lists, and promoting cruelty-free testing methods. By aligning their brand values with the evolving expectations of their customer base, these brands can differentiate themselves in the market and foster long-lasting customer loyalty.



of retailers in this segment publish ESG scorecards and impact of fulfillment choices.



of shoppers are more likely to purchase a product with recyclable packaging.



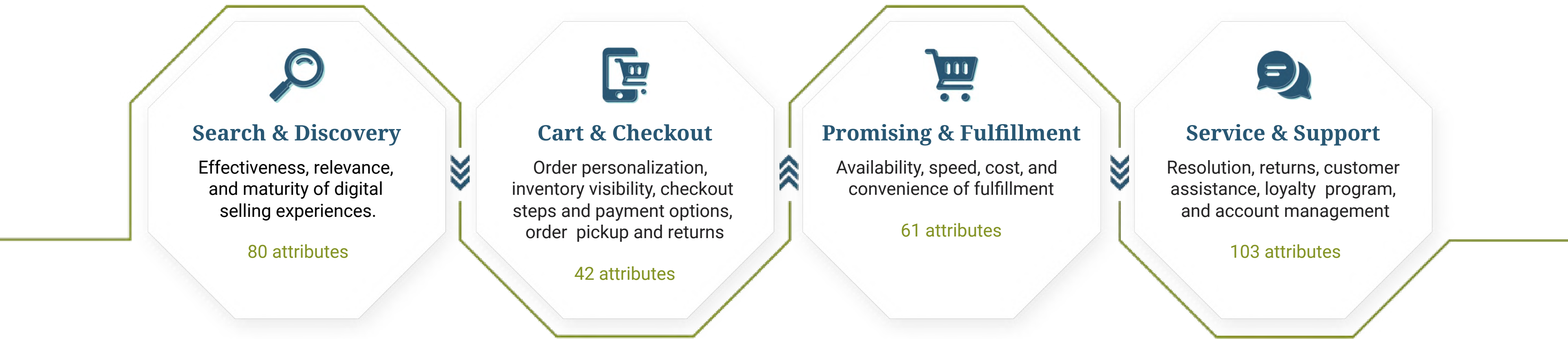
of shoppers are satisfied with their preferred retailers' sustainability practices.

2023 Unified Commerce
Benchmark Industry Playbook:
Cosmetics & Skincare

Unified Commerce Benchmark Overview



Incisiv's 2023 Unified Commerce Benchmark Index for Specialty Retail



This Industry Playbook is based on insights from the 2023 Unified Commerce Benchmark Index for Specialty Retail.

[Learn more about the Index here.](#)

124

retailers benchmarked across multiple specialty retail segments.

24

retailers chosen from the 124 for curated insights in industry segment specific Playbook.

280+

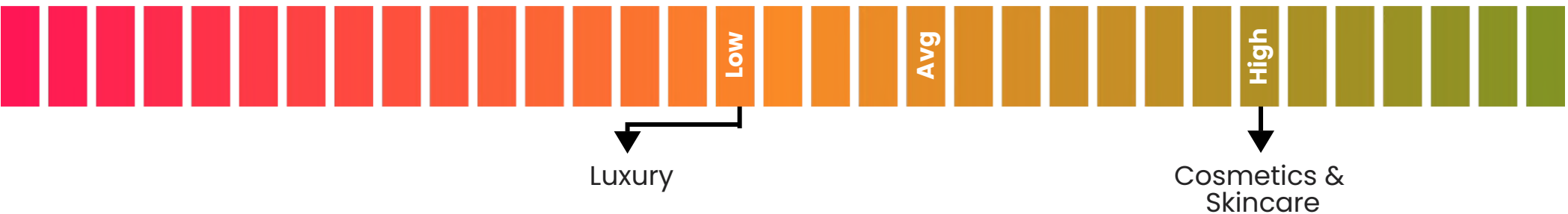
customer experience capabilities assessed in both, peer and industry segments

Industry Maturity

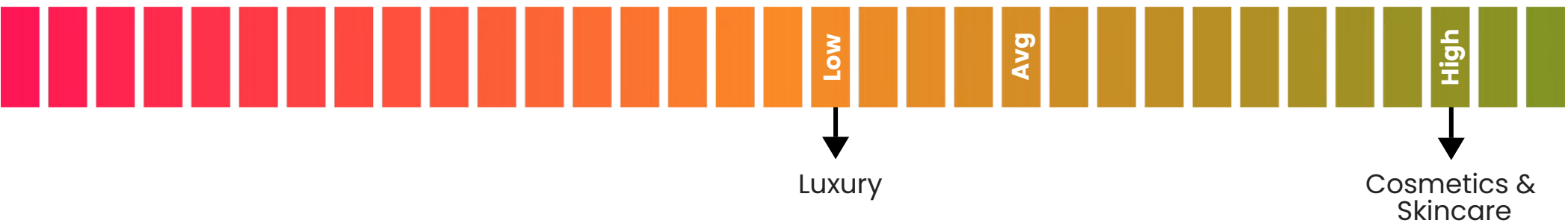
The Cosmetics & Skincare segment demonstrates the highest overall maturity in Unified Commerce, setting the benchmark for other industry segments. Key observations and recommendations include:

- **Maintain Leadership:** Continue to excel in Search & Discovery and Service & Support, ensuring a best-in-class customer experience that showcases the segment's commitment to innovation and customer satisfaction.
- **Optimize Cart & Checkout:** While already performing above average, there is potential for further enhancement of the purchasing process to create an even more seamless and frictionless experience that keeps customers coming back.
- **Stay Agile:** As the industry leader, it is essential for Cosmetics & Skincare brands to remain agile and responsive to evolving consumer expectations, continuously improving and adapting to maintain their competitive advantage.

Overall maturity



Search & Discovery



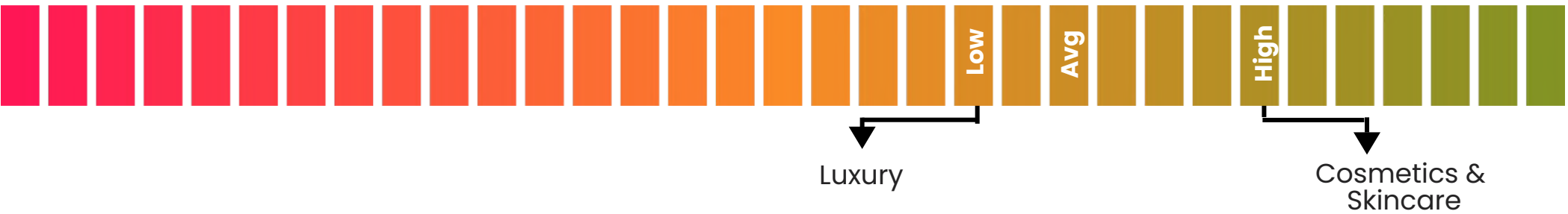
Cart & Checkout



Promising & Fulfillment



Service & Support





Cosmetics & Skincare Leaders

Incisiv recognizes these 9 Cosmetics & Skincare brands as Leaders in the 2023 Unified Commerce Index across all rating categories.

The Index includes a complete Leaderboard spanning 124 retailers across multiple specialty retail segments. Leaderboards are provided at both an overall and capability area level.

[Learn more.](#)

Cosmetics & Skincare Retailers Rated as Leaders, in Alphabetical Order

 O SD PF	 SS	 SD CC	 O
 O SD CC PF SS	 O SD CC	 O SD CC PF SS	 O SD
 O SD PF	O = Overall SD - Search & Discovery CC - Cart & Checkout PF = Promising & Fulfillment SS = Service & Support		

2023 Unified Commerce
Benchmark Industry Playbook:
Cosmetics & Skincare

Search & Discovery



Why it matters.

Search & Discovery refers to a set of retailer capabilities and experiences to provide personalized experiences to shoppers based on their intent. This includes curating a shopping experience that meets the shopper's needs, whether they are searching for a specific item, exploring a brand for the first time, or shopping for a particular occasion.

48% of shoppers

have a higher AOV when their shopping experience is personalised.

65% of shoppers

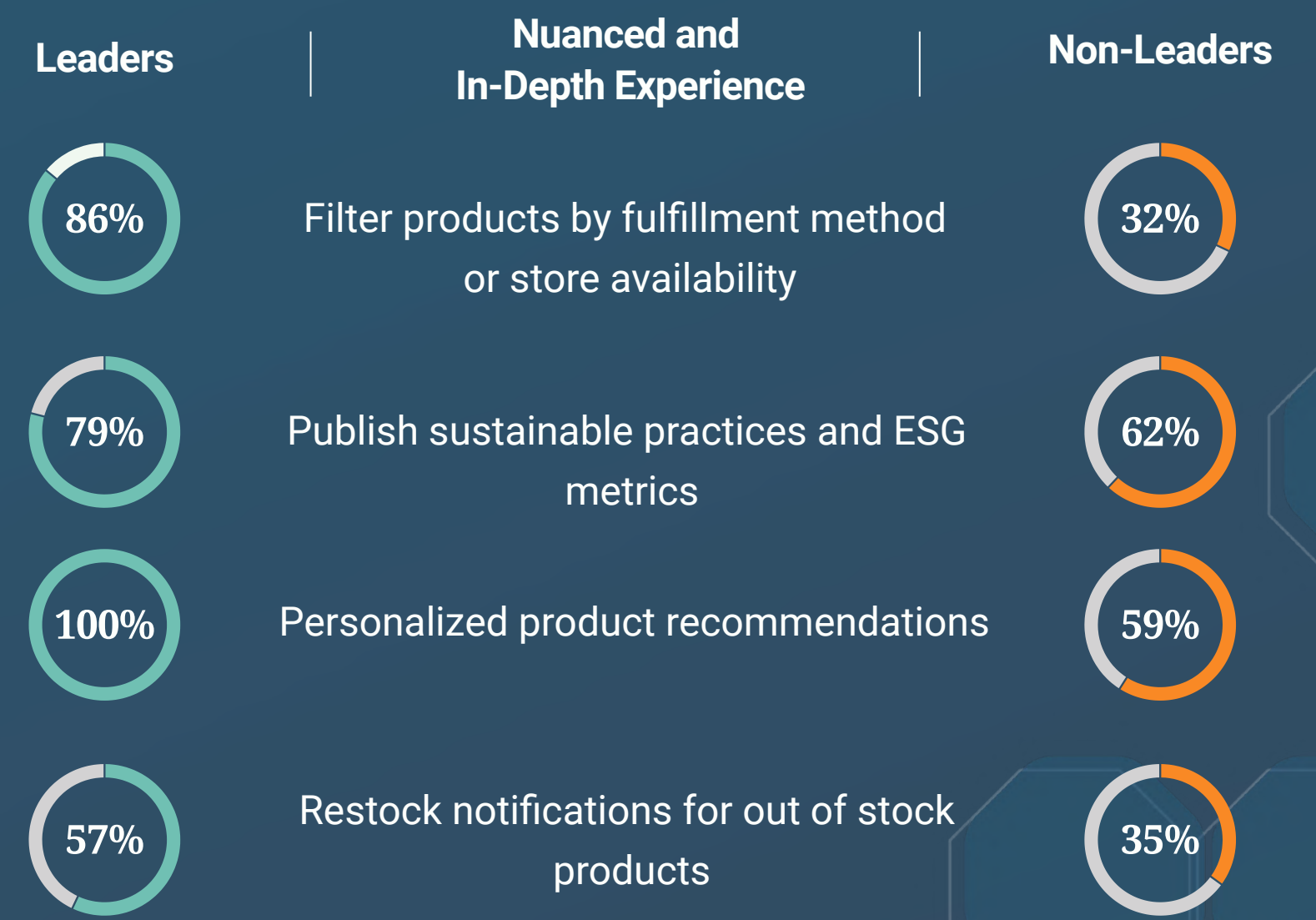
value display of accurate product availability status and precise order promising information.

60% of shoppers

are willing to pay a higher price and try new products from retailers offering natural, eco-friendly choices.

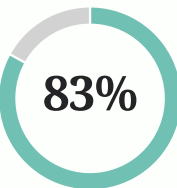
What Leaders do well.

Leaders in the Cosmetics industry excel in various aspects, enhancing the customer experience. They prioritize restock notifications, publish ESG metrics, offer personalized product recommendations, and provide filters for fulfillment methods and store availability. These practices ensure convenience, transparency, and a personalized shopping journey.

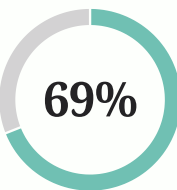


Standout capabilities.

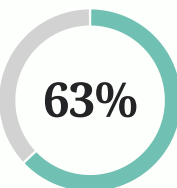
Cosmetics & Skincare retailers have standout capabilities in Search & Discovery with detailed inventory visibility. They also offer an endless aisle experience with real-time inventory visibility. Advanced transparency is provided through responsible sourcing information and ESG practices, providing customers with the information they need to make informed purchasing decisions.



Detailed inventory visibility: Highlighting low stock products, callouts for new arrivals and best sellers



Endless aisle experience: real-time inventory visibility both in-store and online



Advanced transparency: Responsible sourcing information on PDP, publish ESG practices

Improvement opportunities.

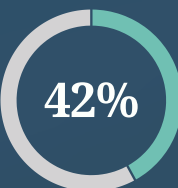
Cosmetics & Skincare retailers can enhance their Search & Discovery capabilities by offering advanced findability options, such as filtering products by fulfillment method or sustainability. Personalized product recommendations on the homepage and an augmented or virtual reality experience can also improve the shopping experience for customers.



Advanced findability: filters products by fulfillment method or sustainability



Personalized product recommendations on home page



Augmented/virtual reality experience


Spotlight: Shopper Inspiration

Search and discovery are key to a personalized shopping experience. Brands are leveraging video consultations, AR/VR trials, real-time inventory visibility, filters, and product recommendations. These trends enhance the online journey, allowing customers to virtually try on products, find available items, and discover personalized recommendations. The industry is embracing technology and data-driven approaches to create a seamless and tailored search and discovery experience.

SALLY BEAUTY.

Filter & Sort

Pickup and Delivery

☐  In-store Pickup (1040)

Benefits

☐ Eco-Friendly (4) ☐ Reusable (78)


☐ Clean + Easy (11)

Expansive search filters for a simplified product discovery experience

Product filters allow shoppers to hone in on a specific category, sub-category, or item(s), enabling more efficient discovery. Expansive filtering options help boost conversion rates and improve overall revenue.


Sally Beauty offers many filtering options including fulfillment options, sustainability, category specific and product usage filters.


LUSH

 BESTSELLER



Face And Body Cleanser
HERBALISM
★★★★★ 1.757 REVIEWS

☐  Same-day delivery ⓘ 2 left
Order by **1pm**, get same-day delivery for \$10

☐  Pick up in-store ⓘ 2 left
FREE! Order by **6pm**, ready **today**

ADD TO CART

Real-time inventory visibility

Retailers use triggers such as 'current product views', 'low inventory' and 'units purchased' to create a sense of urgency among shoppers. Brands have seen a 6.1% improvement in conversion rates during the holiday season when retailers highlight fast-selling items.

Lush highlights the exact number of units left in stock on PDP that helps fasten consumer purchase decisions.

2023 Unified Commerce
Benchmark Industry Playbook:
Cosmetics & Skincare

Cart & Checkout



Why it matters.

Cart & Checkout refers to the capabilities and experiences provided by retailers to help shoppers make positive purchase decisions. Retailers must ensure a seamless shopping experience, especially when shoppers switch between physical and digital channels.

70% of shoppers

are inclined to purchase from a brand that offers to recycle and makes this information visible.

26% of shoppers

abandon their shopping cart because they perceive the checkout process to be too long.

52% of shoppers

prefer multiple payment options both in-store & online.

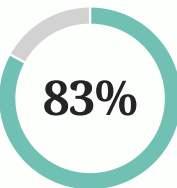
What Leaders do well.

Leaders in cart & checkout excel by embracing new business models like recycling, enabling advanced payment options, providing follow-up brand communications and an expedited one-step checkout.

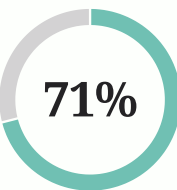
Leaders	Nuanced and In-Depth Experience	Non-Leaders
100%	Ability to use advanced payment options (buy now pay later) in-store	70%
100%	Expedited one-step checkout option	45%
75%	Advanced (follow-up) brand notifications for products left in cart	30%
100%	Newer business models like trade-in or recycling	40%

Standout capabilities.

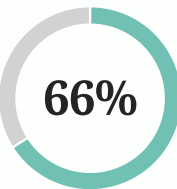
Cosmetics & skincare retailers provide a seamless checkout experience through the ability to view and apply promo codes/coupons, expedited one-step and guest checkout options, and expanded payment options such as Google Pay, gift cards, and buy now pay later.



View and apply promo codes/coupons at checkout



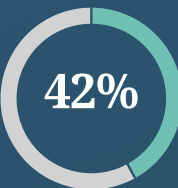
Expedited one-step and guest checkout options



Expanded payment options: Google Pay, gift card or buy now pay later

Improvement opportunities.

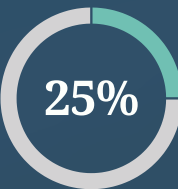
Cosmetics & skincare retailers can improve the checkout experience by offering innovative services such as trade-in, recycle, and pre-order. Additionally, advanced ordering capabilities for product or order customization, as well as brand communications for products left in cart, can enhance customer engagement and loyalty.



Brand communications for products left in cart



Innovative new services and business models: Trade-in, recycle, pre-order etc.



Advanced ordering: Product / order customization or personalization

Spotlight: Seamless Checkout

Retailers are implementing robust communication systems, to keep customers informed about product availability, and price changes reducing the risk of disappointment caused by out-of-stock items. Brands are adopting a personalized approach by enabling customization and pre-order options. Through ongoing efforts and technological advancements, brands are striving to create a more seamless and transparent cart and checkout experience for their customers.



How Do You Resell with FASHIONPHILE at Neiman Marcus?

In Person

If your nearby Neiman Marcus has an in-store FASHIONPHILE Selling Studio, bring us your accessories, and our FASHIONPHILE experts will give you a quote and issue your payment in minutes.

CALL A STUDIO

Online

Sell your accessories whenever it's convenient for you using FASHIONPHILE's easy-to-navigate online self-serve option.

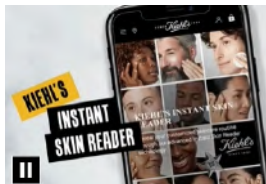
GET AN ONLINE QUOTE

Accepting old items for recycling or trade-in

34% of consumers are willing to pay an additional premium for sustainable products and services. Retailers are therefore altering their products and sourcing methods to align with new shopper expectations.


Neiman Marcus allows shoppers to resell luxury products online/in-store and offers a 10% bonus on gift card payments for items sold.

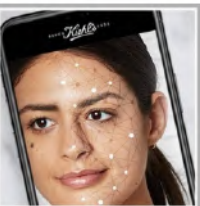




**PERSONALIZED SKINCARE
IN A SNAP**

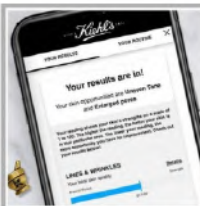
SCAN THE QR CODE TO GET STARTED AND RECEIVE YOUR OPTIMAL SKINCARE ROUTINE IN JUST 5 MINS






**SCAN YOUR SKIN
INSTANTLY**

Our Instant Skin Reader technology scans your face to identify your skin's unique strengths and areas for improvement.




**IDENTIFY YOUR
CONCERNS**

Our skin analysis reveals your specific skin concerns like lines and wrinkles, dullness, enlarged pores, and uneven tone.



REVEAL YOUR ROUTINE

Instantly receive a recommendation based on your skin's unique needs to reveal healthier, younger-looking skin.



**LEARN ABOUT
INGREDIENTS**

Discover our unique ingredients known for powerful efficacy on skin, including Squalane and Vitamin C.

Product customization / personalization

Some cosmetics & skincare retailers are creating a personalized shopping experience allowing shoppers to customize their skincare routine, unique to their skin requirements and issues. 65% of shoppers say that a personalized experience impacts their brand loyalty.

Kiehl's offers personalized skincare in a snap where its shoppers can scan their skin instantly, identify their concerns, reveal a routine customized for them and learn about the ingredients.

Promising & Fulfillment



```
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53  <script src="https://api.tiles.mapbox.com/mapbox-gl-js/v2.0.0/mapbox-gl.js" /></script>
54  <link href="https://api.tiles.mapbox.com/mapbox-gl-js/v2.0.0/mapbox-gl.css" rel="stylesheet" />
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56  <div id="map" style="position: absolute; top: 0; bottom: 0; width: 100%; height: 100%; background-color: #f0f0f0; border: 1px solid #ccc;">
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60  <div>Mapbox GL JS</div>
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66  <div>v2.0.0</div>
67  </div>
68  </div>
69  </div>
70  </body>
71  </html>
```


Why it matters.

Promising & Fulfillment refers to the set of retailer capabilities and experiences that provide shoppers with convenient fulfillment options and precise order promising. Retailers should offer shoppers important ordering and delivery-related information throughout the shopping journey to improve shopper trust and increase the chances of conversion.

62% of shoppers

prefer a self-service option to edit orders after confirmation.

60% of shoppers

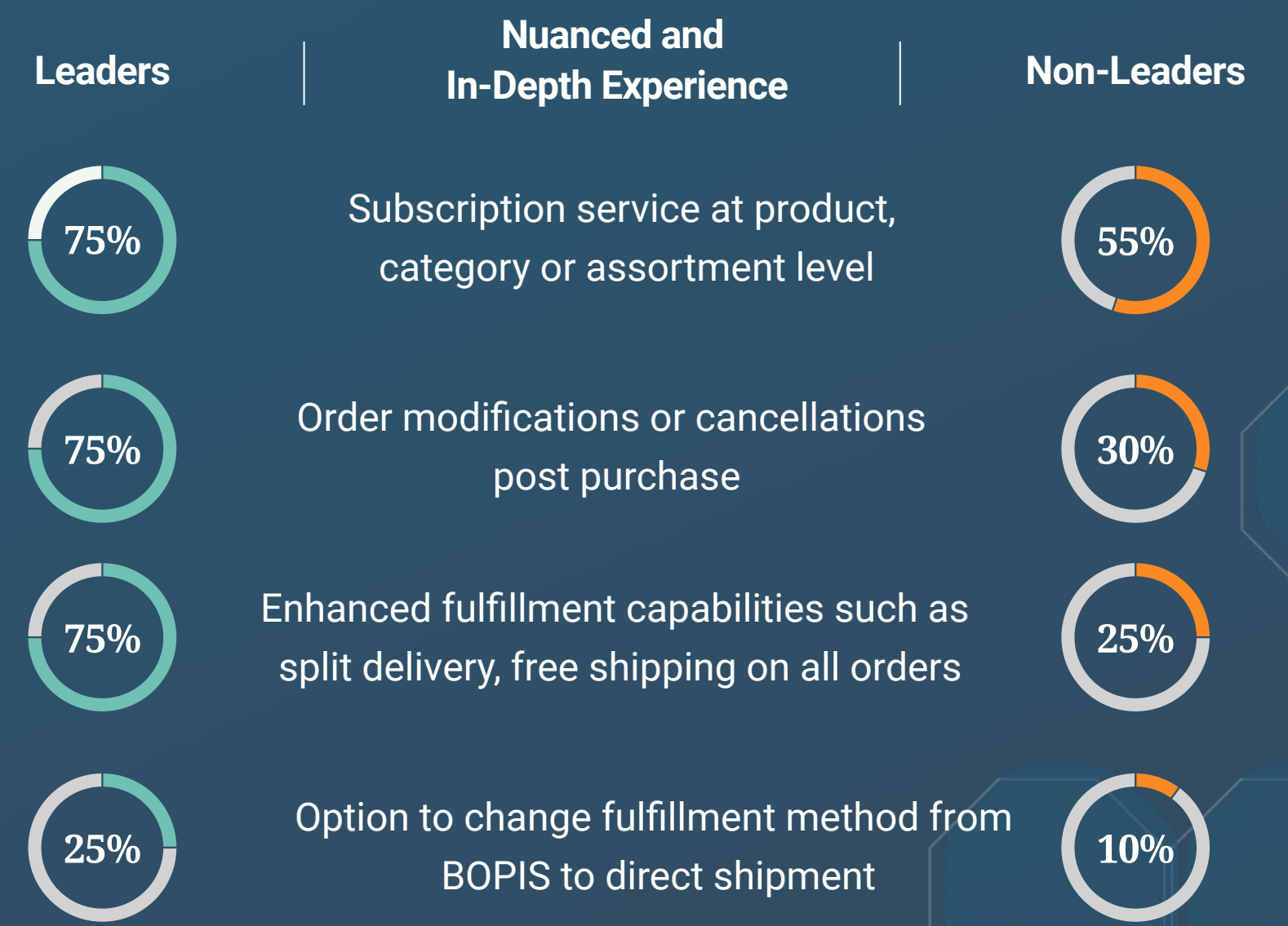
value expedited shipping options for making purchases online.

58% of shoppers

prefer flexible fulfillment options.

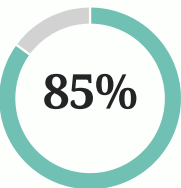
What Leaders do well.

Leaders prioritize order cancellations, offer the option to change fulfillment methods, allowing customers to select their preferred delivery or pickup option, provide subscription services and also enhance their fulfillment capabilities with features like split delivery and free shipping on all orders.

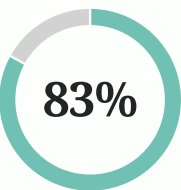


Standout capabilities.

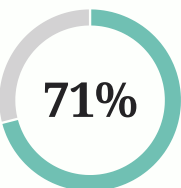
Cosmetics & Skincare brands excel in providing a seamless and convenient ordering experience for their customers through real-time order updates and status tracking coupled with the availability of curbside and store pickup options. Additionally, the use of sustainable product packaging demonstrates the industry's commitment to eco-conscious practices.



Real time order updates and status tracking



Availability of curbside and store pickup options



Sustainable product packaging

Improvement opportunities.

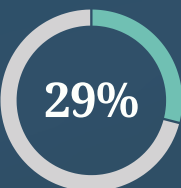
Improvement opportunities for promising & fulfillment in the Cosmetics & Skincare industry include ordering flexibility, sustainable delivery methods, and advanced fulfillment options such as scheduling delivery, subscription services, and free shipping on all orders.



Ordering flexibility: Cancellation or modification (post confirmation)



Sustainable choices: Carbon footprint by delivery methods



Advanced fulfillment options: Schedule delivery, subscription service, free delivery /shipping on all orders, etc.

Spotlight: Flawless Fulfillment

Leaders prioritize seamless product pick-up or delivery experiences that rival the shopping journey. They consistently exceed delivery expectations while emphasizing sustainability. Leaders also provide customers with enhanced post-order flexibility, allowing them to easily modify or cancel orders, and offering options to change delivery or pick-up methods.

SEPHORA

What happens if I don't pick up my order?

If you can't make it, please let us know by [canceling your order](#).

We will put the items back on the shelf and reverse your payment, but you can always order again or get the items shipped.

Option to change fulfillment methods

55% customer prefer the option to schedule delivery and 40% prefer the option to change fulfillment method post order confirmation or even shipping. Only 15% retailers provide the option to change fulfillment method post order confirmation.

Sephora enables allows shoppers to get BOPIS order shipped to home in case they are unable to pick it up from the store. In addition, sephora also offers sustainable packaging for its products and orders.

AVEDA™

Go carbon neutral

Aveda offsets **carbon emissions** from U.S. shipping.*

SHOP FOR GOOD

*Aveda U.S. is funding emission reduction projects to offset CO₂e emissions as a result of deliveries made from our Aveda U.S. fulfillment center to our customers' delivery address (excludes buy online and pickup in store, and same-day delivery).

Sustainable delivery initiatives

57% of shoppers are willing to pay extra for environmentally friendly shipping options. Allowing shoppers to view the impact of their shipping decisions helps improve brand trust and instills a sense of responsibility, leaving a positive impact on brand loyalty.

Aveda offsets carbon emissions for shipping from fulfillment centers to US customers by funding emission reduction projects.

Service & Support

```
Directive == Local Value == Master Value
add_extension_dir == no value == no value
standard
Dynamic Library Support == enabled
lib == /usr/lib64/FreeBSD11-7
Directive == Local Value == Master Value
assert_active == 1 == 1
assert_built == 0 == 0
assert_compile == no value == no value
assert_define_all == 0 == 0
assert_warnings == 3 == 1
auto_detect_link_changes == 0 == 0
auto_load_config_files == 0 == 0
auto_reload_tags == prefer,prefer,fallback
base_library_path == no value == no value
user_agent == no value == no value
sysvsem
dynamic_support == enabled
revision == $Id$
cflags
They support == 3 October 2004 -
Revision Version == 2.8 ($Id$)
Directive == Local Value == Master Value
file_close_output == 0 == 0
flag_default_config == no value == no value
tokenizer
Tokenizer Support == enabled
wdocs
MDX Support == enabled
MDX Session Serializer == enabled
xml
XML Support == active
XML Namespace Support == active
libxml version == 2.9.4
valgrind
XMLReader == enabled
xmlrpc
core library version == xmlrpc-epi v. 0.5.1
php extension == loaded == 0.51
either == Bad lib(s)
homepage == http://www.xmlrpc.org/
created by ==
```


Why it matters.

Service & Support pertains to the range of capabilities and experiences that offer customers personalized options to address any pre or post-purchase issues. Customers expect retailers to minimize the need for support, prioritize comprehensive self-service, but offer prompt and empathetic human assistance if needed.

71% of shoppers

prefer personalized interactions with brand professionals.

41% of shoppers

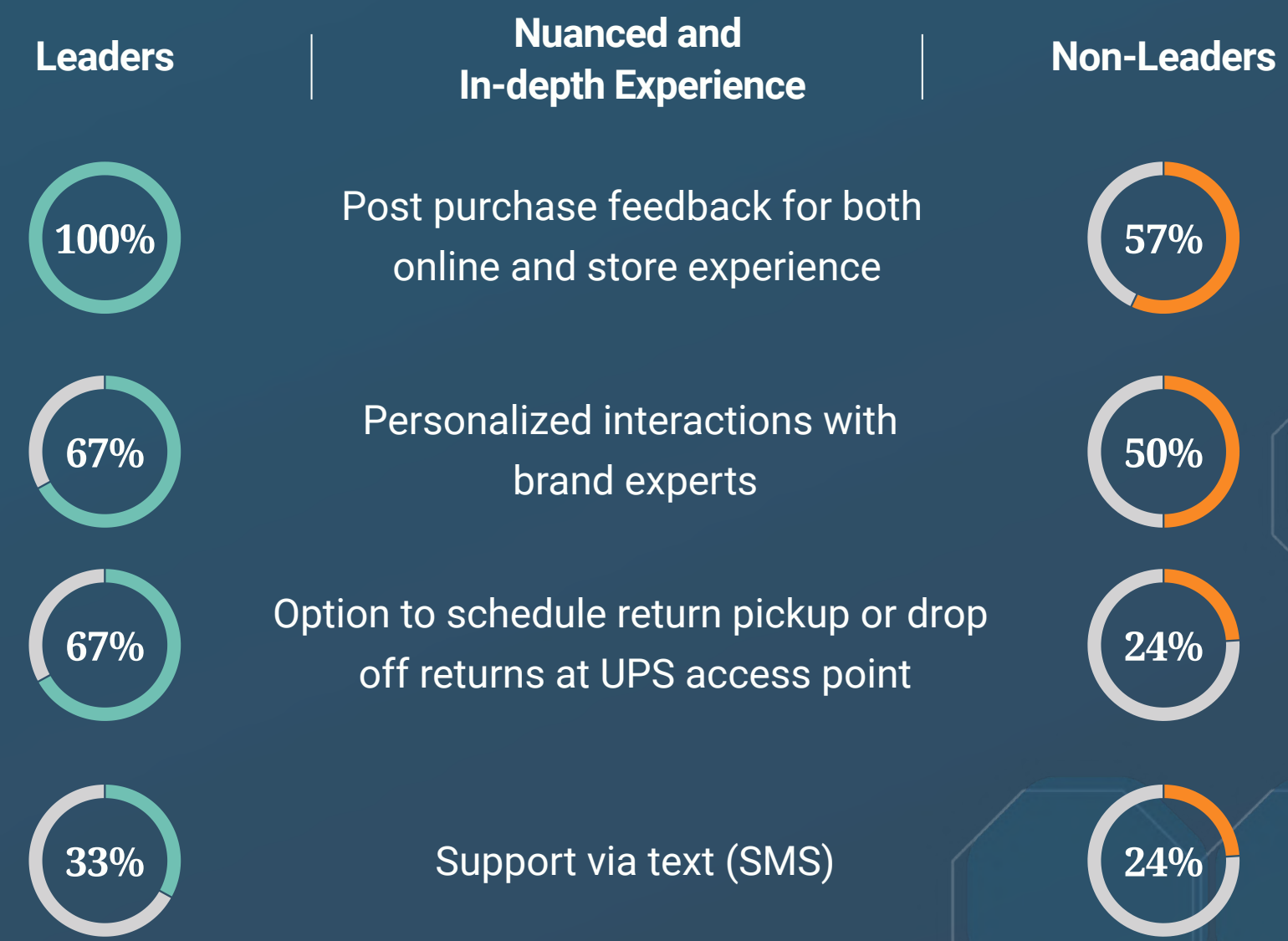
find the refund and return process to be very time consuming.

31% of shoppers

prefer using social media channels for assistance and feedback.

What Leaders do well.

Cosmetics & Skincare retailers provide excellent service & support with post purchase feedback survey, and support via text (SMS) for additional assistance. Personalized interactions with brand experts and flexible return options add to the convenience and tailored experience.

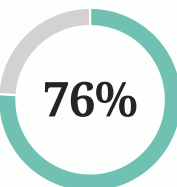


Standout capabilities.

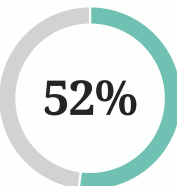
Cosmetics retailers excel in their Service & Support capabilities, offering customers a range of options including email, call, virtual assistants, and live chat. Flexible returns are available through online and in-store channels, and even drop off options at UPS or post offices. Personalized interactions with brand experts ensure a unique and tailored experience, fostering a strong connection with the brand.



Support via email, call, virtual assistant, and live chat



Flexible returns: Initiate online or in-store returns/ exchanges, drop off products at UPS or post office



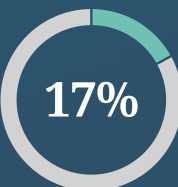
Personalized interactions with brand experts

Improvement opportunities.

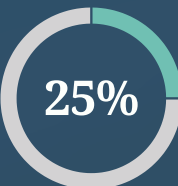
To improve their Service & Support, Cosmetics retailers can consider offering advanced return options such as tracking returns, initiating returns via chat/call, and providing interactions at online customer communities and in-store events. Additionally, support via SMS or social media handles can enhance the overall customer experience.



Advanced return options: track returns, initiate returns via chat/call



Interactions at online customer communities and in-store events



Support via SMS or social media handle

Spotlight: Comprehensive Service

Industry leaders provide customers with multiple service options, ensuring seamless continuity and consistent quality across channels. They offer in-store assistance, call centers, social media support, and live agents on websites and mobile apps. They also engage customers through online interactions with brand consultants and in-store events/classes. These customer-centric approaches enhance the service experience and drive customer satisfaction.



Text With Us

[1-501-209-8892](#)

Chat With Us

[Chat With A Representative](#)

Email Us

[Send Us A Message](#)

Customer support via text (SMS)

64% of shoppers prefer messaging a brand over calling for support. SMS/text allows retailers to personalize their interactions with shoppers. Moreover, it is a timesaving resolution mechanism for shoppers looking for quick responses to their queries.

Dillard's offers SMS/text-based support for order status, returns, exchanges and account-related assistance.

SEPHORA

BeautyINSIDER
COMMUNITY



5945878 members
6078 online now

Ask questions, join challenges, and get recommendations from people like you

Trending Groups

[View all Groups](#)



Skincare Aware
491,639



Makeup Is Life
94,139

Community

Profile

Groups

Gallery

Start a Conversation

Add a Photo

Interactions at online customer communities and in-store events

Brands can use their community insights as a tool to provide superior service. From personalized in-store experience to managing customer information, communities and events engage the customers through innovative immersive experiences and helps to build stronger relationships.

Sephora allows shoppers to be a part of its Beauty Insider Community to engage in interactions with like minded people.

Segment Dashboard

Category	Segment Maturity
Overall	Highest
Search & Discovery	Highest
Cart & Checkout	Above Average
Promising & Fulfillment	Highest
Service & Support	Highest

Retailer	Leader In
Belk	O SD PF
Dillard's	SS
Kiehl's	SD CC
MAC Cosmetics	O
Macy's	O SD CC PF SS
Neiman Marcus	O SD CC
Nordstrom	O SD CC PF SS
Saks Fifth Avenue	O SD
Sephora	O SD PF

Standout Capabilities

- Detailed inventory visibility: Highlighting low stock products, callouts for new arrivals and best sellers (SD)
- Endless aisle experience: real-time inventory visibility both in-store and online (SD)
- Advanced transparency: Responsible sourcing information on PDP, publish ESG practices (SD)
- View and apply promo codes/coupons at checkout (CC)
- Expedited one-step and guest checkout options (CC)
- Expanded payment options: Google Pay, gift card or buy now pay later (CC)
- Real time order updates and status tracking (PF)
- Availability of curbside and store pickup options (PF)
- Sustainable product packaging (PF)
- Support via email, call, virtual assistant, and live chat (SS)
- Flexible returns: Initiate online or in-store returns/ exchanges, drop off products at UPS or post office (SS)
- Personalized interactions with brand experts (SS)

Improvement Opportunities:

- Advanced findability: filters products by fulfillment method or sustainability (SD)
- Personalized product recommendations on home page (SD)
- Augmented/virtual reality experience (SD)
- Brand communications for products left in cart (CC)
- Innovative new services and business models: Trade-in, recycle, pre-order etc. (CC)
- Advanced ordering: Product/order customization or personalization (CC)
- Ordering flexibility: Cancellation or modification post confirmation (PF)
- Sustainable choices: Carbon footprint by delivery methods (PF)
- Advanced fulfillment options: Schedule delivery, subscription service, free delivery /shipping on all orders, etc. (PF)
- Advanced return options: track returns, initiate returns via chat/call (SS)
- Interactions at online customer communities and in-store events (SS)
- Support via SMS or social media handle (SS)

O = Overall | SD - Search & Discovery | CC - Cart & Checkout | PF = Promising & Fulfillment | SS = Service & Support

Dive Deeper with the 2023 Unified Commerce Benchmark for Specialty Retail

For a comprehensive analysis of unified commerce across all specialty retail segments, don't miss the "2023 Benchmark: Unified Commerce for Specialty Retail". Gain valuable insights, best practices, and in-depth case studies from industry leaders beyond your immediate peer group.

Elevate your brand's customer experience and stay ahead of the curve with the full benchmark report.





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cloud.google.com



Manhattan is a technology leader focused on improving experiences and outcomes in supply chain commerce. We provide leading software solutions for omnichannel commerce, supply chain planning and supply chain execution. Our cloud-native Manhattan Active® platform technology and unmatched industry experience help increase top-line growth and bottom-line efficiency for the world's leading brands.

Manhattan designs, builds and delivers innovative solutions for stores, transportation networks and fulfillment centers, eliminating silos created by legacy commerce, warehouse, and transportation systems to create seamless operations and optimal efficiency.

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