**5G Will Blur the Line Between Physical and Digital Retail**

Retailers will invest in 5G to enhance the customer experience, both in-store and online. AR/VR applications and payment systems will be beneficiaries on the customer side. Store operations like inventory management and fulfillment will be bolstered by investments in store data/analytics and internet of things (IoT) systems, including computer vision systems.

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[*https://www.emarketer.com/content/5g-will-blur-line-between-physical-digital-retail?ecid=NL1016*](https://www.emarketer.com/content/5g-will-blur-line-between-physical-digital-retail?ecid=NL1016)

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