Using AI to drive sustainability and profitability in retail

Richard Potter, CEO, Peak

£12.5bn
in clothes ends up in landfill each year
Wrap

13m
tonnes of CO2 emitted
by UK retailers per year
ONS

Who's doing it well?

£54m

of factory scrap turned into premium material

patagonia®

40,000

repairs made to clothing each year to reduce wastage

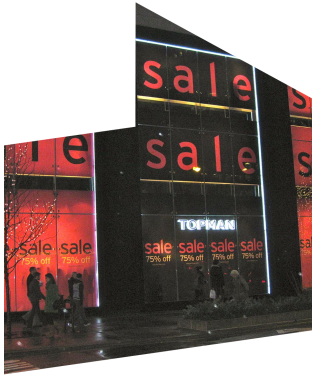
PEPSICO

35%

target to reduce virgin plastic by 2025

Is sustainability sustainable?

Customers
expect more



Profitability is
being squeezed

Economic and
political uncertainty

Sustainability = Profitability

AI supports profitability...

Smarter.

Retail journey

The AI journey starts here...

01

Targeted customer acquisition

Smarter.

Hyper personalisation

02

03

Optimised inventories and allocation

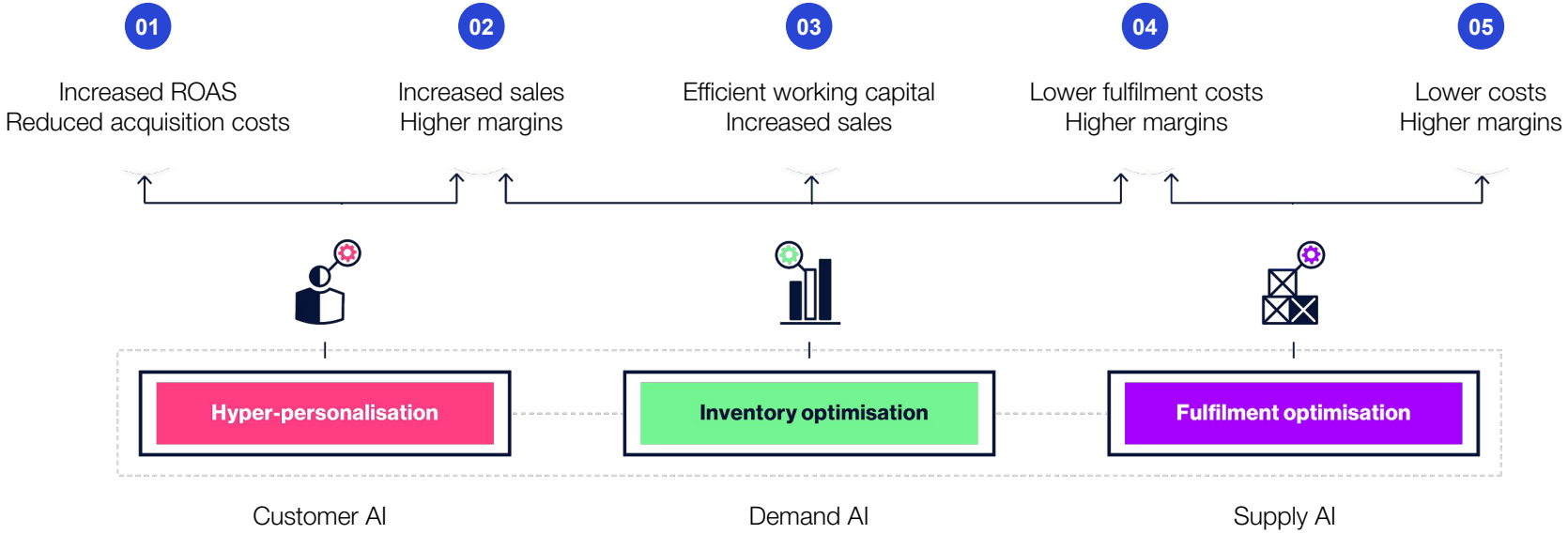
04

Optimised fulfilment centres

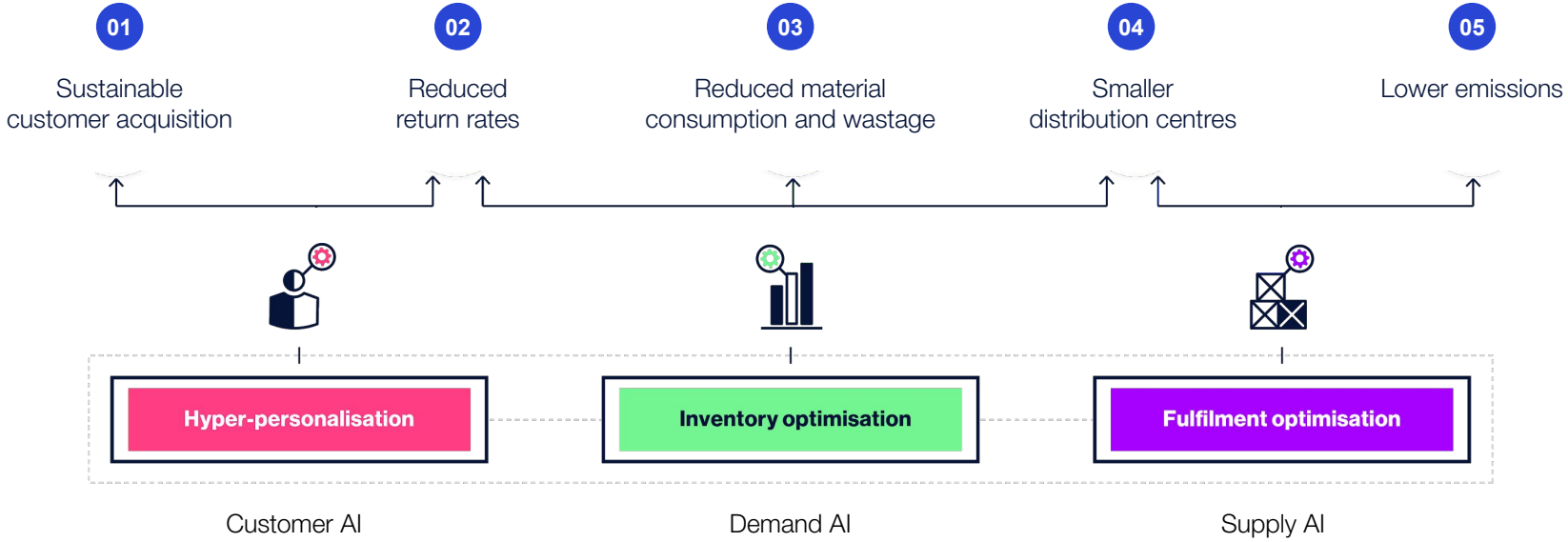
Highly efficient logistics

05

AI enables profitability...



… and sustainability



What can we achieve?

Smarter.

5%

reduction =

£625m

in landfill wastage.

15k tonnes

of saved garments and materials.

AI has the potential to add £27bn each year to the UK retail sector*.

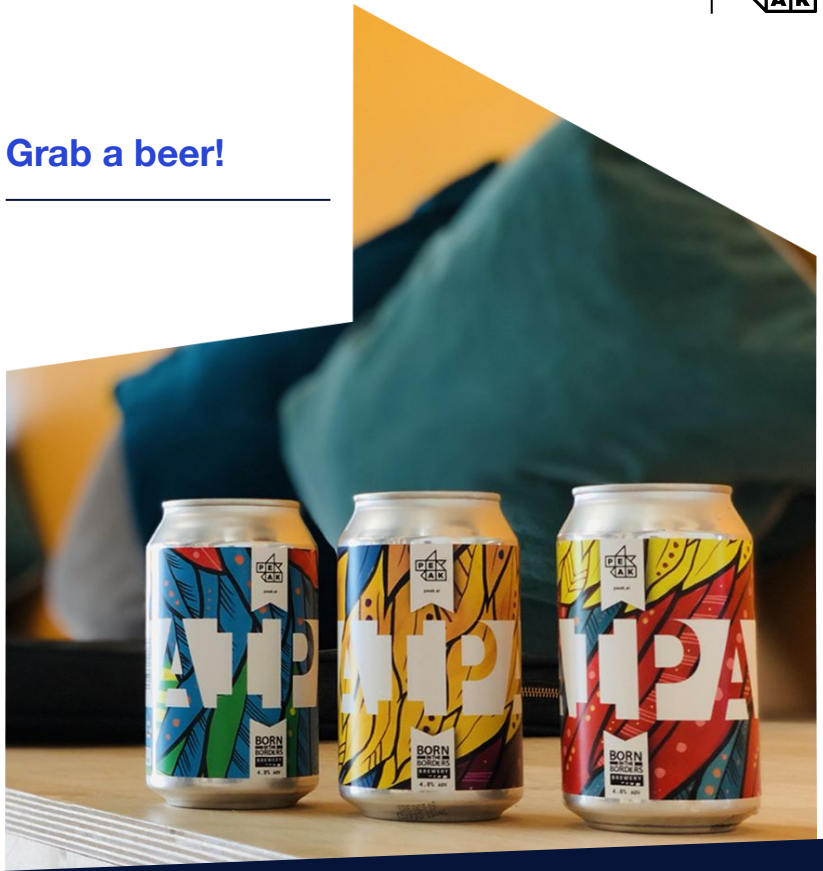
£27bn

*Peak AI opportunity for retail research

Our partners...

... putting AI at the heart of their value chain

Chat with us

Your personalised AI opportunity report

Grab a beer!