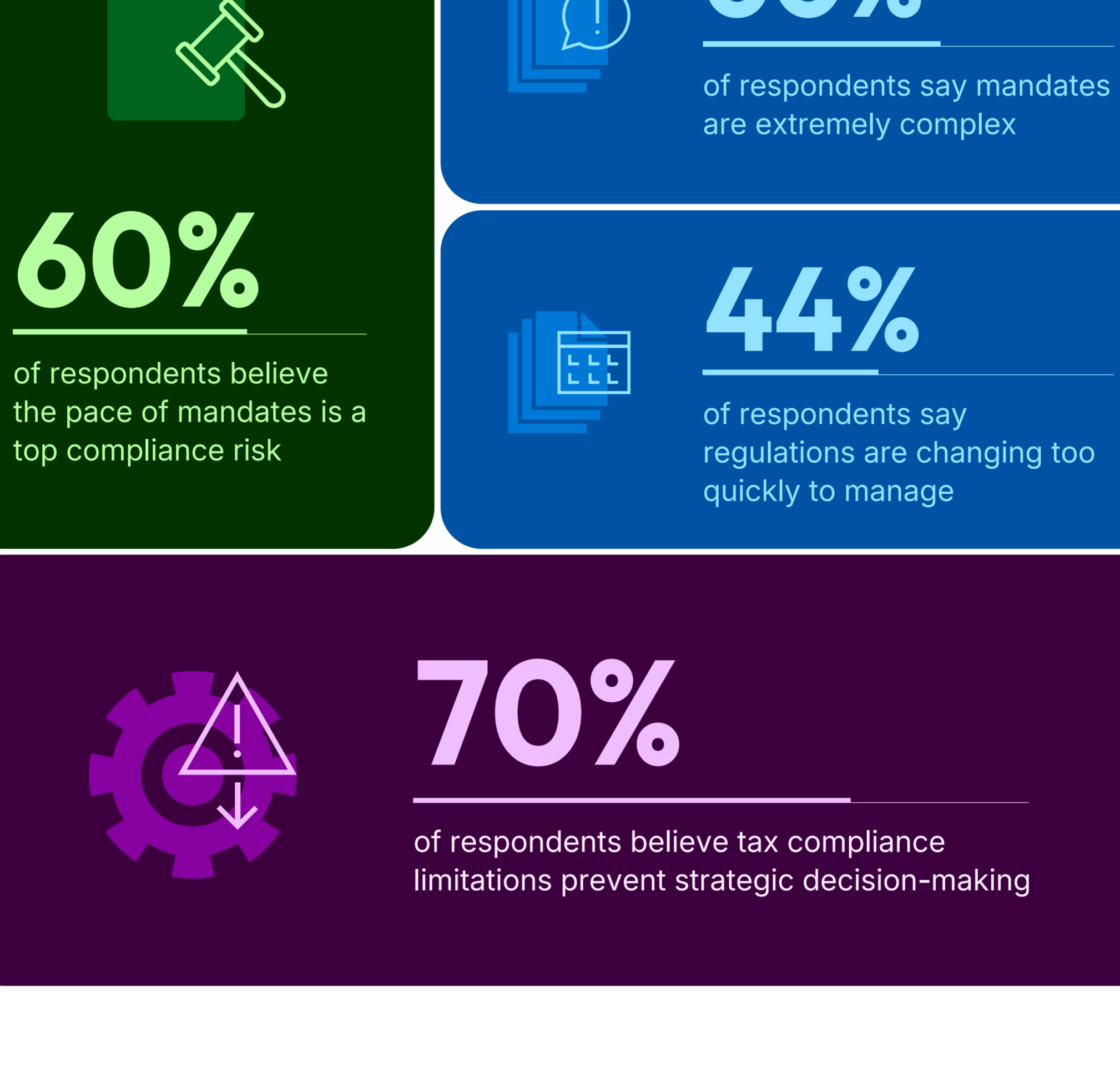


Retail Under Pressure: The New Reality of Indirect Tax Compliance

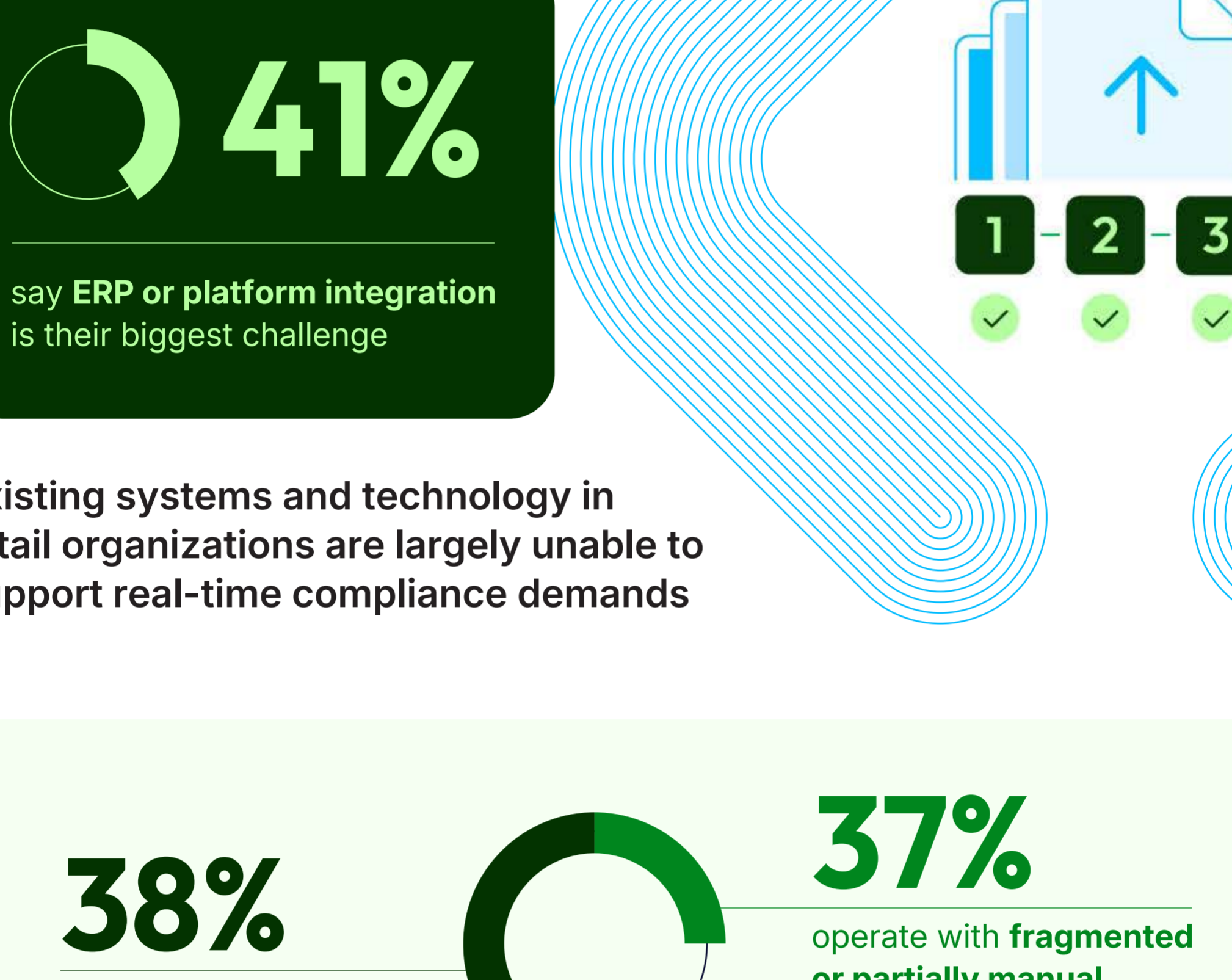
Retail organizations are reaching a tipping point where indirect tax compliance is impacting how they operate and grow. As regulatory demands intensify, finance leaders in this sector are finding their current systems and processes unable to keep pace.



Key Point #1: Retailers feel the speed and complexity in regulations more acutely compared to other sectors like financial services and manufacturing:

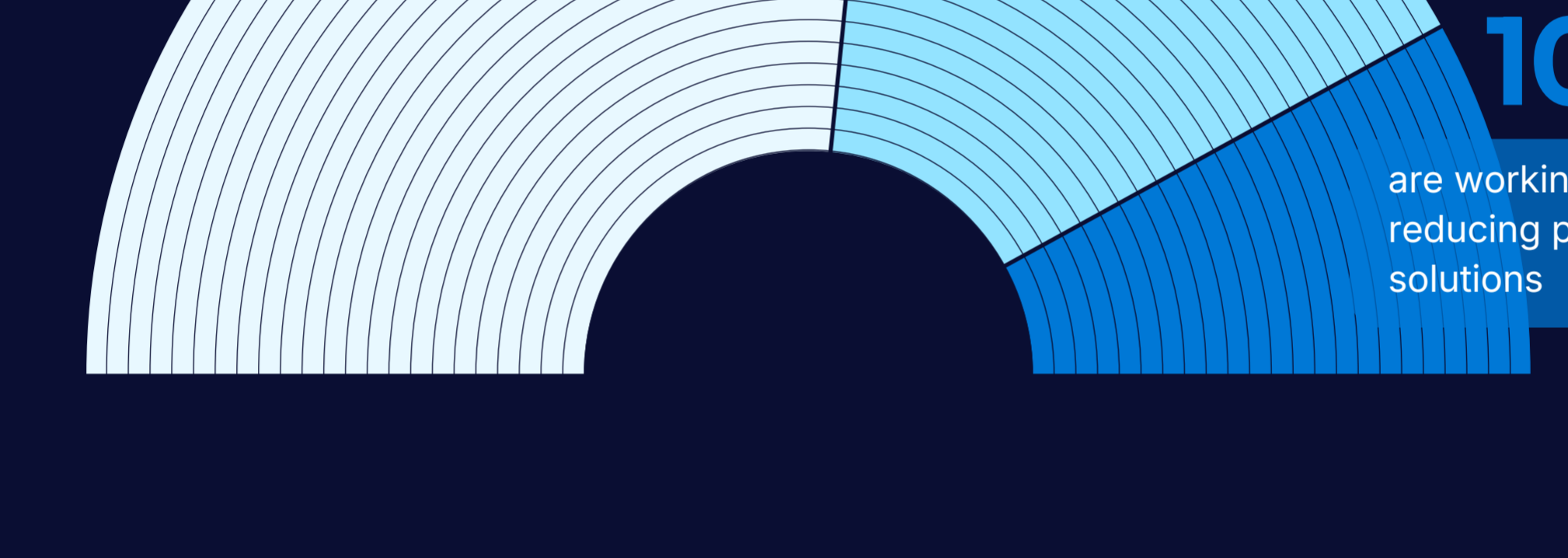


Key Point #2: Primary barriers



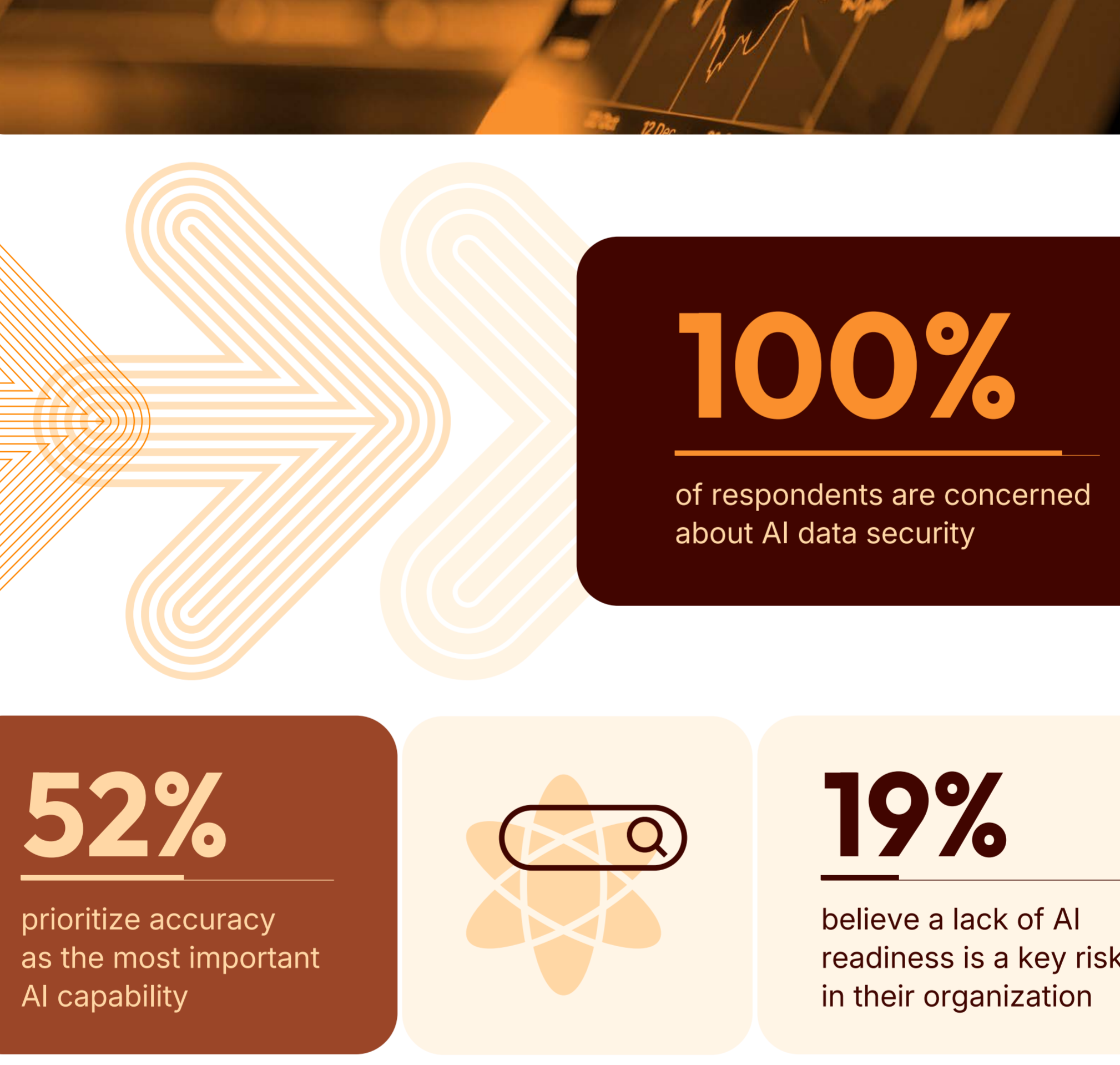
Key Point #3: Stuck in reactive mode

Immediate compliance requirements are taking priority over long-term needs, which prevent retail organizations from addressing other underlying issues and goals.



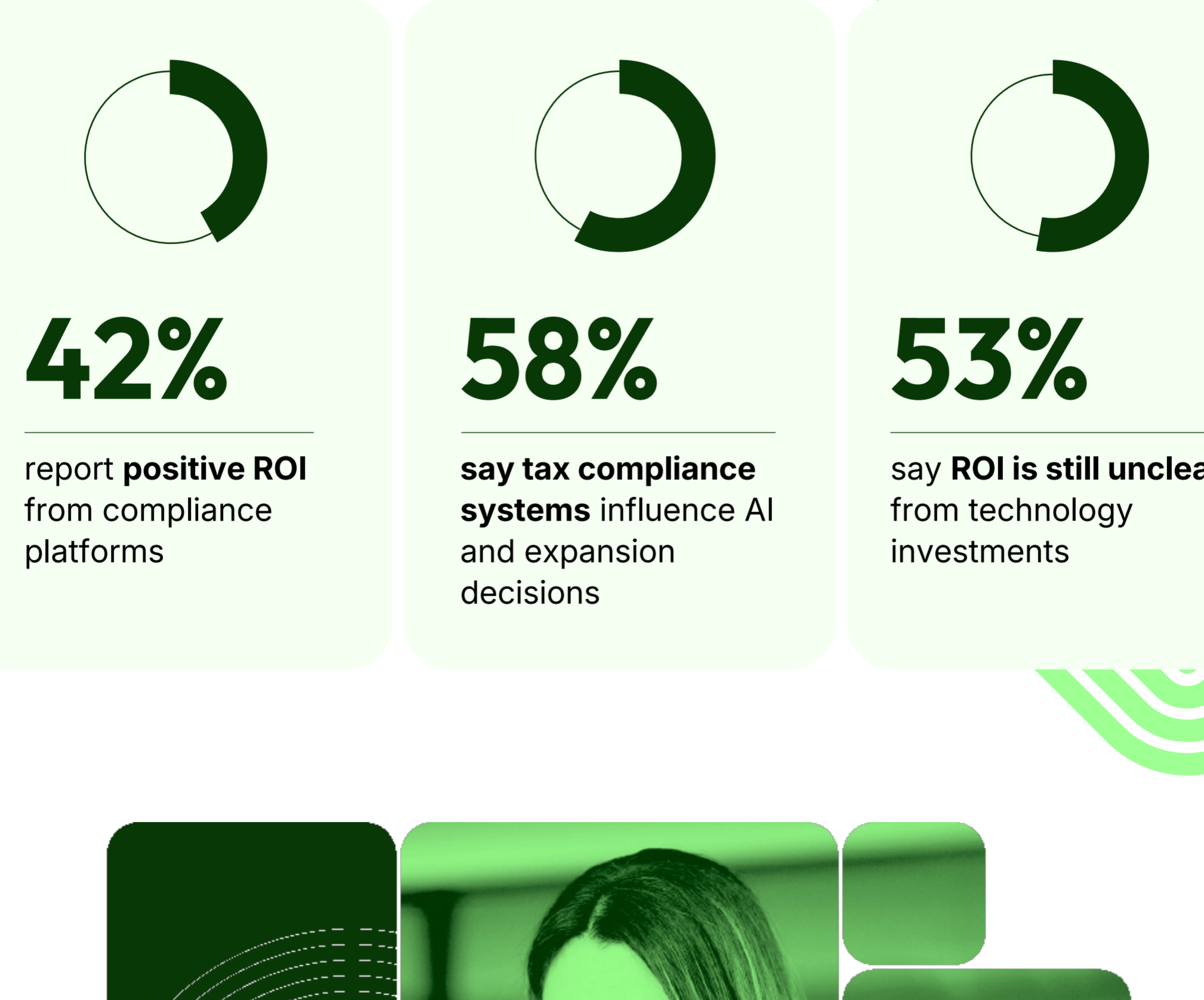
Key Point #4: AI adoption is increasing

Although AI is seen as a valuable tool, adoption is based on how much trust there is in the technology, especially its accuracy and ability to integrate with existing systems.



Key Point #5: Investment in technology is not yet translating into value

Retail organizations are investing in compliance technology but haven't seen measurable value.



What can leaders do to thrive under pressure?

Retail organizations are still constrained by fragmented systems and readiness, even with growing pressure from changing regulations. The key to moving forward is to strengthen data and systems. Aligning the right tools with foundations in clean data and sound processes will move an organization from reacting to compliance demands to more strategic decision making.

Learn more at [Sovos.com](https://www.sovos.com) about how your retail organization can keep pace under ever-changing conditions.

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Reference
This infographic is based on an online, invitation-only survey conducted from Studio by InformaTechTarget on behalf of Sovos in January 2026. The survey included 300 finance leaders at the director level and above across retail, manufacturing and financial services industries (around 32% of respondents worked in the retail sector). Respondents primarily hold roles in finance and tax and represent organizations with annual revenues ranging from \$500 million to over \$5 billion.