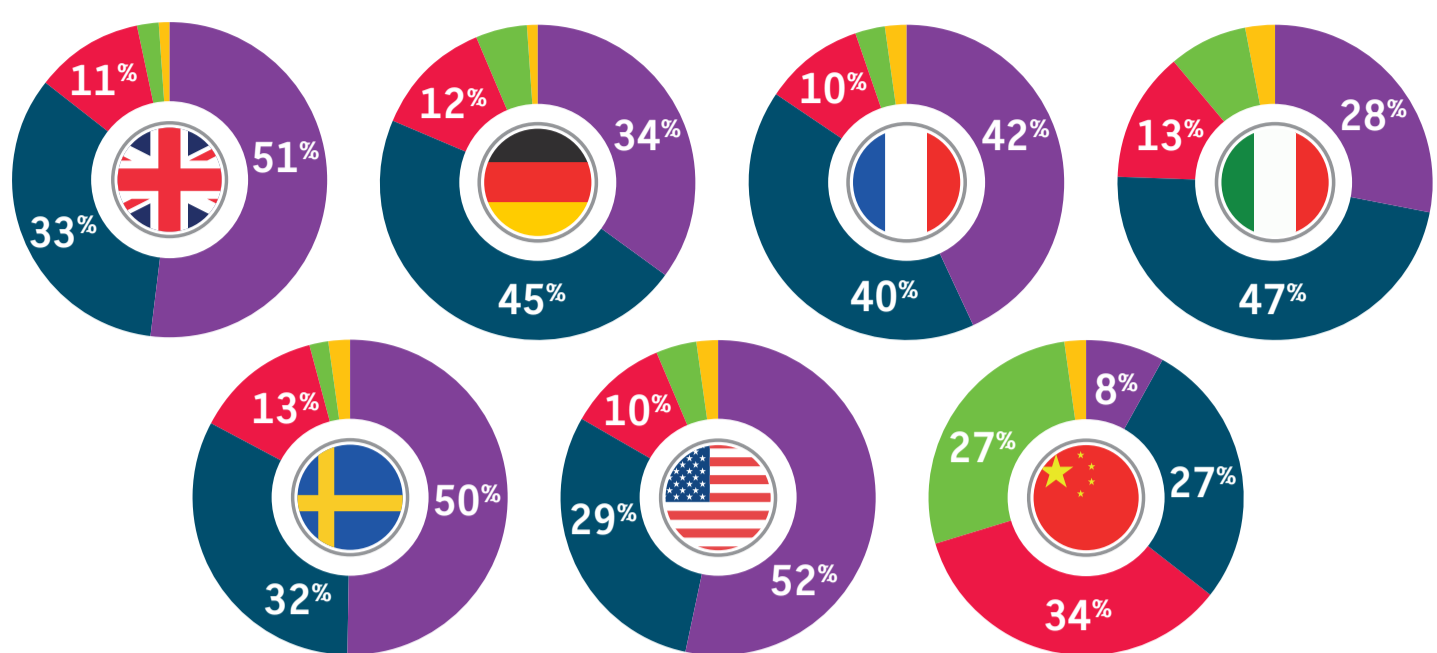


RETAILERS KNOW THE PROBLEMS THEY'RE FACING CUSTOMERS HAVE THE ANSWERS TO SOLVE THEM

Key Findings From the 2018 Consumer Survey
Based on 12,000 global responses

HOW DO YOUR CUSTOMERS LIKE TO SHOP?

In Europe, consumers in both the UK and Sweden favour the in-store retail experience more than elsewhere, but beware: a universal generational shift is taking place and stores must adapt brand assortments and in-store experiences to encourage younger shoppers.

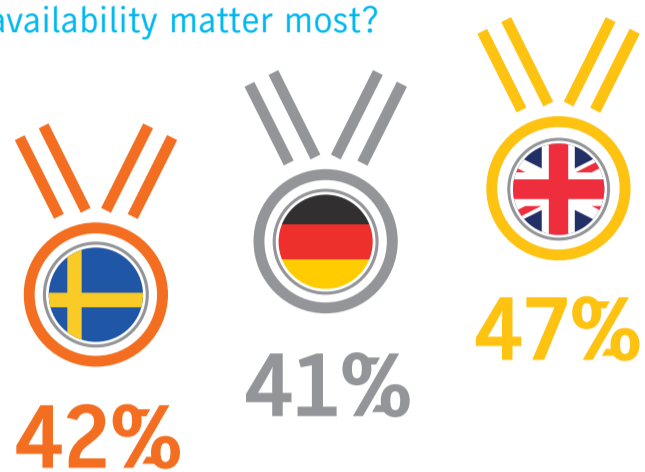


In-Store | Online Desktop | Online Mobile | Retailer App | Social Media

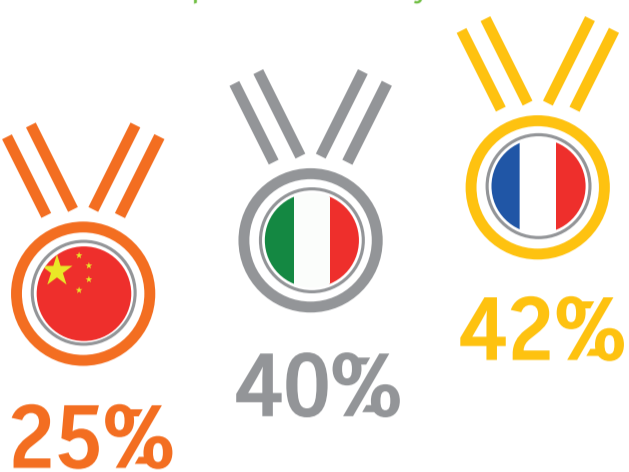
WHAT MATTERS MOST TO IN-STORE SHOPPERS?



Where does stock availability matter most?



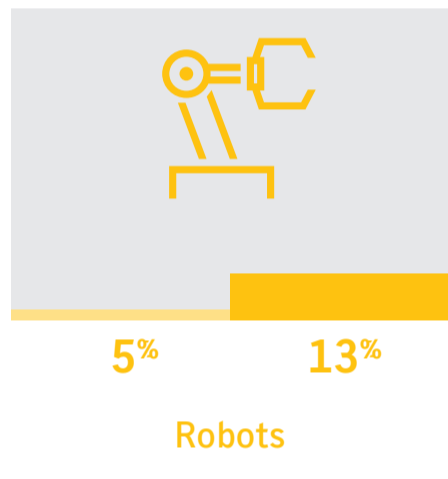
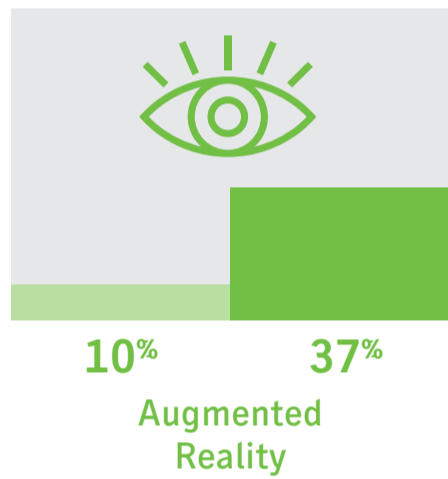
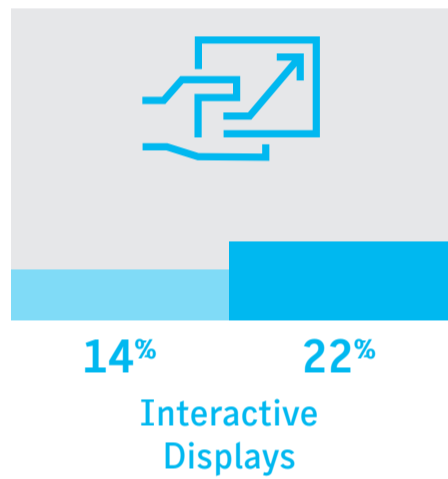
Where does product variety matter most?



EMERGING TECHNOLOGIES BEING USED BY IN-STORE SHOPPERS

China continues to be more progressive when it comes to advances in retail technology for consumer experience and thus adoption of emerging technologies is far higher than in Europe.

Europe | China



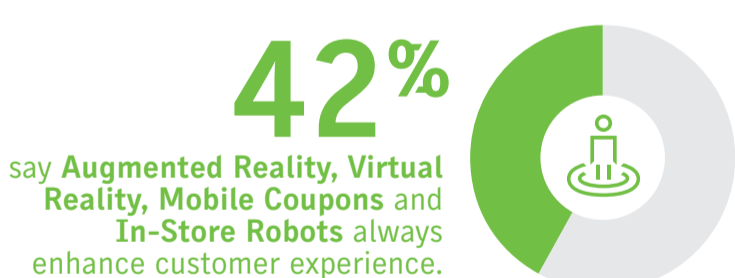
"CLICK & COLLECT" USE IS AT AN ALL TIME HIGH!



WHICH DELIVERY OPTIONS ARE EUROPEAN CONSUMERS HAPPY TO PAY MORE FOR?

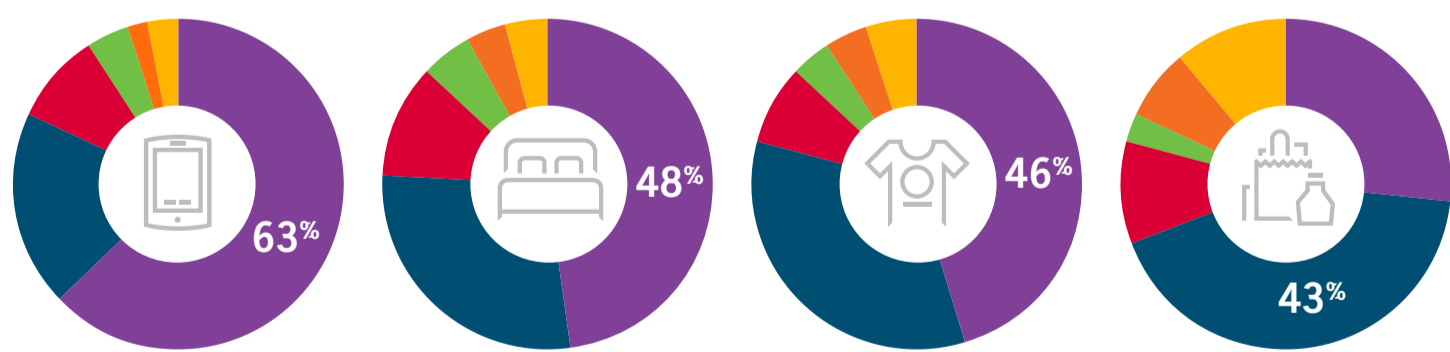


YOUR OVERWORKED STORE MANAGER: DOING MORE WITH LESS



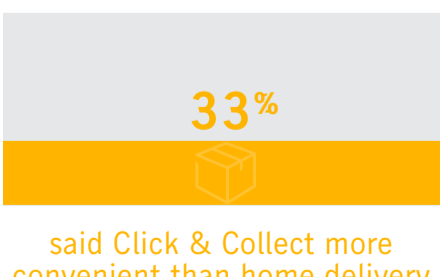
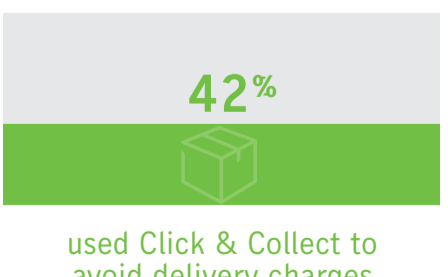
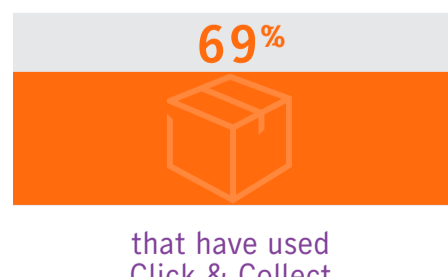
WHAT'S DRIVING CUSTOMER JOURNEYS?

Shoppers looking for electronics & appliances, household goods, and clothes research products online – but grocery customers prefer to research products in-store.



Shoppers ages 18 to 34 are more likely to start their shopping based on recommendations from friends or family.

FULFILLMENT AND RETURNS



Only 10% of customers say they've never experienced a problem with an online order

1 in 4 customers say that they intentionally buy multiple sizes or options online with plans to return what they don't need or want.