



18TH ANNUAL GLOBAL SHOPPER STUDY



Delivering for the modern shopper

Shoppers are redefining retail on their terms—expecting every experience to be faster, more personal, and effortlessly connected. The 18th Annual Global Shopper Study explores how retailers are adapting to these expectations and using technology to create seamless, rewarding experiences across every touchpoint.

Shoppers are rewriting the rules of engagement

HIGHER EXPECTATIONS. DEEPER CONNECTIONS.

70%

of shoppers expect retailers who know their personal information/preferences to deliver more personalized experiences

72%

of shoppers prefer retailers that let them pick up items in store, at curbside or from another location



73%

of shoppers want to personally interact with associates while shopping in stores

CONVENIENCE COUNTS—ESPECIALLY AT CHECKOUT

71%

of shoppers prefer being able to check out anywhere in the store (in-aisle, department, etc.)

73%

say self-checkout improves the overall shopping experience

Every journey raises shopper expectations

CONNECTED JOURNEYS. CONSISTENT EXPERIENCES.

3 out of 4    

shoppers say they want to get in and out of stores quickly—seeking a faster, more seamless in-store experience

MOBILE DEVICES HELP ASSOCIATES DELIVER MORE
ASSOCIATES RANK THE TOP BENEFITS MOBILE DEVICES DELIVER:

1

Save shoppers time

4

Help with returns/exchanges

2

Improve the shopping experience

5

Save shoppers money

3

Find a product

6

Check the correct price

82%

of associates say shoppers have a better experience when store staff is equipped with the latest technology to better assist them

The future belongs to seamless experiences

EMPOWERED ASSOCIATES. FRICTIONLESS JOURNEYS.

SHOPPERS WHO'VE EXPERIENCED THESE IN-STORE SHOPPING INNOVATIONS IN THE PAST SIX MONTHS ARE LIKELY TO USE THEM AGAIN

95%

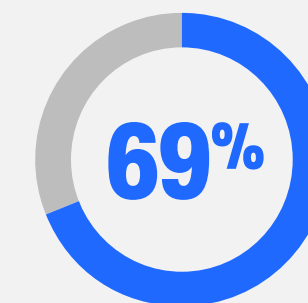
personal shopping device provided by store to scan as you go

93%

self-return station (staff-free returns)

92%

interactive screens throughout the store



of shoppers agree artificial intelligence will enhance their overall shopping experience

To discover more insights from the 18th Annual Global Shopper Study, visit zebra.com/shopperstudy

To see how Zebra empowers retailers worldwide to deliver connected experiences, streamlined operations, and elevated performance, visit zebra.com/retail