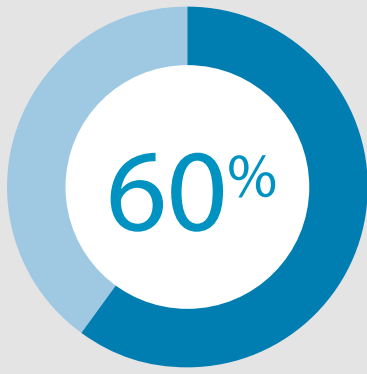


# 2018 GLOBAL SHOPPER STUDY: THE NEW RETAIL MANDATE

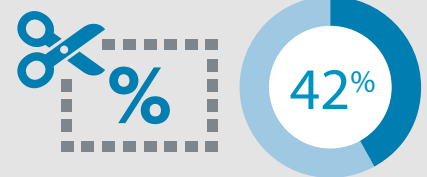
## TODAY'S SHOPPERS:

DEMAND TECHNOLOGY-ENABLED EXPERIENCES  
THAT STRADDLE CLICKS AND BRICKS

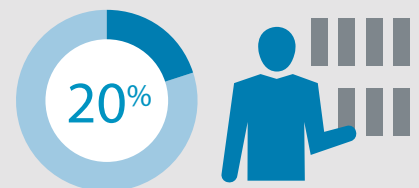


60% of shoppers say store associates who use mobile devices for customer assistance improve their shopping experience

### EMERGING SHOPPER PREFERENCES



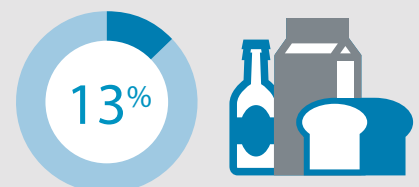
Looks for sales and discounts most of the time



Enjoys browsing even if they don't make a purchase



Returns to familiar stores

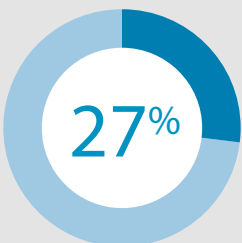
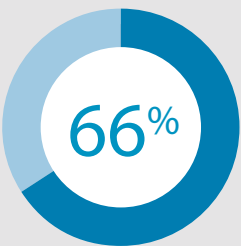


Shops only for what is needed

### HEIGHTENED DELIVERY EXPECTATIONS



66% of shoppers prefer same-day or next-day delivery



27% of shoppers are not willing to pay for shipping at any speed

### TOP DEMANDS OF TODAY'S SHOPPERS



BETTER PRICES



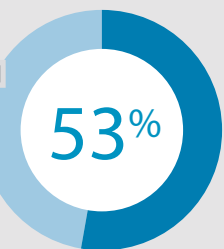
ONLINE OPTIONS



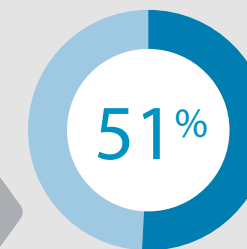
MORE CHOICES



IN-STORE



Shoppers remain not satisfied with the returns/exchange process



ONLINE

Zebra's 2018 Shopper Vision Study analysed shopper satisfaction and retail technology trends reshaping brick and mortar and online stores. Consumers reported becoming less tolerant of longtime retail pain points that fail to meet their on-demand shopping needs. They also expect retailers to step in with immediate solutions and see technology as the answer.



TO DOWNLOAD THE FULL REPORT, VISIT  
<https://connect.zebra.com/ShopperstudyEMEA>