

What shoppers expect from retail in 2020



Zebra's 2020 Shopper Study

Shoppers want it all. Personalization, discounts, speedy transactions and so much more. The 2020 Shopper Study provides global data on how you can increase customer satisfaction, improve associate performance and deliver a better shopping experience that will ensure you remain competitive.

The experience matters

53%

of shoppers go to stores to experience products

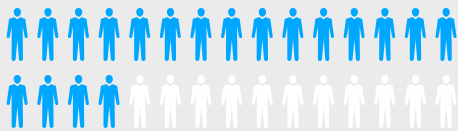
73%

of associates believe mobile technology would allow them to help more shoppers and deliver a better experience

58%

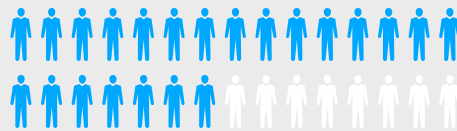
of shoppers report their experience is better when associates are equipped with the latest mobile technology

In-store shoppers trust in tech



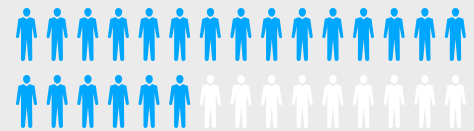
48%

of shoppers say they rely on phones and apps to guide them while shopping in-store



54%

of shoppers believe the store app can help them faster than asking a store associate



52%

of shoppers prefer using self-checkout

Delivering the goods: Online shoppers care about fulfillment options

69%



of online shoppers will make a minimum purchase to get free shipping

35%



of shoppers are willing to pay for same-day shipping

74%



of shoppers are willing to wait 3-4 days for delivery in exchange for a coupon or cash back

Discover how to meet shoppers' expectations online and in-store.

[Download the 2020 Shopper Study](#)

