

2021 Shopper Study - Volume 1

The Essential Shopper Experience: Safety, Speed and Convenience

Shoppers are concerned. Retailers are concerned. But it's not all gloom and doom. The single biggest influencer in retail right now isn't COVID – it's adaptability. Shoppers still expect the items that they want to be readily available, at the best value and with transactions that are a breeze. And it's completely within your control.

Online or in-store, shoppers leverage both channels for the same reasons







Product availability





48% 46%

Product selection





42% **37**%

Price

Shoppers crave convenience



76%
want to get
in and out of
stores quickly

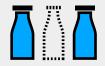


76% prefer retailers that offer easy returns



prefer shopping with online retailers that also have brick-and-mortar locations

Reasons shoppers leave stores without a purchase and where tech can help



41% desired item is out of stock





31% can't find item on shelf or displays

Regain retail control with shopper insights from the Zebra's 2021 Shopper Study

Download the Study