

WHAT MATTERS TO TODAY'S CONSUMER:

# EVERYWHERE COMMERCE



The distinction between physical and digital is less clear today than in previous decades, with shoppers moving easily between channels and, increasingly, expecting a comparable level of service and connected experience across all touchpoints.

## The future of retail is "phygital"

Consumers are eager to return to stores, but e-commerce growth remains strong.

### 72%

expect to have significant interactions with physical stores after the pandemic

vs.

### 60%

who maintained regular interactions with physical stores before the pandemic

### 38%

expect to have significant interactions with **online channels** post-pandemic

### 22%

expect to have significant interactions with **click-and-collect** orders

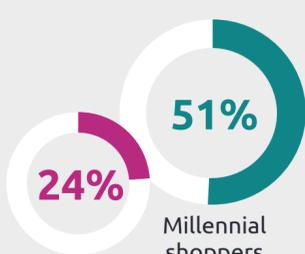


## Preference for in-store shopping increases with age



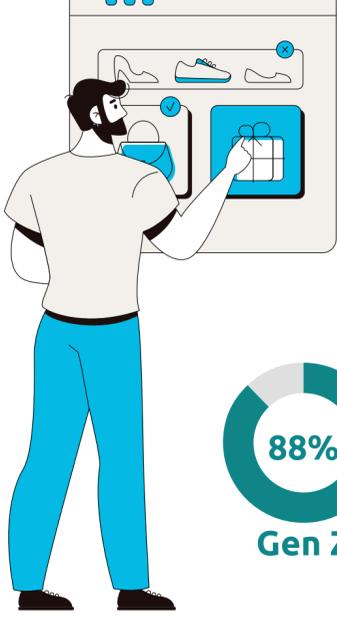
say their level of in-store interactions is high today

## Who prefers digital?



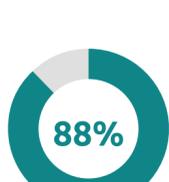
## The rise of the marketplace

Marketplaces are nearly ubiquitous among online shoppers.

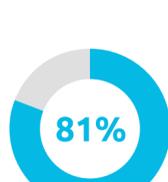


### 3 in 4

primarily online shoppers have ordered products directly from an online marketplace in the past six months



Gen Z



Millennials



Boomers

## Direct to consumer (DTC) is growing...

# \$151B

Projected DTC e-commerce sales in U.S. in 2022



### up 16.9%

from 2021

Of this group:

4 in 10

have ordered directly from brands in the past 6 months

12%

ordered via subscription

Half

plan to buy directly from brands in the future

DTC is growing but accounts for just 2.5% of total retail sales.

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