

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%

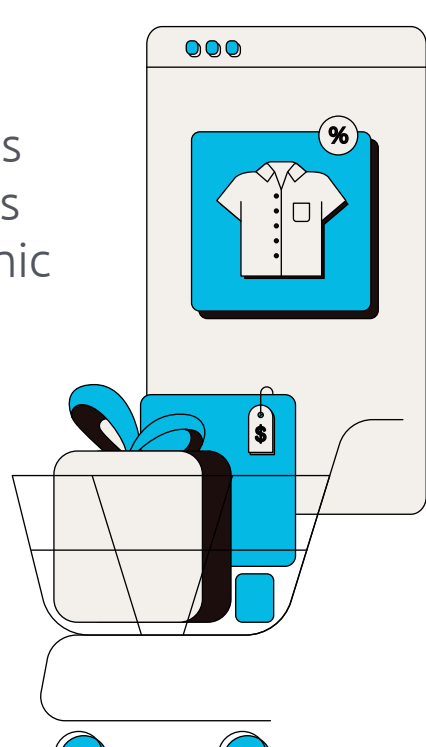
who maintained regular interactions with physical stores before the pandemic

### 38%

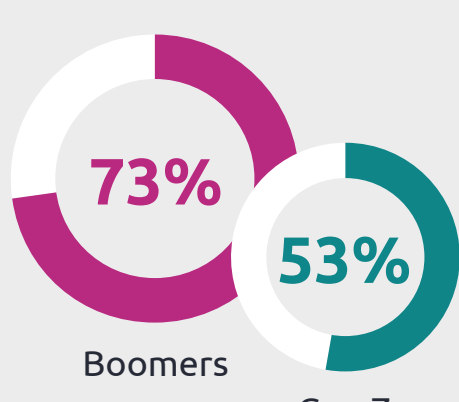
expect to have significant interactions with **online channels** post-pandemic

### 22%

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



## Preference for in-store shopping increases with age



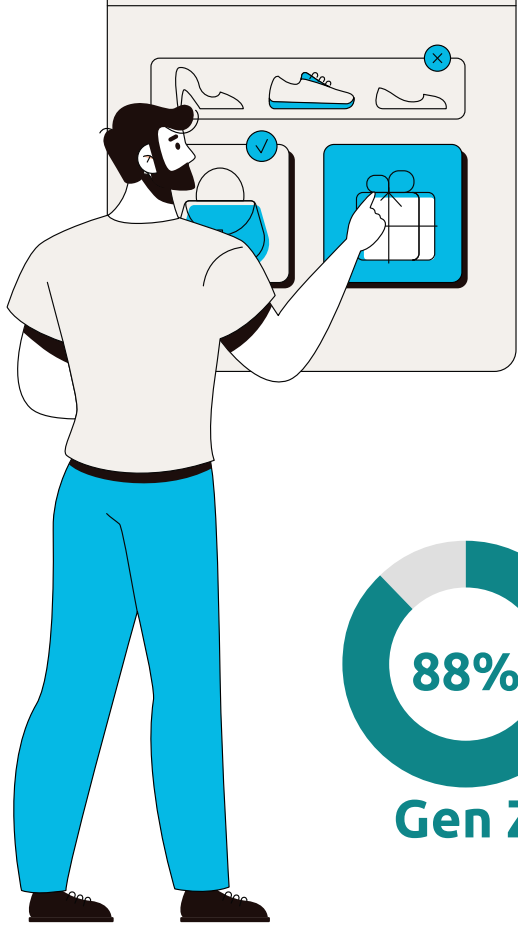
say their level of in-store interactions is high today

## Who prefers digital?



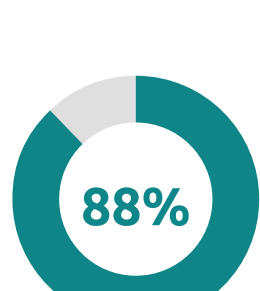
## The rise of the marketplace

Marketplaces are nearly ubiquitous among online shoppers.

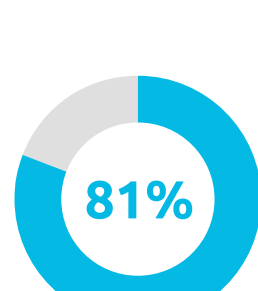


3 in 4

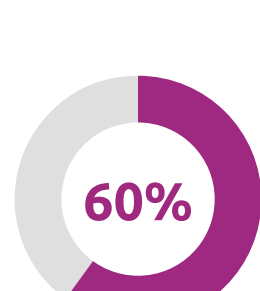
primarily online shoppers have ordered products directly from an online marketplace in the past six months



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



**4 in 10** have ordered directly from brands in the past 6 months

Of this group:

**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.**

## Takeaways:

**Develop an omnichannel strategy that incorporates the roles of in-store, e-commerce, direct to consumer, and marketplaces**

Given the parallel physical and virtual activity of today's consumer, brands and retailers must adapt to serve customers who are shopping in multiple ways. To accomplish this, brands and retailers should:

**1** Reimagine the store as a center for micro-fulfillment, data collection, and customer engagement

**2** Position the store as a driver of sustainability

**3** Build a marketplace strategy that employs a direct to consumer "look and feel"

## Learn more:

To review the full findings and recommendations from our 2022 consumer trends report, including additional data points based on region, demographic and sector:



[Download our report](#)

## For more information

Contact us at [CPR@capgemini.com](mailto:CPR@capgemini.com)

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