

A woman with dark hair in a ponytail, wearing a red and white patterned face mask and a light blue denim jacket over a white t-shirt, is pushing a metal shopping cart through a grocery store aisle. She is looking to her right. The shelves are stocked with various products, including boxes of cereal and jars of jam. The background is slightly blurred, showing more of the store's interior.

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How Consumers Are Adapting to the Evolving Retail Landscape

July 2022

Dramatic changes in the retail landscape

The retail landscape has changed dramatically over the past few years. Technology continues to alter the course of consumer interactions with retailers in stores, online, and via mobile devices. In parallel, the COVID-19 pandemic has radically changed many consumer behaviors, perhaps permanently. Now more than ever, marketers need a clear line of sight into the motivations and lifestyle factors that drive channel preference to help reach today's shoppers more effectively and efficiently.

This report explores retail shopping attitudes and behaviors in the US, with a focus on how the landscape continues to evolve in stores and online as more technology is introduced into the space.

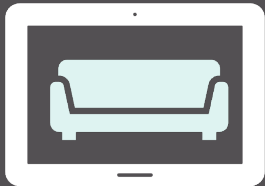


Technology is changing the way people shop

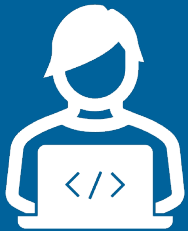
Digital touchpoints along the path to purchase are growing rapidly year over year



23%
Used QR codes
(compared to 6% in
March 2021)



15%
Used
view-in-room
technology
(compared to 6% in
March 2021)



32%
Used a virtual
assistant
(compared to 18% in
March 2021)

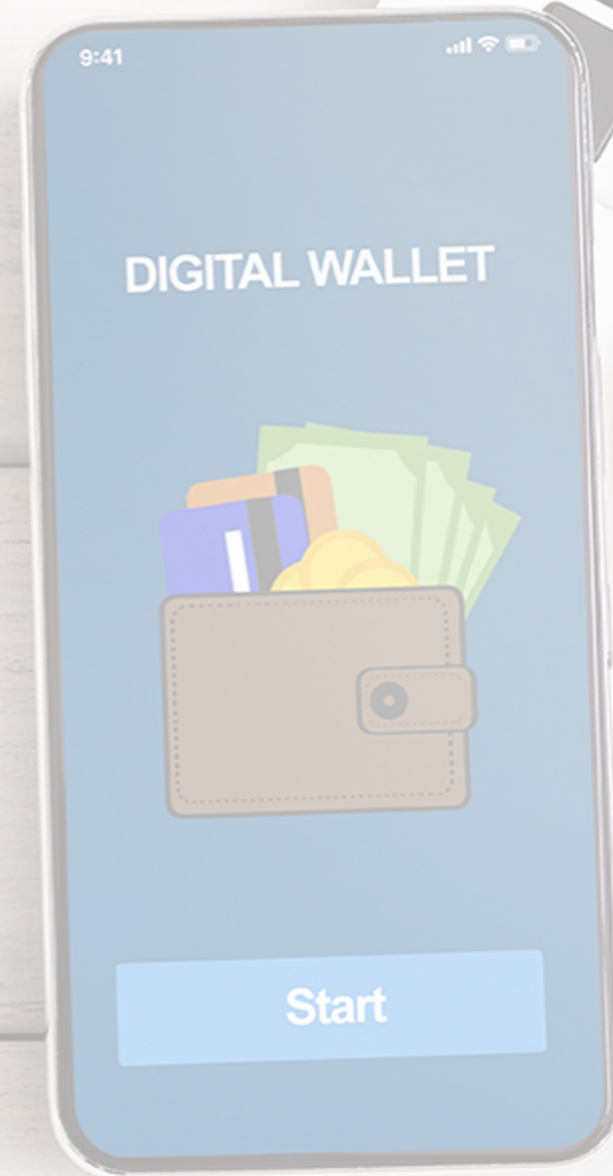
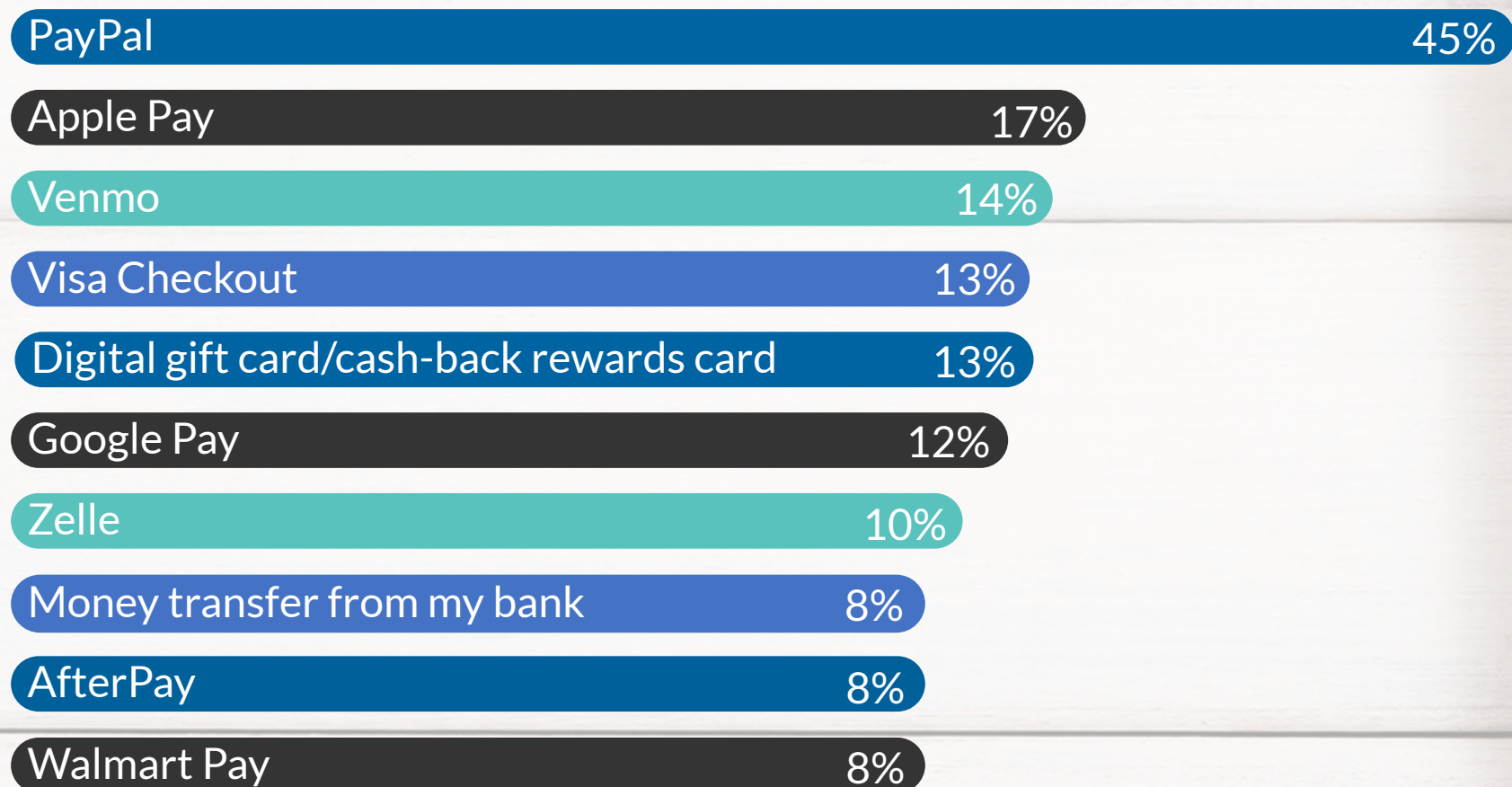


18%
Used click &
collect
(compared to 15%
in March 2021)



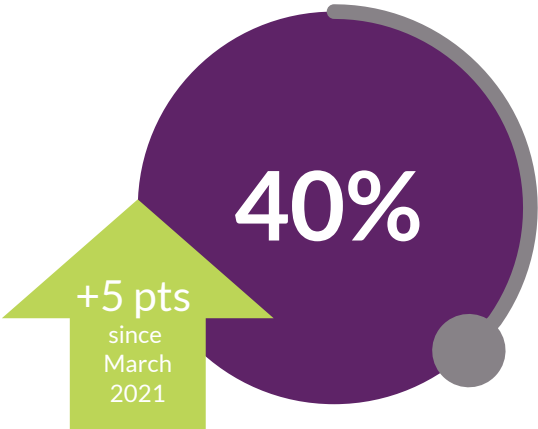
Some brands are separating from the pack when it comes to digital payment adoption

Top 10 payment options used last 6 months (vertical %)

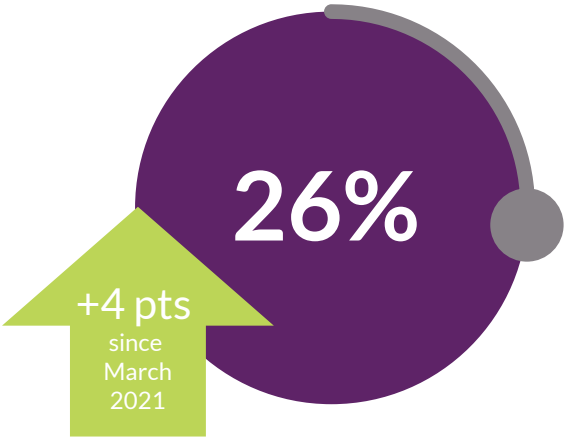


COVID-19 has permanently changed the shopping landscape

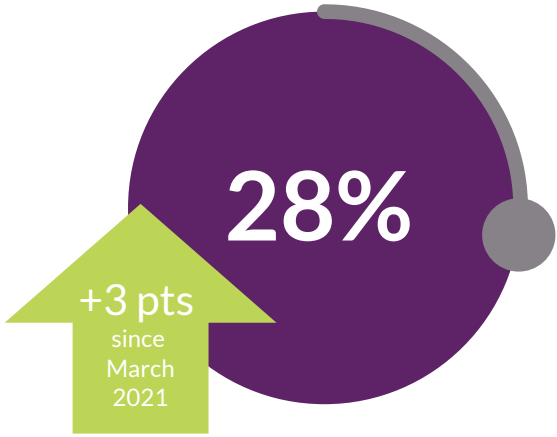
Convenience and safety drive shopping decisions



I stock up on more things at a time to **reduce trips** to the store



I am more willing to **substitute / go without** if necessary



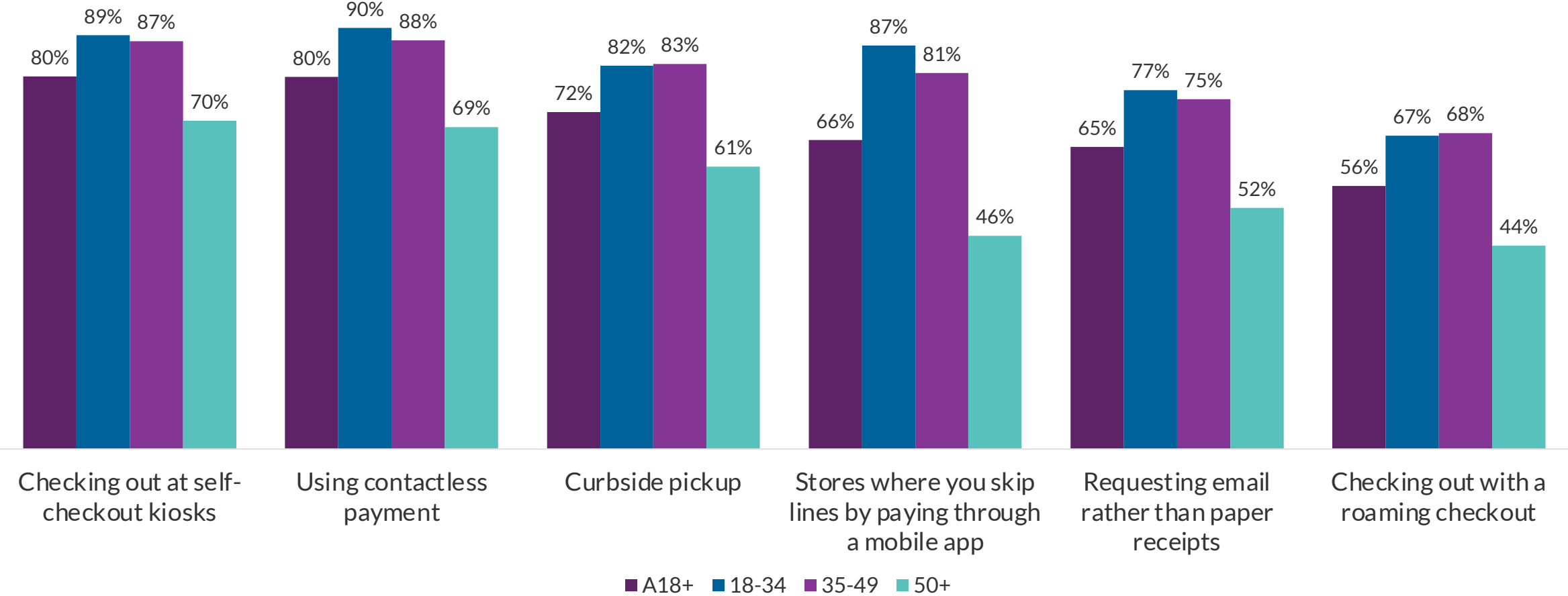
I am more likely to use **delivery services**



COVID-driven checkout conveniences continue to be popular

Nine in ten younger consumers prefer self-checkout and contactless payment

In-store checkout options: % who find each option appealing



Source: 2022 March Retail Trends Study
Q1: Please indicate how appealing each of the following in-store shopping and checkout options are to you.

Consumers cite specific reasons for shopping online or in-store

Cost jumps out as a reason to shop online, while speed is a benefit of in-person purchases & returns

Why shop online?



I like shopping online because it is easier to find the specialty products and services I want



I like shopping online because it is easier for me to stick to a budget

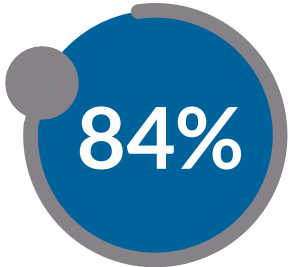


I am influenced to shop online by free shipping

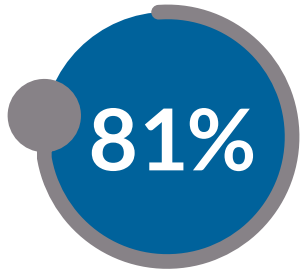
Why shop in-store?



I prefer seeing products in person before I purchase them



I appreciate quick returns



I want to get the products I want quickly

Rewards & loyalty programs have appeal to shoppers

Instant benefits like *free shipping*, and cumulative ones like *rewards points* drive participation

Free shipping
for program
members

88%

Cash in loyalty
points for gifts
or services

85%

Rewards based
on the amount
you spend

84%

Earn & redeem
across a network
of stores

83%

Rewards based
on the number
of purchases

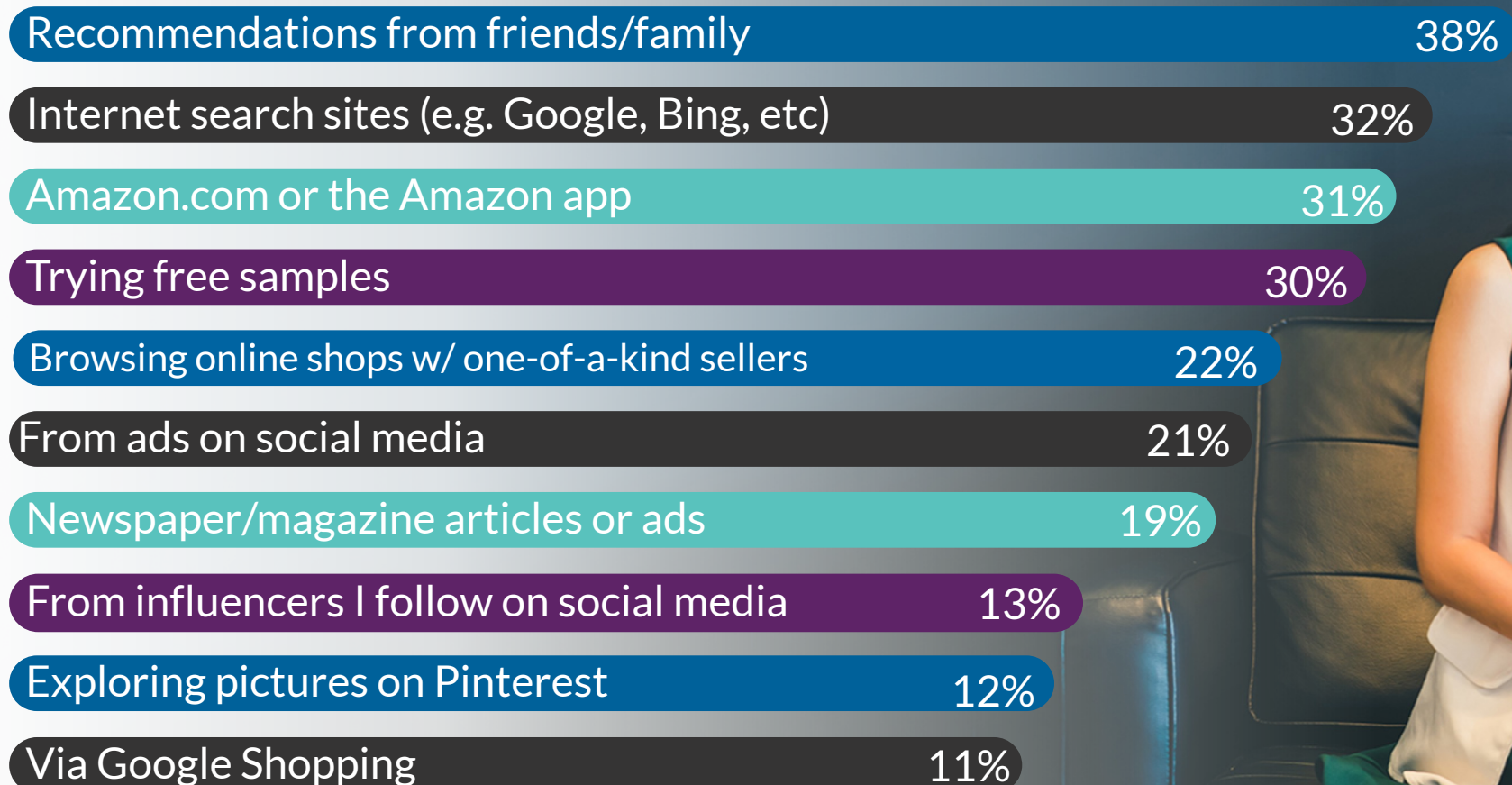
80%

Early access to
new programs
for member

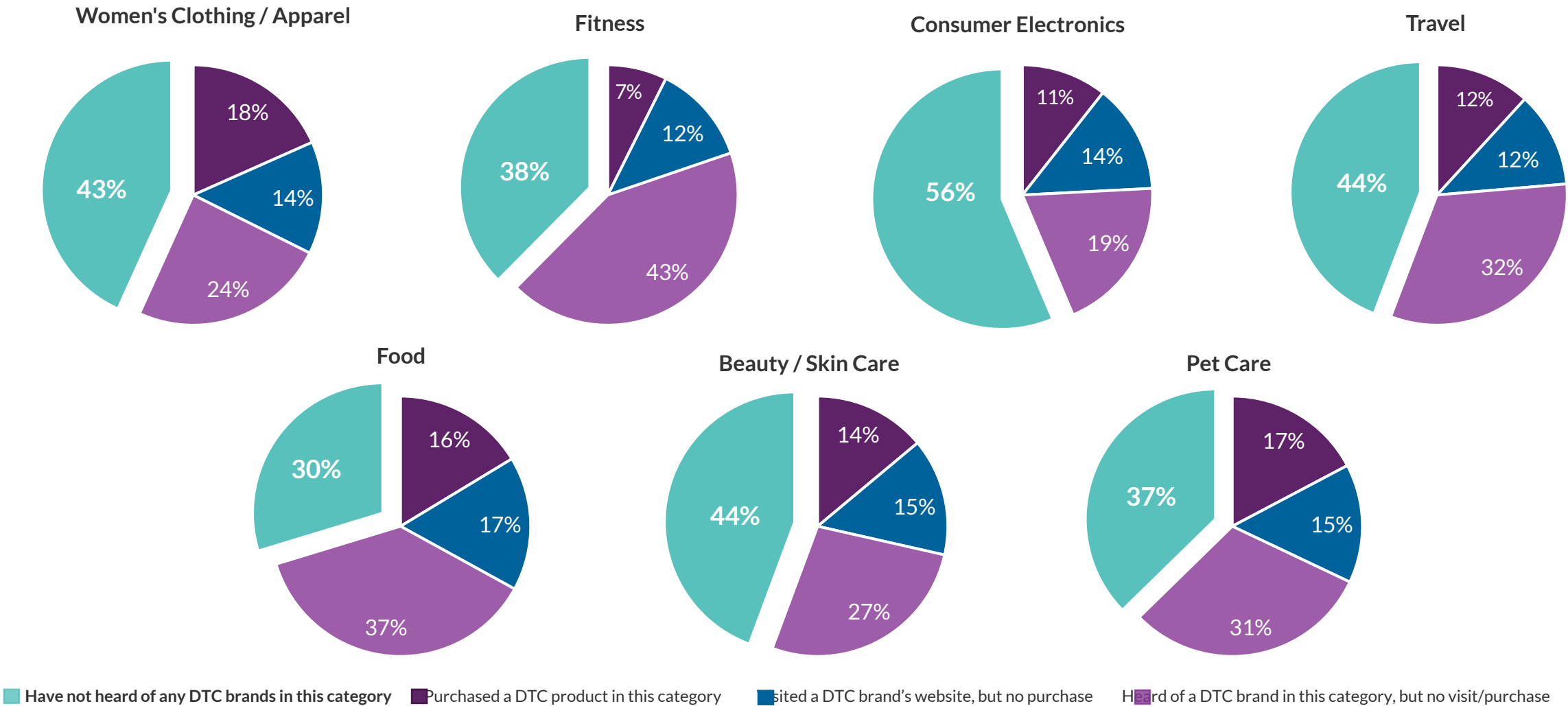
74%

Word of mouth is still king when it comes to new brand discovery

Top 10 methods used to discover new brands (vertical %)



Direct-to-consumer brands: some are starting to gain traction; most DTC categories still **lack brand recognition**



Source: 2022 March Retail Trends Study
Q29: For each of the categories below, which best describes your experience with direct-to-consumer brands?

Despite the lagging DTC recognition, many consumers are interested in DTC brands and products

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I would switch from a traditional brand to a DTC brand if its products were customized to my needs

51%

I plan to buy more DTC brands in the future

46%

Products from DTC brands tend to be better priced than traditional brands

40%

I am more likely to purchase from a DTC brand if I see an ad on social media

38%

I would purchase from DTC brands if my favorite celebrity / influencer advertises its products

35%



Buyers are aware of supply chain situation

Consumers have concerns about product availability – and backup plans

93%

It is important that the products I want are available in stores

61%

I worry that I won't be able to find the products I want in stores

46%

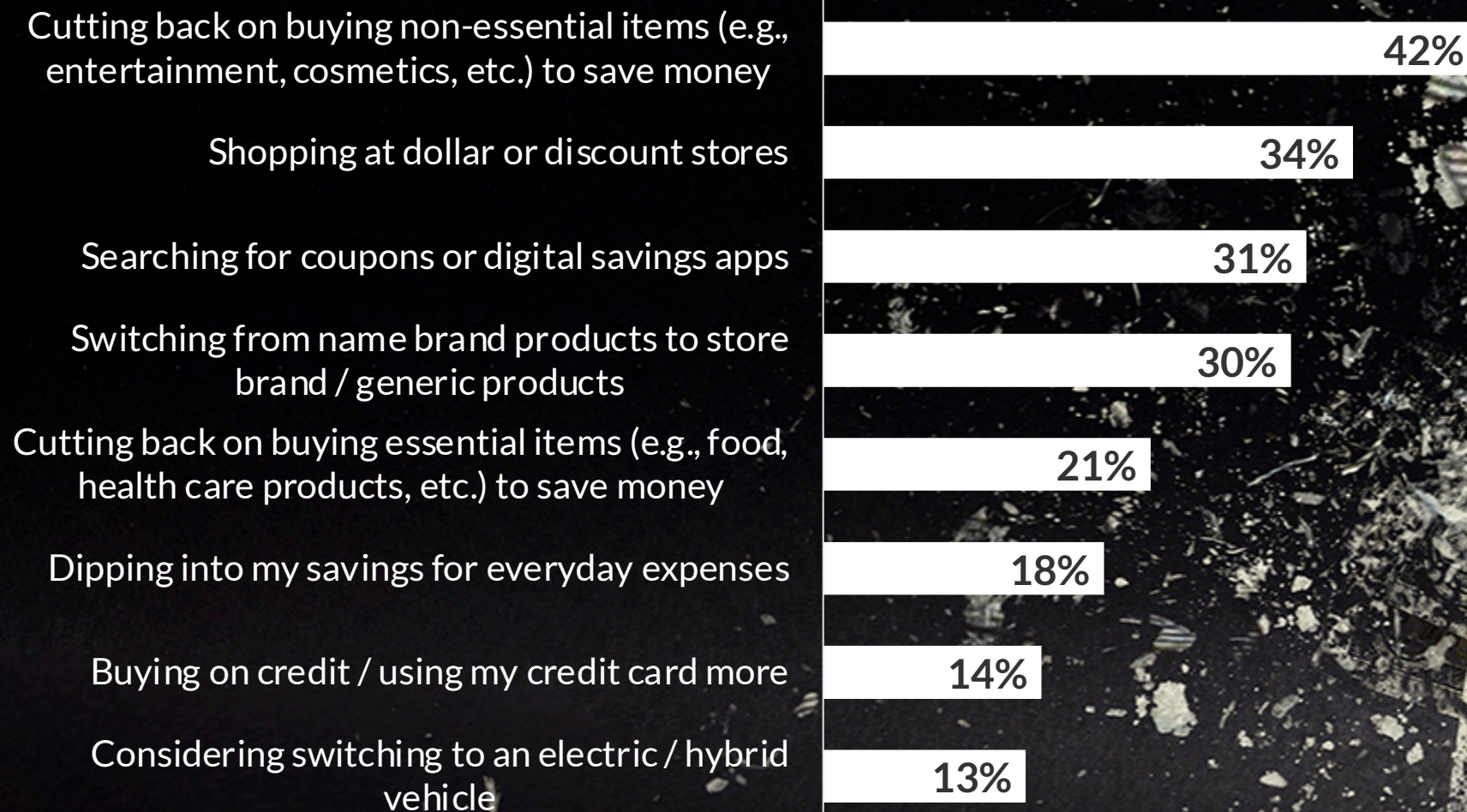
I worry that I won't be able to find the products I want online

If I can't find the product I want in stores, I will...

	Food & Beverages	Household Products	Health & Beauty	Furniture & Appliances	Clothing & Footwear	Electronics & Computers
Substitute with a similar product	50%	39%	34%	19%	18%	15%
Go to another store or online	36%	41%	47%	56%	54%	64%
Go without the product	14%	20%	19%	25%	28%	21%

Source: 2022 March Retail Trends Study
Q15: Please indicate how important each of the following are when shopping in a store (somewhat or very important).
Q16: Generally, what do you do if the following product(s) is out of stock when shopping in a store?
Q18: Please tell us the extent to which you agree or disagree with each of the following statements about shopping in general (any agree).

Consumers are cutting back amid inflation increases





About this report

This insights provided in this report were compiled from MRI-Simmons' March 2022 Retail Trends Study. The Retail Trends Study helps marketers:

- Understand consumer usage of and interest in new retail technologies that go beyond the online shopping cart including payment, virtual assistants, mobile checkout, and other facets of the retail world.
- Build shopper strategies with insights into the drivers behind shopping behavior, and dive deeper into general and category-specific motivations and behaviors.

Best of all, the Retail Trends Study is fused with over 60,000 variables from the ***MRI-Simmons USA Study*** including questions on media, advertising, language, culture, and more.

Data releases:

- The Retail Trends Study is released bi-annually (March & August)

Retail Trends Study topics

Products purchased online and in stores

- Last 6 months, amount spent

Path to purchase

- Behaviors before making a purchase (in-store and online)
- Where essential and non-essential purchases are made
- Emotions experienced during the shopping experience
- Factors influencing purchase decisions
- How item was received (in-store, curbside, delivery)
- Shopper type segment (Predetermined Shopper, Browser, Researcher, Bargain Hunter)
- Factors influencing shopping in-store versus shopping online
- Actions when product is out of stock

Social media impact

- Purchases made through social media
- Impacts of social media influencers/creators

Grocery and food

- Where typically shop
- Awareness and usage of delivery services
- Awareness and usage of restaurant/take-out services

New technology in shopping

- Tools used in last 6 months and plan to use to specifically aid in the shopping process
- Usages of various payment options
- Appeal of loyalty and rewards programs

Retail subscription services

- Retail subscription boxes and services currently subscribe to (product type)
- Reasons for subscribing
- Retail subscription boxes and services would consider in next 12 months

Direct-to-consumer brands and emerging brands

- Ways discover new brands
- Experience with direct-to-consumer product types

Holiday and special event purchases

- Amount spent for 25 annual holidays and special events (past 12 months), including weddings and engagements, births, Super Bowl, sporting events, graduations, and back-to-school
- Shop in-store vs online
- How plan to shop/shopped for winter holiday season

Ethics and values

- Attitudes towards timely social issues, such as supporting black-owned businesses



Want to learn more?

For more information on MRI-Simmons' Retail Trends Study,
please contact us at info.ms@mrissimmons.com.