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New Shopping Behaviours in Post-Pandemic UK

shopify

3 Things You Should Know

Online shopping is here to stay, but physical retail is making a strong comeback

- 86% of consumers are back to pre-pandemic levels of in-person shopping, and 47% are shopping more than they did before the pandemic. Online shopping is forecast to account for 19 percent of global retail sales by 2025.
- Consumers are shopping online for convenience, but they're also looking for more variety, a better user experience, and better customer service when they do purchase online.

Shopping local is top of mind for consumers in 2022

- Over 4 consumers in every 5 are shopping more than half their purchases locally, on average.
- The reasons for shopping local are varied, but include supporting local stores and economy, which 68% of consumers say is important to them.
- Consumers are also looking for convenience, better customer service, and a more personal experience when they shop local.

Post-pandemic shopping habits and preferences are in flux

- Consumers are shopping online more than they did before the pandemic, but they are also shopping in-store more than they did during the pandemic.
- Consumers will return to physical retail for a variety of reasons, but they expect retailers to make the shopping experience worthwhile.
- Behind-the-scenes technology is critical to the success of retailers in the post-pandemic world.

Shopping Behaviour

Primary Shopping Mode – Overall Trend

Most shoppers wanted to leaving their grocery items online as a result of the pandemic, in comparison to those who preferred to shop in-store or curbside pickup.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: Which of the following do you prefer to do with your grocery shopping?

Online Shopping – Trend by Category

Pre-pandemic level of online shopping is likely to continue post-pandemic across all categories, although many seem to indicate that it has come to level of pre-pandemic. Pre-pandemic also, online shopping was more prevalent for some categories such as electronics, books, entertainment products, health and wellness, luxury items, outdoor and garden products, beauty products, clothing and gift, jewellery and accessories.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: Which of the following do you prefer to do with your grocery shopping?

Change in Purchasing Methods

Online shopping experience has improved for consumers. One-third of shoppers (32%) are shopping more than they did before the pandemic. Among the pandemic, there are lower sales people are willing to contact transactions.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: Which of the following do you prefer to do with your grocery shopping?

In-Stock/Out-of-Stock Items

Most shoppers would like to have an option of out of stock item being shipped to their home or available for curbside or in-store. Shopping frequency and Expectations of Shopping Frequency Post-Pandemic. Most people are willing to wait for 1 or 2 days for their grocery shopping experience. Least patients, nearly half of shoppers (47%) are often or always more impatient when it comes to receiving their grocery shopping.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: How important is it to you that your grocery items are available for curbside pickup or in-store?

Shopping Local

Importance and Meaning of Shopping Local

Two-thirds of shoppers are more likely to shop local or more "conscious" about where they shop since the pandemic. Most people (68%) are shopping local because they want to support their local economy. Shopping local means for most people is quality of product, convenient, friendly service, and a personal experience.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: How important is it to you that your grocery items are available for curbside pickup or in-store?

Shopping Local: Motivators and Barriers

Convenience/ease/ease and supporting local businesses remain and the primary reasons for shopping local and barriers for shopping local. Convenient and ease of shopping online and better customer service are the top reasons for shopping online.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: How important is it to you that your grocery items are available for curbside pickup or in-store?

Post-Pandemic In-Person Shopping Channels

Supporting local and small/independent stores is a common theme for shopping locally (especially post-pandemic). Most people are willing to shop in-store.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: How likely are you to visit the following venues (stores) post-pandemic?

Post Pandemic In-Store Experience

One thing from pre-pandemic that people think will NOT continue

Wear masks and practice of social distancing (shopping with "pandemic pod" or quarantine, Trash separation, and the most common response: Hand sanitizer, crowded stores. Following is online.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: What do you think will not continue post-pandemic?

One thing that people hope will stick around post-pandemic

Contactless payments are more popular and are one of the biggest positive changes that have occur the pandemic in use. Social distancing/less crowded stores, increased use of contactless payments, and more "personal" shopping experience are the most common "positive" shopping habits and one of the common themes.

Source: Shopify Commerce Data Platform
Note: Sample size: 1,000 respondents
Question: What do you think will not continue post-pandemic?

In-Store Behaviour Trends

Consumers are more comfortable in-person than they were in the pandemic. Most people expect to return to pre-pandemic behaviour when things are "back to normal". So, there is likely a "bounce back" effect post-pandemic. Most people are willing to wait in line for a store to open, practice hand sanitizing, wear a mask, and social distancing, etc. The prevalence of wearing masks is likely to decrease post-pandemic, but most people will still wear them in a crowd.

Shopping Behaviours at Physical Retail Locations
Before, During and After Pandemic
Before
During
After
Wearing a mask
Social distancing
Hand sanitizing
Waiting in line
Bring your own bag
Shopping with a mask
Shopping with a pandemic buddy
Shopping with a pandemic pod
Shopping with a pandemic pod
Shopping with a pandemic pod