

Shopping is back

92%

of people
buy in-store

56%

of people buy
online, ship to
home

59%

of people buy
online, pick up
at store



Shopping in physical stores will grow in 2021



Majority of shopper spend is in-store



Retailers betting big on new stores

The Dollar General logo, featuring the words "DOLLAR" and "GENERAL" in bold, black, sans-serif capital letters, stacked vertically on a yellow rectangular background.

1000 Stores

SEPHORA 260 Stores



120 Stores



100 Stores



49 Stores



**“Buy online,
deliver to home”
peaked in 2020
and will decline
this year**

% Who will continue using
delivery services after pandemic

65%
Stop using

35%
Continue

People miss social interaction, immediacy & fun of stores

32%

SOCIAL
EXPERIENCE

26%

KNOWLEDGEABLE
STAFF

31%

INVITING IN-STORE
ATMOSPHERE

42%

PHYSICAL TOUCH
OF PRODUCTS

47%

ABILITY TO GET
WHAT I WANT NOW –
SAME DAY

It's the total experience that matters

Inviting in-store atmosphere

24%

Knowledgeable staff

22%

Shopping deals in-person

19%

Sampling

19%

Social experience 16%

Hot categories “confusing to shop”

48%

Think Plant-based Meat is confusing to shop



39%

Think CBD (Cannabis) is confusing to shop



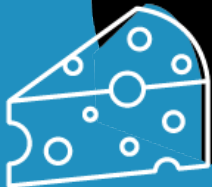
23%

Think Milk is confusing to shop



23%

Think Cheese is confusing to shop



27%

Think Meat is confusing to shop



22%

Think Yogurt is confusing to shop



Target stores deliver best shopping experience

51% 

40% 

17%

COSTCO
WHOLESALE

14%

Kroger



Why do people shop in-store vs. online?

64%



I want to see before buying

29%



I like to see what's new

38%



I enjoy shopping in stores

47%



I want / need it now

Physical stores are enhanced by digital

Most Helpful

Least Helpful



Retailer's
App



Self-
Checkout



Kiosk



Interactive
Displays



QR Code



Augmented
Reality



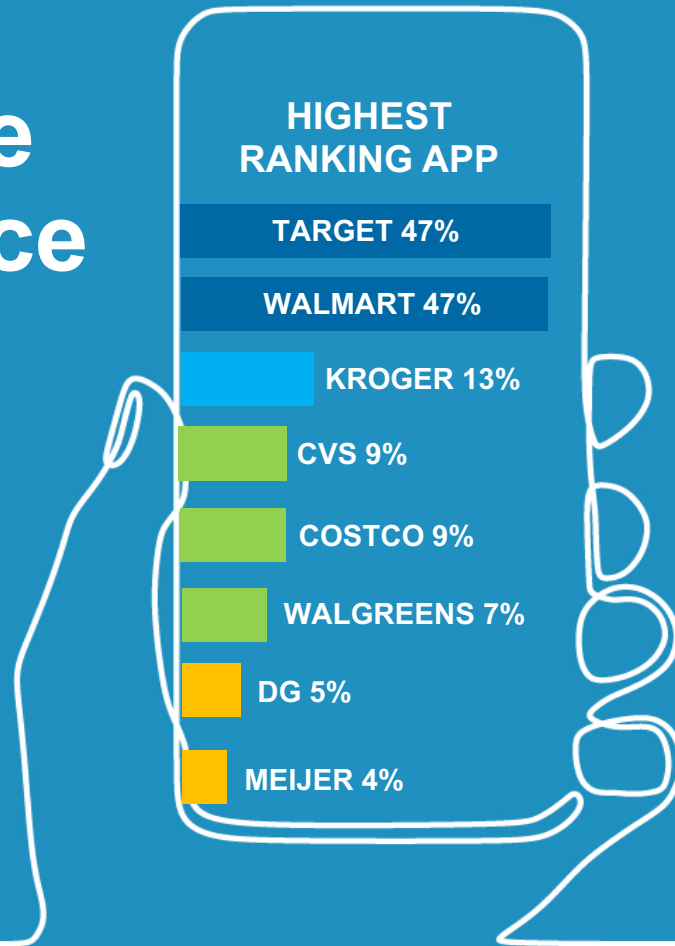
Virtual
Reality


Smartphones are THE in-store tech



93%
USE WHILE
SHOPPING

Apps enhance the in-store experience





Survey to gather insights on how shoppers are looking at physical stores, as the pandemic begins to recede, and considerations in where and how to shop change.

BACKGROUND :: METHODOLOGY

On February 10, 2021, ChaseDesign fielded an online survey through our proprietary research platform, *mPulse* amongst 1000 consumers between the ages of 25-54. Respondents were screened in to be the primary or secondary shopper in their households.



Shoppers are coming back to stores.
Are you ready to get the most out of
your category and retail experience?

Email: pcloutier@chasedesign.net



THANK YOU