

shopper insights: shoppers returning to stores—again.

Retailers are continuing to evolve and improve the shopping experience in stores, and shoppers are responding.

ChaseDesign



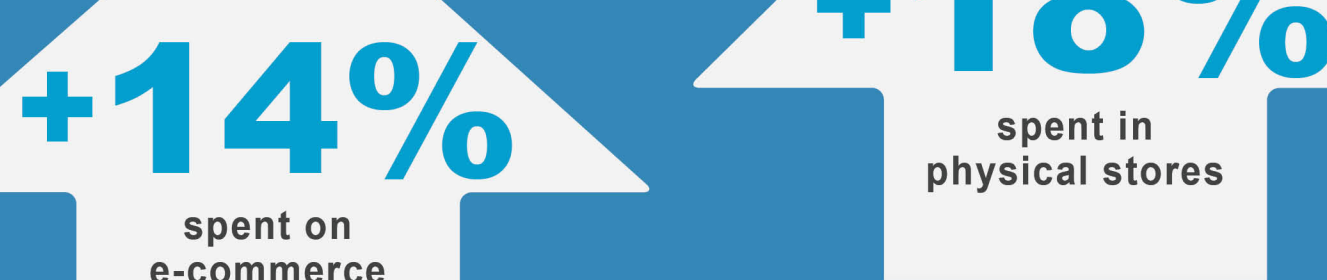
Shopping in physical stores will increase, again



of shoppers plan to shop in stores *more*

Source: ChaseDesign Total Commerce Study March 2022

Shoppers *increased* spending in physical stores vs. e-Commerce



Source: US Commerce Department, 2021 retail sales report

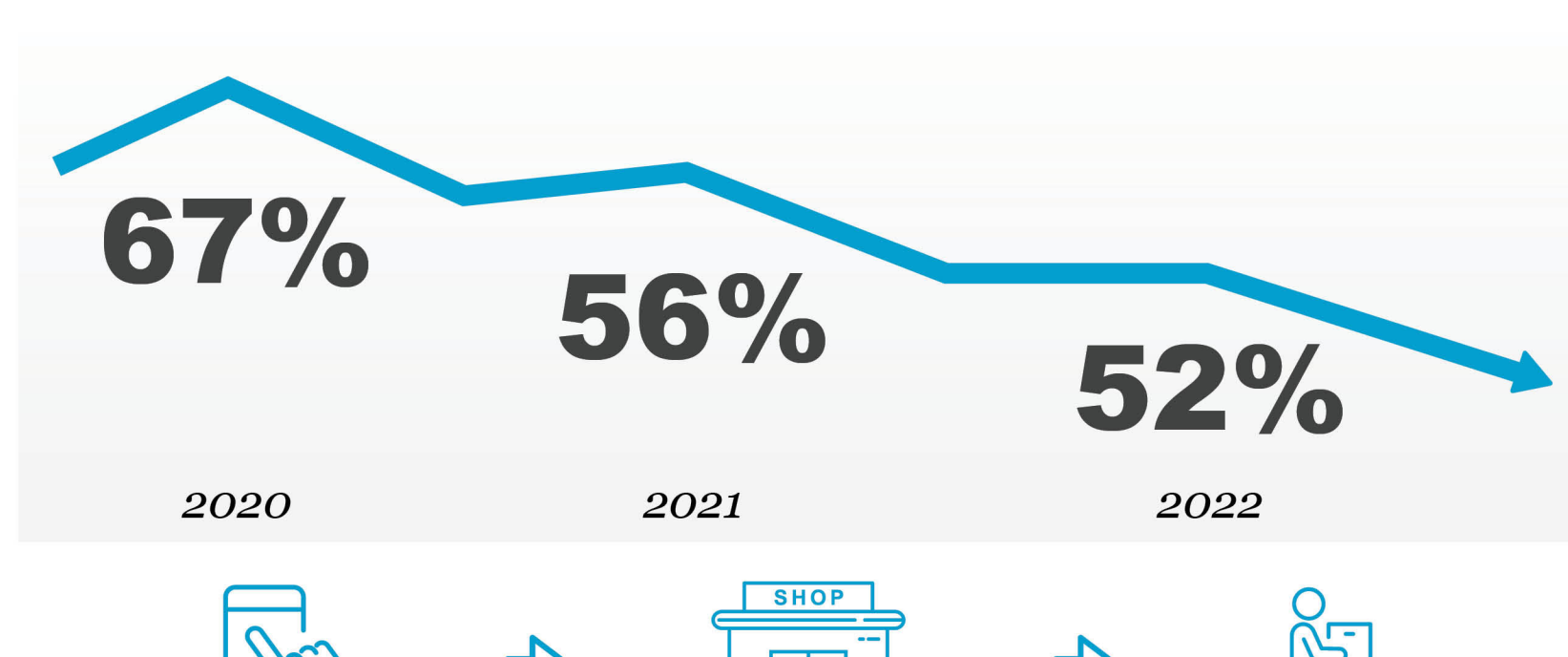
Retailers *continue* to bet big on new stores



New store openings are
+13%
from 2021
(a record year for store openings)

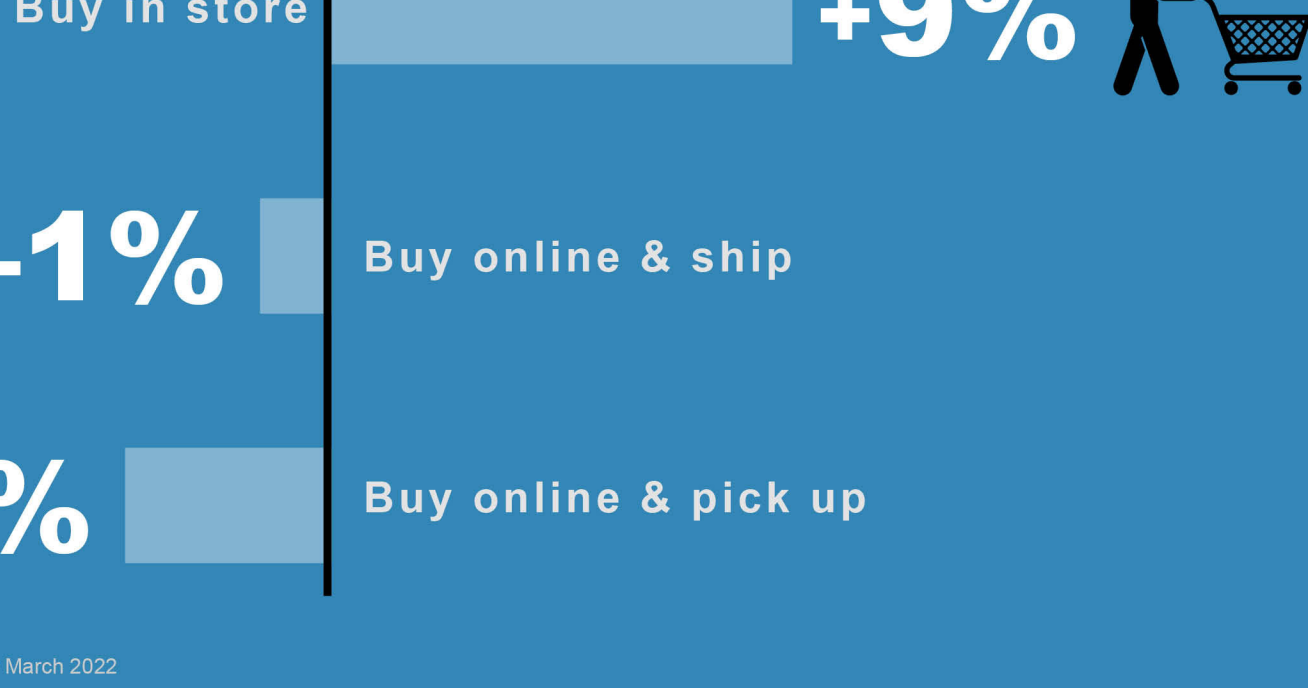
Source: CoreSight 2022 Store Openings Report, NRF 2022 Connected Commerce Report, Progressive Grocer 2-14-22 Amazon Growth Story

Buy Online, Pickup In Store *Declining*



Source: ChaseDesign Total Commerce Study March 2021 + 2022 + Inveasp retail trends 2020

Purchasing grocery products *in store will increase*



Source: ChaseDesign Total Commerce Study March 2022

Why do people prefer shopping in stores?



Source: ChaseDesign Total Commerce Study March 2022

Target wins on delivering best in-store experience



Source: ChaseDesign Total Commerce Study March 2022

Smartphones are the shopper technology of choice



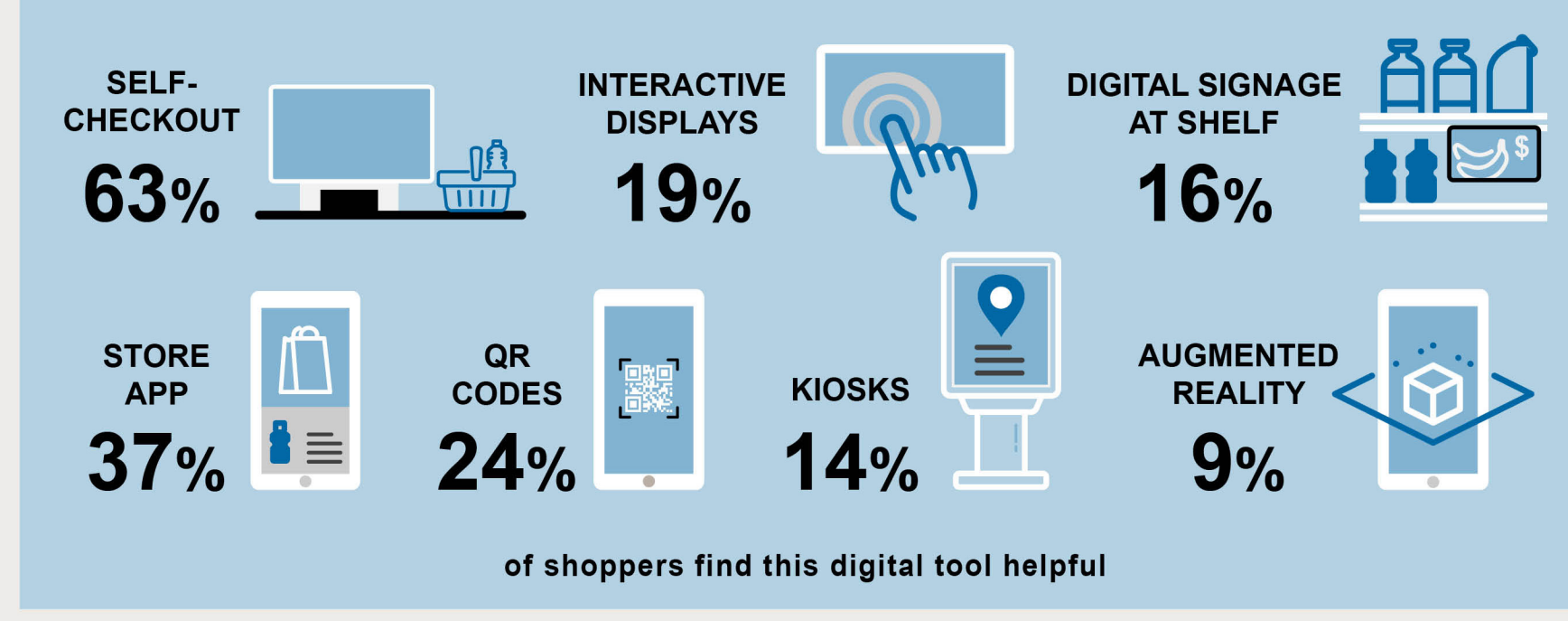
Source: ChaseDesign Total Commerce Study March 2022

Shoppers prefer *Walmart's app*



Source: ChaseDesign Total Commerce Study March 2022

SHOPPERS SEEK RETAILERS that enhance stores with digital tools



Source: ChaseDesign Total Commerce Study March 2022

methodology

On March 9, 2022, ChaseDesign fielded an online survey through our proprietary research platform, mPulse, amongst 1,000 consumers between the ages of 25-54. Respondents were screened in to be the primary or secondary shopper in their households. We have summarized findings into this compact report.

ChaseDesign

ChaseDesign is a category growth consultancy that leverages design as a business development tool, including retail environments, digital engagement, and packaging. The company translates how and why people buy to create more persuasive retail experiences that drive incremental revenues at full price. ChaseDesign is an IPG company, headquartered in Skaneateles, NY, and has locations in New York City and Cincinnati. Learn more at www.chasedesign.net or follow us on LinkedIn.

THANK YOU

Email: pcloutier@chasedesign.net