

EXECUTIVE SUMMARY

The Shopper Story: US

A global study of the changing nature of retail from the viewpoint of nearly 10,000 shoppers

Key Insights

- Omnishopping is ubiquitous — and multi-directional
- Retail and brand websites drive awareness as well as consideration
- Search engines are not the starting point for the majority of shoppers
- Shopping between sites is the norm
- Impulse purchases are almost as prevalent online as in-store
- The empowered shopper demands relevance and respect

Shopper Insights



Overview of Findings

“Omnishopping,” or shopping using a variety of devices, channels, and platforms to browse and buy products, has become the norm. The most common ways people omnishop globally are Webrooming and Showrooming, while Click & Collect is particularly strong in the UK and France. Across the regions surveyed, between 72% and 83% of shoppers now fit this profile. These shoppers are valuable to marketers. In places like Brazil, they spend 44% more offline and 7% more online. In the US, it is 36% more offline and 23% online.

Retail websites play a significant role in the process and complement both Amazon and search engines. Shoppers who start their journey on them have high purchase intent: they tend to already know what type of product or the product they are searching for. They have become a huge factor not just in the consideration phase of shopping, but also drive awareness and are at the point of purchase, regardless whether that product was bought online or in store.

Omnishoppers tend to shop multiple sites and factors like free shipping have become – even more than discounts – a reason to complete the purchase. Omnishoppers are nearly as likely to make impulse purchases online even in product categories like Consumer Electronics.

The survey found that contrary to reports of the death of retail due to ecommerce, **omnishoppers assign nearly equal levels of value to the online and offline experience.** They seek out stores for novelty and product connection, and knowledgeable sales-people are valued more than ever.

Omnishoppers are aware that companies are using their data for marketing purposes and while some balk at this (disclosure is key) a significant percentage recognize the value exchange of having **ads that are relevant to their needs** as well as the discounts that often come with them.

Want more? [Check out the full report for the US.](#)

Objective and Methodology

Criteo sought to understand how shoppers around the world feel about the online and offline shopping experience and the factors that influence it. Criteo conducted a survey of nearly 10,000 shoppers in the US, UK, Germany, France, Brazil and Japan who had spent minimum amounts online in the last 90 days. The survey was developed and analyzed by an independent researcher with a global panel supplied by Research Now.

About Criteo

Criteo (NASDAQ: CRTO), the leader in commerce marketing, is building the highest performing and open commerce marketing ecosystem to drive profits and sales for retailers and brands. 2,700 Criteo team members partner with 16,000 customers and thousands of publishers across the globe to deliver performance at scale by connecting shoppers to the things they need and love. Designed for commerce, Criteo Commerce Marketing Ecosystem sees over \$550 billion in annual commerce sales data.

For more information, please visit www.criteo.com.