accenture

# Experience

## Meeting expectations for seamless channel-less shopping

Brands, retailers and travel companies know all about the great digital acceleration triggered by the pandemic. But now the desire for physical experience is coming back strongly, the need for seamless omnichannel services is greater than ever.

## The implication? Clicks aren't going away. But bricks are back.

Consumers recognize the relative benefits of both digital and physical shopping. And they're looking to mix up the channels over the holidays...

**54%** will do the majority of their holiday **shopping in store**

**46%** will do the majority of their holiday **shopping online**

(Percentage of respondents who anticipate using each channel for the majority of their holiday shopping)

## After a year of shopping on screens, younger generations, more than anyone, are looking to rediscover the social, physically interactive, and fun experiences provided by stores...

**70%** of those **aged 18–24** anticipate doing the majority of their **shopping in store** this year

## But expectations for in-store holiday shopping have changed. Some traditional incentives are still important, but others are starting to lose relevance...

Only **46%** would definitely be enticed by **in-store promotions** and other store-only incentives

Only **25%** would definitely be enticed by **in-store entertainment** like carol singing or a Santa's Grotto

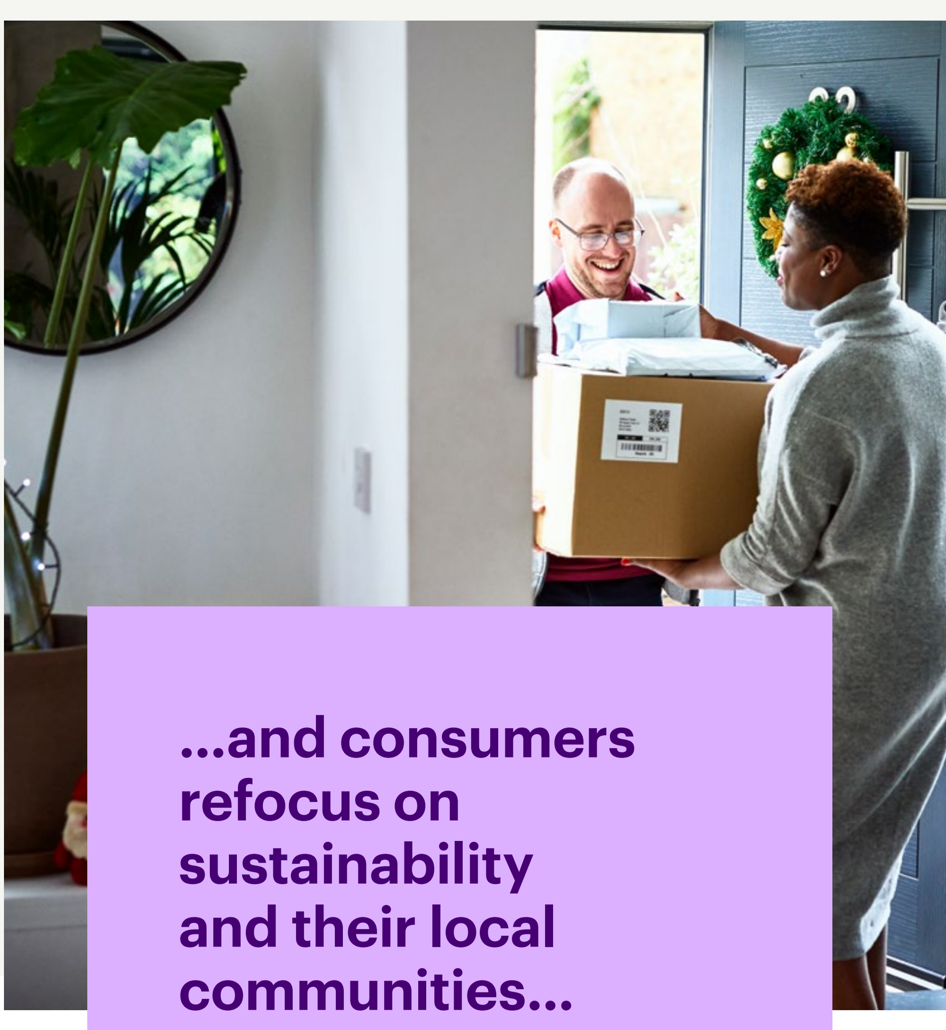
(Percentage of respondents who would definitely be enticed to shop with one retailer over another by each factor)

## ...while new omnichannel shopping experiences are rapidly taking their place...

**70%** could be enticed by the ability to **pay in store** and have items delivered to the home

**75%** could be enticed by the availability of **curbside or locker pick up**

(Percentage of respondents responding yes definitely/nice but not essential when asked about factors that could entice them to shop in store with one retailer over another)



## ...and consumers refocus on sustainability and their local communities...

**1 in 3** consumers will buy second-hand apparel, homewares, or electronics

Almost **3 in 5** will buy from local retailers

(Proportion of respondents who are likely or highly likely to buy in each way over the next 6–12 months)

## Yet some things never change. Like the need to make shoppers feel special this holiday season...

**78%** could be enticed by **attentive and friendly staff**

**60%** could be enticed by **food sampling, children's play zone, cookery classes,** and other ways to enhance the store experience

**61%** could be enticed by personal **shopping service**

(Percentage of respondents responding yes definitely/nice but not essential when asked about factors that could entice them to shop in store with one retailer over another)

## But the effects of the pandemic aren't going away. Fast and free home deliveries are becoming the baseline expectation...

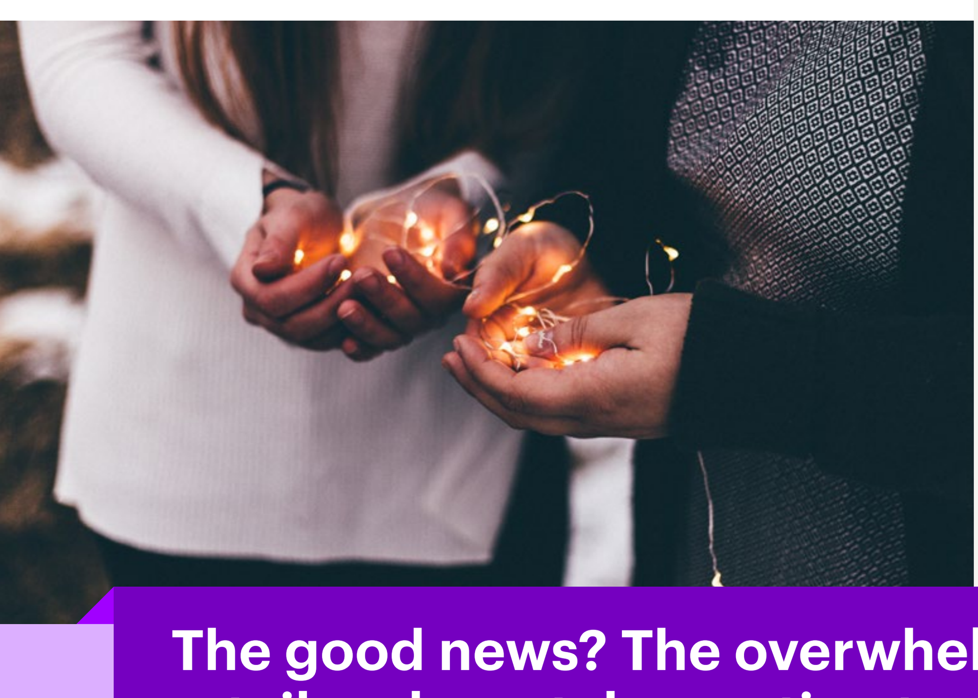
Almost **2 in 3** consumers want online orders delivered to the home

**43%** expect those deliveries to be **fast and free (up from 40% last year)**

**1 in 3** are willing to pick up items in store (up from around 1 in 5 last year)

## Will supply be able to match demand? Following well-publicized disruption, supply chains are in the news. And shoppers have noticed...

**1 in 3** consumers (and almost 1 in 2 younger Millennials) are **worried about stock availability** and not being able to buy what they want and need for the holidays



More than **a third** say **they plan to shop earlier this year**

## The good news? The overwhelming majority of retailers have taken action to minimize disruption...

**52%** have taken "extraordinary" steps to shore up surety of supply

**48%** are taking additional measures compared to the past

Just **1%** say they're **doing nothing differently this year**

**Source:** Accenture Consumer Holiday Survey 2021. Accenture Retail Executive Holiday Survey 2021.