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WHAT MATTERS TO TODAY'S CONSUMER:

CHOICE AND CONVENIENCE

The distinction between physical and digital is less clear today than in previous decades, with shoppers moving easily between channels and, increasingly, expecting a comparable level of service and connected experience across all touchpoints.

The future of retail is "phygital"

Consumers are eager to return to stores, but e-commerce growth remains strong.

72% expect to have significant interactions with physical stores after the pandemic **vs.** **60%** who maintained regular interactions with physical stores before the pandemic

38% expect to have significant interactions with **online channels** post-pandemic

22% expect to have significant interactions with **click-and-collect** orders

Preference for in-store shopping increases with age

73% Boomers

53% Gen Z

say their level of in-store interactions is high today

Who prefers digital?

24% Boomers

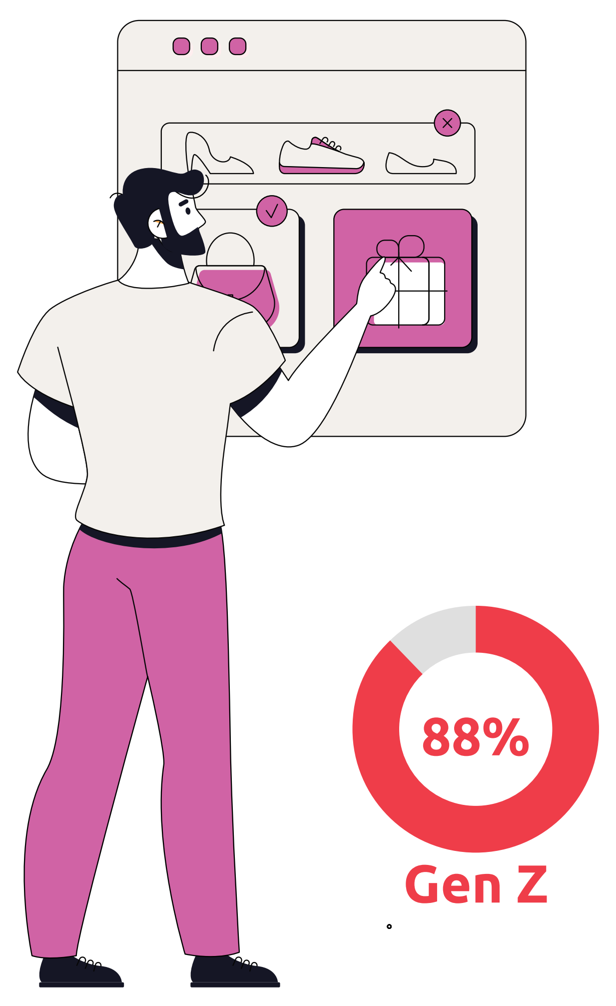
51% Millennial shoppers

49% Shoppers with children

33% Shoppers without children

The rise of the marketplace

Marketplaces are nearly ubiquitous among online shoppers.



3 in 4 primarily online shoppers have ordered products directly from an online marketplace in the past six months

88% Gen Z

81% Millennials

60% Boomers

Direct to consumer (DTC) is growing...

$151B

Projected DTC e-commerce sales in U.S. in 2022

up 16.9% from 2021

4 in 10 have ordered directly from brands in the past 6 months

Of this group:

12% ordered via subscription

Half plan to buy directly from the brands in the future

DTC is growing but accounts for just **2.5% of total retail sales.**

Takeaways:

Develop an omnichannel strategy that incorporates the roles of in-store, e-commerce, direct to consumer, and marketplaces

Given the parallel physical and virtual activity of today's consumer, brands and retailers must adapt to serve customers who are shopping in multiple ways. To accomplish this, brands and retailers should:

1. Reimagine the store as a center for micro-fulfillment, data collection, and customer engagement
2. Position the store as a driver of sustainability
3. Build a marketplace strategy that employs a direct to consumer "look and feel"

Learn more:

To review the full findings and recommendations from our 2022 consumer trends report, including additional data points based on region, demographic and sector:

Download our report

For more information

Contact us at
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Survey methodology
Capgemini Research Institute surveyed 10,179 consumers over the age of 18 in 10 countries across North America, Europe, and Pacific. The global survey took place in October and November 2021. We also conducted a short follow-up survey of 979 of our original respondents in December 2021 to explore additional questions related to online and in-store shopping and spending patterns.