

WHAT MATTERS TO TODAY'S CONSUMER:

A PERSONALIZED EXPERIENCE



Today's consumer expects unprecedented levels of personalization. To deliver, retailers and brands must leverage a wealth of consumer data to create an experience that matches consumers' individual preferences, as well as their commitment to **social responsibility**, **health**, and **sustainability**.

Personalization and the in-store experience

A personalized in-store experience is increasingly important among all age groups.

37%of **health & beauty** shoppers**32%**of **grocery** shoppers

say in-store experience is the most important service attribute

What does a personalized experience look like?



In-store lessons and workshops (e.g. cooking demonstrations or fitness classes)



Ability to personalize products (e.g. custom color or design)



Use of technology to enable purchasing decisions (e.g., AR shopping, virtual try-on)

Personalizing the CX through data

Shoppers are becoming more comfortable with sharing data with retailers and brands, but many need a reason to do so.

54%

say that access to offers, deals, and/or discounts would make it more likely for them to share data directly with brands

What data are consumers willing to share?



consumption data via surveys, interviews, and/or online forms



personal data



data through automated means (e.g., mobile apps, browsing history)

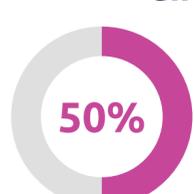
Willingness to share data increases among shoppers who purchase via **subscription**:

63% personal data
65% automated means
65% consumption data

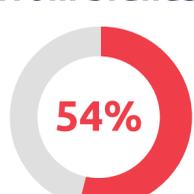
DTC and personalization

Direct-to-consumer (DTC) is a popular choice among consumers who value personalization.

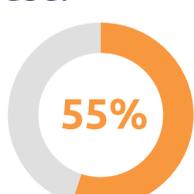
DTC shoppers prefer to purchase directly from brands because:



Value the ability to automate purchases based on needs



Believe the brand is more aware of their needs



Feel strong alignment with brand values

Social responsibility, health and sustainability

Consumers are drawn to brands and retailers that mirror their personal values and support their desire for improved health and sustainability.

**68%**

agree that private organizations can do more to help society

**61%**

expect private companies to give back to society during a crisis

**7 in 10**

will be more vigilant of personal health post-pandemic

**72%**

say that sustainable products do not need to be more expensive than non-sustainable equivalents

Winners in personalization

AB InBev

30%

Improved ad target efficiency with a consumer data platform that united disparate consumer-profile data collected by different brands

**Nestlé****Nestlé Brazil****\$5.5M**

New internal analytics center enabled real-time data analysis, creating millions in new revenue within months

Takeaways:

Collect and analyze first-party consumer data to customize new products and services for specific customer segments

Our research demonstrates that different shopper segments have different needs, preferences, and desires. To deliver a personalized experience, brands and retailers need to tailor products and services that align with the individual shopper's expectations.

1

Embed sophisticated data practices across the enterprise to enable a data-powered culture

2

Identify a data champion within the C-Suite to unite teams

3

Leverage emerging technologies such as AI and machine vision to derive deep, actionable insights from existing data

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 cpred@capgemini.com

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