

New beginnings

The road to retail recovery lies in reinvention. Discover the consumer trends that will shape commerce in the months and years to come.



From the ashes

In good disaster movies, anyone can be a hero. They remind us that only through facing adversity can we reach our full potential. In many ways, 2020 had all the makings of a Hollywood disaster movie: Empty streets, facemasks, environment suits, closed borders... For the fortunate among us, it's the closest we'll have come to experiencing such drama in real life.

For the retail industry, as well as food and beverage (F&B), the impact has been no less dramatic. From amongst the debris of five-year plans and annual forecasts, businesses are getting to their feet, dusting themselves off, and surveying the world around them. It might seem a bleak picture. But beyond the initial fallout lies the possibility for new beginnings. The road to retail recovery lies in reinvention. Now's the time to tear up the traditional playbooks once and for all and prepare for an age in which every interaction is digital and every experience matters.

At a time when lockdowns are still ever-present and recessions loom, consumers are re-evaluating what's essential. As they become more selective, securing loyalty becomes critical. It's not enough to open their wallets, you have to win their hearts.

But how do you secure customer loyalty in a market where things seem to change almost by the week?

We created this report to help you make sense of this new landscape and understand how retail recovers from COVID-19. We commissioned the Centre for Economics and Business Research (CEBR) to provide analysis on the current state of retail and F&B businesses around the world. We explored our own data to measure the impact of unified commerce on businesses' success. And we interviewed 25,157 consumers from across Europe, the US, Asia Pacific, and Brazil to understand what people expect from shopping and dining experiences today.



Unified commerce vs omnichannel

In this report, we talk a lot about unified commerce. But what is it, and how does it differ from omnichannel?



Omnichannel

Siloed systems

Omnichannel businesses are already delivering great cross-channel experiences to their customers. But systems behind the scenes are often unconnected. Cross-channel reconciliation is difficult so you can't offer total flexibility to your customers. And implementing changes that impact multiple channels and regions can be complicated.



Unified Commerce

Everything connected

With unified commerce, payments from all your channels feed into the same system. This allows for greater flexibility for your customers and better insights for you. It also keeps you agile since you can add new channels and support new customer journeys quickly because everything's connected.



Key findings

40%

Multi-channel shoppers are worth more

In-store customers spent 40% more when they moved online during the pandemic.

52%

Stores must be beautiful

52% of consumers say the layout of a store is important.

71%

You've got one shot

71% won't return if they've had a bad experience either in store or online.

73%

There's no going back

73% expect businesses to maintain the flexibility they've shown during the pandemic.



Chapter one

Shifting sands

Sales channels in flux

Over the centuries, pandemics have accelerated changes in human behavior. The Black Death dealt a heavy blow to the feudal system and raised labor wages. The Boston Smallpox Epidemic gave rise to the free press. And SARS propelled online shopping into the mainstream. The long-term impact of the coronavirus remains to be seen, but already it's been a catalyst for change.

Initially, of course, it's dealt a heavy blow to commerce. With shops shut, restaurants empty, and highstreets deserted, spending around the world plummeted and no country was immune. Very few businesses have passed unscathed through the upheaval of the pandemic, but those with the ability to react fast have been more resilient.

A critical survival factor during pandemic peaks was the ability to pivot to selling online. For many, however, ecommerce was an afterthought or an item halfway down an already long to-do list. And it's amongst these businesses we've seen the worst casualties. But businesses with a strong online offering have fared much better.

For example, CEBR used the United Nations Conference on Trade and Development (UNCTAD) Index to measure the online-readiness across Europe. And it found that a five point increase on the index (i.e.: online-readiness) correlated with 2.6% better retail sector performance during the pandemic.

Increased resilience with unified commerce

The businesses that consistently perform the best are those that can combine their physical and digital worlds to create a fluid, channel-agnostic experience which prioritizes the customer. This is unified commerce. And our data has revealed it to be a critical success driver. It helped to stabilize sales during the pandemic by offsetting lost in-store transactions with an increase in ecommerce. And the more channels your shoppers use, the higher their value to you.

Joe & The Juice used unified commerce to successfully stay open throughout the pandemic, as VP - Strategy & Business Development, Thomas Evald, explains: "Our previous investment in our pre-order app has paid off during the pandemic. We could enable contactless orders thereby protecting our employees and customers. We were one of the only UK chains to remain open, going from 10% to 100% digital sales since we were limited to take-away only. We can conclude that the pandemic helped to accelerate adoption of the app, which in turn accelerated our digital transformation."



Data from the Adyen payments platform

50%

of unified commerce retailers saw transactions remain consistent during the pandemic

40%

more was spent by in-store shoppers when they moved online during the pandemic



Harnessing sales channels for a unified customer experience

The surge of ecommerce during peak pandemic periods has been well reported. Even the technically-timid late adopters have joined the party. And with the prevalence of one-click payment options, ecommerce newbies need only enter their card and address details once to unlock the joys of hassle-free online shopping. It's worth noting, however, that ecommerce is still predominantly the realm of the under-36s.

A growing enthusiasm for ecommerce doesn't lessen the demand for physical experiences. In fact, the majority of consumers across age groups said they're looking forward to shopping in store again. And more than one-third plan to eat at their favorite restaurants now that they are open again. The magic lies in harnessing the best of both worlds to deliver a unified customer experience. So they can enjoy the speed and convenience of ecommerce, coupled with the pleasure of visiting a beautifully presented store. They can sit in a cafe and watch the world go by while their groceries are delivered to their door.

Again, Joe & The Juice saw unified commerce as a way of delivering an even better service to customers. Thomas: "We've taken a very brick and mortar company and transformed it into a digital business. Everything's made to order, which inevitably made us slower than other brands. But using technology such as our pre-order app removes the waiting time. You can customize the order, you can get it warm and fresh, and you don't have to wait. Digital has enabled us to connect the best of both worlds to create an even better product."

Regional spotlight Online shoppers and in-store lovers

Of all consumers surveyed, Polish and Brazilian shoppers were the most committed to ecommerce. 44% of Poles said they're more likely to stick to online channels following the pandemic (compared to 36% globally) and 34% will use subscription services (compared to 23% overall). In Brazil, the pandemic drove half of respondents online (compared to 33% globally), causing 63% of them to use takeaway apps (vs 33% globally). And 36% of Brazilians plan to use subscription services to avoid shopping in store (compared to 23% globally).

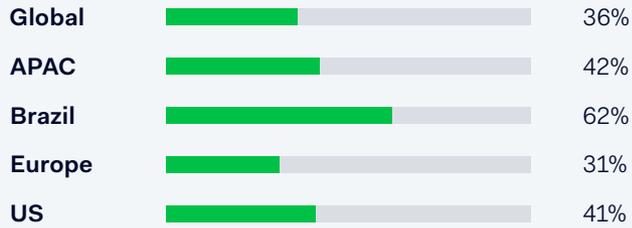
On the other hand, the French, Danish, and Germans were less persuaded by online shopping. Compared to a global average of 33%, just 24% of French and 22% of Danish said they shopped more online during the pandemic. Only 22% of Germans said they would shop more online following the pandemic, compared to 37% globally. And, although 29% of global respondents said they were less likely to shop in store because of positive experiences of shopping online, this was only the case for 19% of Danes.

Both the French and Danish show a strong preference for the physical dining experience. 40% of Danes said they will be eating out at their favorite restaurants now they're open (8% above the European average). And just 21% of French diners turned to takeaway apps during the pandemic (compared to 31% globally).

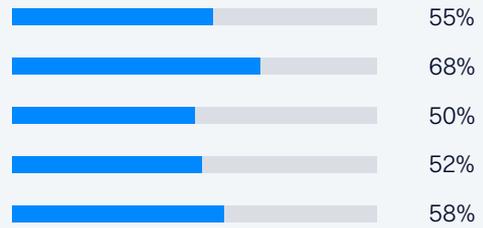
APAC respondents are particularly dedicated to the in-store experience. 72% of Australians and 66% of Hong Kongers said they prefer to shop in a physical store (compared to 58% globally). And 63% of Australians and 72% of Hong Kongers, and Singaporeans said they're looking forward to shopping in store for pleasure again (compared to 55% globally).



% that will shop online more than they did before the pandemic



% that look forward to shopping in store for pleasure again



32%

will be eating out at their favorite restaurants now that they are open again

31%

used takeaway apps more than they did previously



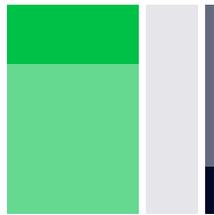
Chapter two

Through thick and thin

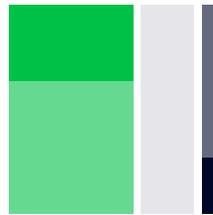
Understanding consumer loyalty

There's nothing like a global crisis for reassessing your priorities. Initially, it was all about bare essentials, which explains the stock-piling of toilet roll and long-life milk (although not so much the hair dye). What followed for many was a period of boredom, isolation, and anxiety. Throw in some financial concerns and the shadow of a global recession and we've got an understandably cautious consumer.

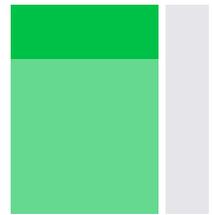
As consumer confidence falters, each purchase takes on a greater significance. But our research finds that, if you win a customer's loyalty, they'll stick by you. This approach has worked well for MUJI, as Head of Finance and IT, CJ Weerasinghe explains: "We felt that empathy was important when talking to customers. Selling our products was no longer the priority, we had to get through this together. Take care of your customers and they'll take care of you back."



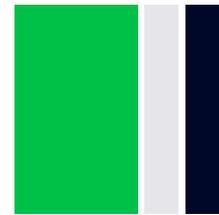
63% ~ I'll shop more with local retailers as I want them to stay open



63% ~ I'm more likely to choose a retailer with payment-linked loyalty



73% ~ I'll keep supporting retailers I relied on during the pandemic



62% ~ A retailer's ethics is more important now

 Strongly agree / Agree

 Neither Agree nor disagree / Don't know

 Disagree / Strongly Disagree

Inspiring loyalty

Proximity and habit

We know (and psychologists have confirmed it) that the more uncertain the world around us, the more we cling to the familiar. We also know that, in many countries, lockdown measures heavily restricted people's movements. So it's not surprising that, during the peak of the crisis, consumers stayed local, preferring to buy from businesses they already knew. After all, when the world feels strange and scary, it's reassuring to see familiar faces when you pop out to buy a loaf of bread. This is particularly true for older demographics and the highest proportion of consumers preferring to stay closer to home were aged 55 and over.

Another important factor for consumers is your ability to serve them during a crisis. Most global consumers indicated that they would continue to favor the businesses they relied on during the pandemic. So, if you were there for your customers when the chips were down, you'll be rewarded with a devoted following. This trend also extends to ecommerce with almost half of global consumers remaining loyal to local businesses even when buying online.

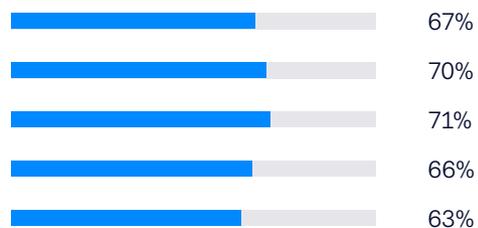
Aesop understood the importance of delivering a consistent service to customers throughout the pandemic, as Robbie Tutt, GM of Digital and Technology explains: "We have a very close relationship with our customers. They know the in-store consultants by name and vice versa. So our challenge was: How do we bring that genuine and beautiful in-store experience to our digital channels? We've launched new customer service initiatives such as live chats and video consultations, curbside pick-up, and click and collect. In this way, we can be sure our customers have uninterrupted access to both our products and expertise."

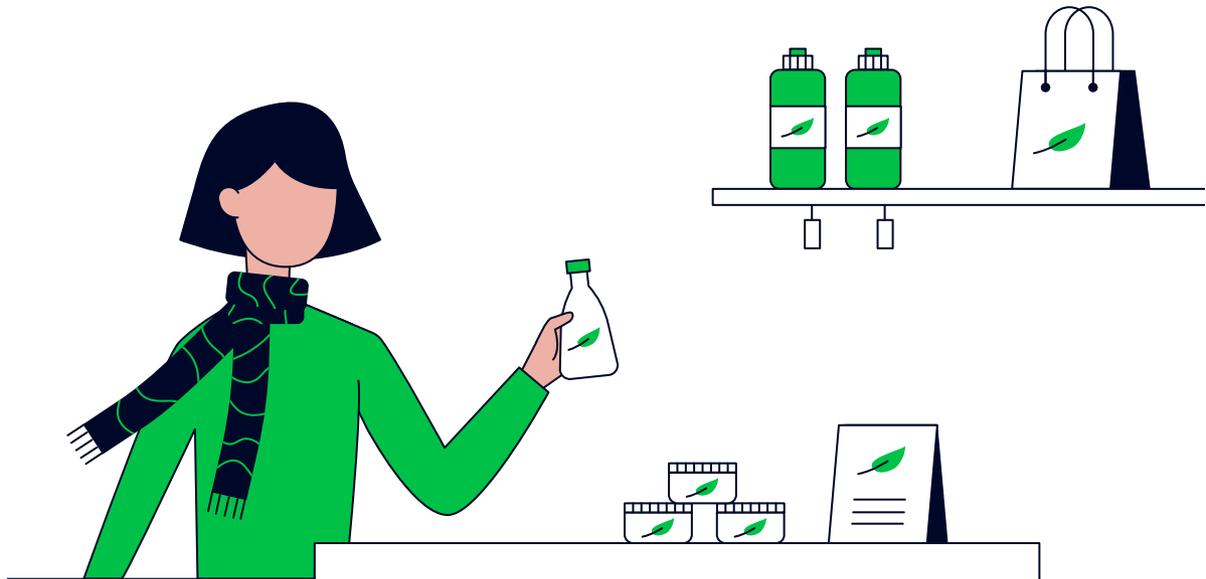


% that will continue shopping with and supporting retailers they relied on during the pandemic.



% that will shop more with retailers located near them because they want them to stay open.





A social conscience

Generation Z is the torch-bearer for social consciousness, with Greta Thunberg leading the way. But it seems that social awareness in consumerism has filtered through to older generations as well. According to our research, over half of all consumers stated they would go out of their way to buy from brands that have demonstrated a social conscience. And an even greater number stated that a retailer's ethics (such as paying staff fairly, contributing to the community, or caring about the environment) is more important to them than before the pandemic. The global crisis appears to have awakened a social conscience in us all.

59%

say they will go out of their way to shop with responsible businesses that demonstrated a social conscience/engaged with charitable initiatives during the pandemic

Regional spotlight Loyalty

Compared to a global average of 41%, 51% of Italians, 57% of Polish, and 53% of Spanish prefer to shop locally. And 59% of Polish say they feel more loyal to brands that have shops near to them (vs 43% globally).

Brazilians are also loyal to local businesses. 34% said they have shopped online with a retailer who was traditionally in-store only (21% above the global 13%). And 53% feel more loyal to brands that have shops near them (compared to 43% globally).

Of all the consumers surveyed, the Italians and Spanish displayed the biggest social consciences. 71% of Italians and 72% of Spanish will go out of their way to shop with responsible businesses that demonstrated a social conscience or engaged with charitable initiatives during the pandemic (compared to 59% globally).



“Retailers must engage with society and with the issues that people care about. You don’t have to advertise it, but you must play your part.”

CJ Weerasinghe ~ Head of Finance, MUJI

Loyalty powered by payment technology

The beauty of unified commerce is that your channels are connected in one system making it possible to run cross-channel loyalty programs. For example, a customer’s payment method can become their loyalty card, which can automatically trigger discounts, tailored recommendations, and other rewards. It means you don’t need to rely on your sales staff to recognize regular customers and you can roll out the red carpet online as well. So even when you can’t meet face-to-face, your customers still feel special.



No touching

Contactless payments have never looked so good. Consumers want the pleasure of making a purchase without worrying about their safety. And they expect businesses to meet the hygiene standards mandated by their governments. Contactless payments are now the method of choice for over half of all consumers surveyed. And most want to see retailers make use of technology to reduce person-to-person contact.

The same goes for F&B. Respondents are concerned about coming into close contact with other diners and believe businesses should offer contactless payment options wherever possible.

Aēsop®

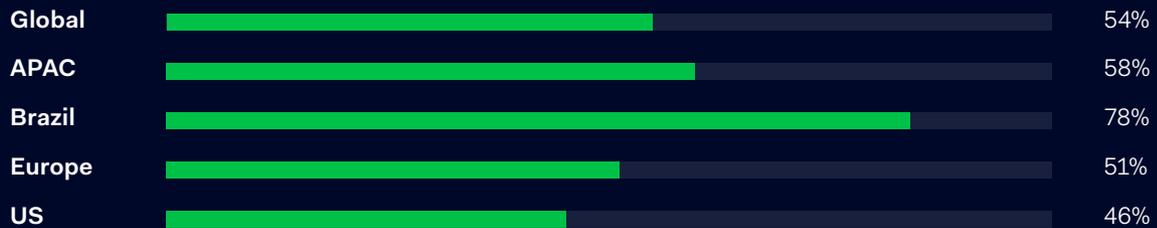


“We’re looking at the ways people transact, particularly in this ‘new normal’ to make sure we’re providing the right options. This includes mobile point of sale, which allows customers to pay outside the store. We also support Pay by Link, where a customer pays for items via a secure payment link which can be sent as a follow-up to a video consultation. We’re doing all we can to ensure customers feel comfortable.”

Robbie Tutt ~ GM Digital and Technology, Aēsop



% that are concerned about the hygiene of payment terminals and would prefer contactless payment methods



51%

want retailers to use in-store technology to reduce person contact

29%

worry about person-to-person contact in restaurants now

28%

say restaurants should do everything they can to introduce contact-free ways to pay

Regional spotlight Hygiene-conscious

Of all respondents, the Swedish and British are amongst the biggest advocates for social distancing with 58% of Swedish and 57% of British concerned about being in close proximity to strangers (compared to 47% globally).

This concern also applies to eating out. 65% of Swedish said that proximity was their main concern when visiting bars and restaurants (compared to 39% globally). In Brazil, 94% of consumers have avoided dining out, with 68% citing their concern about being close to strangers. And in Singapore, 47% say they'll be dining out less following the pandemic (vs 29% globally) with 62% stating they didn't feel it was safe to be in close proximity in restaurants.

Another important factor for many is the cleanliness of payment terminals. Already, 54% of global consumers are concerned about the hygiene of payment terminals and would prefer contactless payment options. This climbs to 64% in Spain and 72% in Singapore.

Contactless payments today

Contactless payments have come a long way from simply tapping your card on a terminal. Near field communication (NFC) technology also supports digital wallets such as Apple Pay and Google Pay™ in Europe and the US, and Alipay and WeChat Pay in Asia. These wallets have the added benefit that they help to blur the lines between digital and physical transactions so a customer can move seamlessly between the two. And, thanks to their secure authentication methods (like passcodes, fingerprints, and facial recognition) they're not restricted to standard contactless transaction limits. Crucially, they remove the need to go digging around in your wallet, which reduces friction and helps increase conversions.





QR code payments are common practice in Asia, but they're still relatively new in other parts of the world. In-store, they're triggered by scanning a QR code that is generated by the payment terminal. The customer is then directed to an online payment page and the payment becomes an ecommerce transaction, although the transaction is still linked to the physical location. And, since QR code initiated payments come with ecommerce risk checks, they're also free from contactless transaction limits.

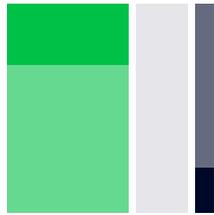
For restaurants, there's a whole new swathe of payment options that allow diners to keep their distance. These include pay-at-table and pay-at-bar, in which bar staff can send the drinks order straight to their handheld POS device, freeing up the cash desk for other orders.



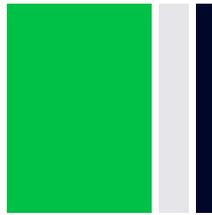
Chapter three

No going back

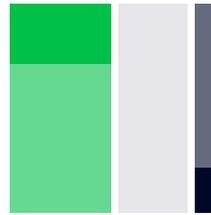
Maintaining your high standards



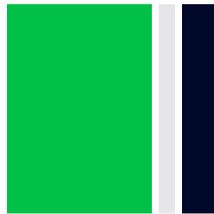
62% ~ I go out of my way to visit retailers that make shopping easy



73% ~ Retailers should continue to sell across multiple channels



52% ~ Store layout is important



72% ~ When shopping online, ease is as important as product



73% ~ Retailers that sold online during the pandemic should continue

■ Strongly agree / Agree

■ Neither Agree nor disagree / Don't know

■ Disagree / Strongly Disagree

Before March 2020, no one could have expected car manufacturers to transform themselves into ventilator producers so quickly. Or governments around the world to rip up their budgets and release vast sums of money to bolster economies during lockdowns. In the same way, businesses have been forced to accelerate the changes they were calmly rolling-out over a three-year period. For many consumers, this has been a positive change. Suddenly a wealth of flexible, cross-channel journeys has been made available to them by necessity. Curbside pick-up has helped many stay in business during lockdown periods and consumers are now accustomed to pre-ordering their lattes and collecting online purchases in store.

Technology has given businesses the agility to pivot fast, adapting to market conditions as they change, and keeping their customers happy. And it's technology that will ensure they're ready for whatever's next.



“Concerns over health and safety have accelerated the adoption of digital channels. And, once customers see how convenient and safe the app is, they stick with it. For example, once you’ve downloaded our pre-order app, you have your order history and your credit card details stored. So future orders are really easy. That’s why we’ll see these digital channels prevail beyond the pandemic. They are safe and convenient. And convenience wins every time.”

Thomas Evald ~ VP Strategy & Business Development,
Joe & The Juice



Let your customers call the shots

Customer journeys are evolving all the time. What used to be online or in store is now click and collect, cross-channel returns, endless aisles, in-app food orders, pay-at-table... it goes on. There are also new sales channels appearing all the time. From smart speakers to smart cars and shoppable social media posts, buying can happen from anywhere. Businesses were already under a lot of pressure to offer flexibility to consumers. Now it's sink or swim. Our research shows that consumers increasingly expect a unified customer experience wherever or however they choose to buy.

"It's important to give customers total flexibility. They can pre-order in-app, they can order in store, they can pay via the terminal or in app. It's really their choice." says Thomas Evald ~ VP Strategy & Business Development, Joe & The Juice

60%

say they would be more loyal to retailers if they let them purchase an out-of-stock item in store and have it delivered to their home

54%

say they would be more loyal to a retailer that lets them buy things online and return them in-store

42%

would be more loyal to a retailer that lets them start shopping in store and finish online, or vice versa



Amazing experiences win the day

We'll never tire of saying it: Offering a great customer experience is paramount to business success. In fact, now you could argue it's more important than ever, especially when you're looking to secure the loyalty of a more selective consumer. Seven out of ten global consumers say they won't return if they have a bad experience either in-store or online. And more than half will go out of their way to visit stores that make shopping easier for them.

71%

say they won't shop with retailers where they've had a bad shopping experience either in-store or online

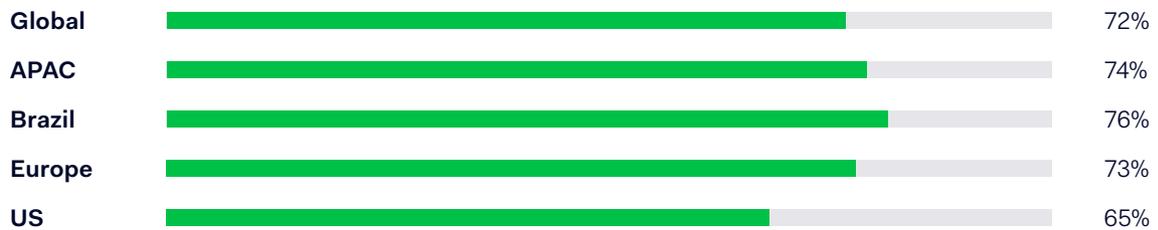
Online: Easy does it

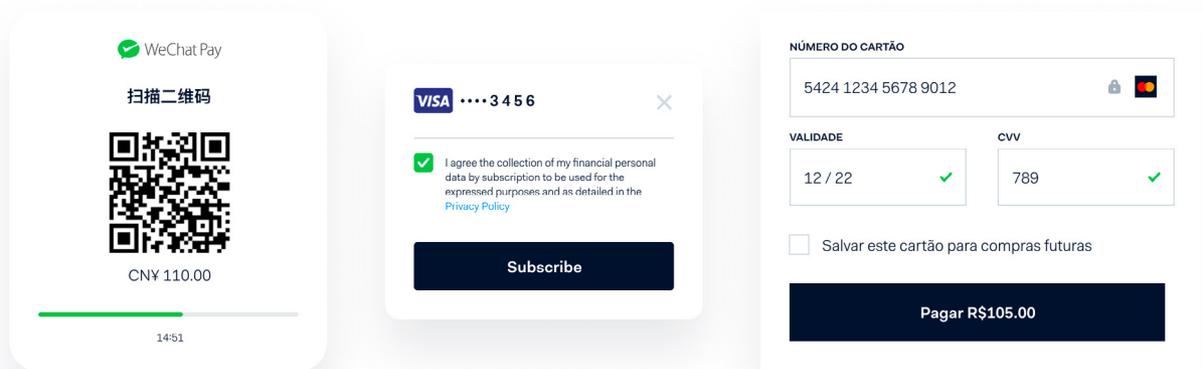
Our consumer survey is clear: A bad online shopping experience will lose you business. The vast majority of global shoppers believe that ease of experience is as important as the quality of the product. And clunky experiences with too many steps to pay, not enough or irrelevant payment methods, or a sluggish authentication process will let you down.

If your ecommerce site was an afterthought, now's the time to turn that around and watch your conversions soar. There are many elements that make up a great online shopping experience, but your payment pages are a good place to start.



% that say that when shopping online, the ease of use is as important as the quality of the product





Beautiful checkouts

Where possible, keep the customer on your site and host the payment in your own environment. If redirects are necessary (in the case of chatbots or social media) make sure the payment page is consistent with your brand. Give your customers a relevant choice of payment methods based on their location and even the existing wallets they have installed on their phone. And whatever you do, design your checkout as mobile-first.

29%

will abandon their cart if there are too many steps in the checkout

39%

like to have a range of payment options available to them

21%

expect the payment authentication process to be fast and require no action from them

Secure payments

Managing payment fraud can be tricky. Set your risk settings too low and you'll leave your business vulnerable. Set them too high and you may inadvertently block legitimate customers. Use a smart risk system that uses data and machine learning to automatically find the perfect balance between security and conversion.

Note on Strong Customer Authentication:

No ecommerce strategy is complete without a clear plan for Strong Customer Authentication (SCA), especially since consumers expect the process to be fast, requiring no action from them. There's no one-size-fits-all approach to applying SCA, but the right technology partner will take care of this for you.





In store: A journey worth making

We've already seen that consumers today tend to stick close to home unless there's a journey worth making. So, in a world where ecommerce is ever-more mainstream, your store or restaurant will have to shine if you want to entice customers out of their houses.

Domino's Pizza franchisee, Daufoods, has taken steps to ensure the best possible in-store experience to its customers, as CTO Javier Pastor explains: "We're installing kiosks in all stores for customers to place orders without going to the counter. We've had some great feedback from customers, especially now people want to keep their distance"

23%

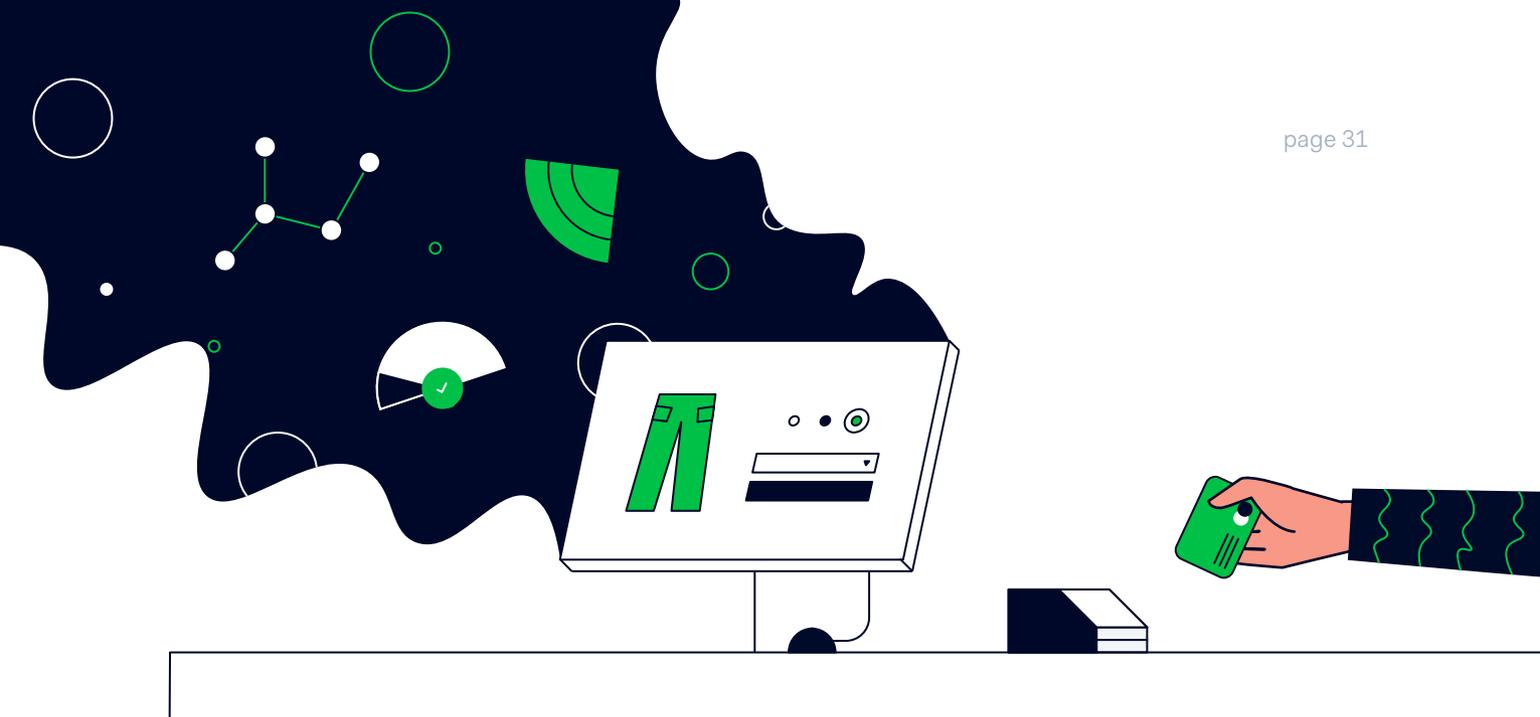
would like restaurants to use technology to improve the experience, e.g. implement self-service checkouts/kiosks or pay-at-table technology

Experiential technology

From personalized digital greetings to full-blown robotics, the wealth of experiential technology is growing fast. However, the extent to which you adopt these experiences will depend heavily on your customers and where they're located. More than half of global consumers surveyed said they'd favor a business that uses technology to improve the experience. And, on average, over a third want to see experiential tech such as smart mirrors and augmented reality. But this varies significantly when you look at individual countries, as you can see in the chart below.

In the F&B space, high expectations can be met by delivering a fast and efficient service. Many quick-service restaurants (QSRs) have found self-service options like kiosks help to streamline the order process while maintaining social distance.





Technology behind the scenes

In some cases, the best application of technology is behind the scenes. Data-driven loyalty programs, bespoke offers, and tailored messaging can add a dash of magic to the buying experience. And in that way, you still have plenty of room for good old fashioned service.



“Technology is not a key differentiator for us. Customers won’t buy Dominos because we have digital platforms, but they will buy from Dominos if it is seamless, secure, and hygienic. We’re constantly rolling out new innovations, and so it’s clear to our customers that we’re on top of things. And this is really important to our brand.”

Casper Mooyman ~ Head of Marketing, Dominos

Regional spotlight In-store tech enthusiasts

Overall, the global expectations of stores is high, with 52% saying that store layout is important to them. This climbs to 57% in France, 65% in Spain and as high as 68% in Poland and Italy.

In Europe, Polish, Spanish, and Italian consumers hold in-store technology in higher regard. 46% of Italians want retailers to use technology to make the experience more interesting (vs 36% globally). And 48% of Italians, 53% of Spanish, and 57% of Polish want to see the likes of augmented reality, virtual reality, and smart mirrors in stores (compared to 39% globally).

In Brazil, this enthusiasm for experiential in-store tech climbs to 64%, almost double the global average and as much as 78% say they're more likely to shop with retailers that use technology to improve the shopping experience (compared to 51% globally). Brazilians also view technology as a means to improve security during the pandemic. 48% say restaurants should do everything they can to introduce new contact-free ways to pay (compared to 23% globally).

Singaporeans are the most devoted tech enthusiasts. They see it as a way of keeping a safe distance with 72% wanting retailers to use in-store technology to reduce contact (compared to 51% globally). They also see it as a means for enhancing experiences both in store and when dining out. 41% would like restaurants to use technology to improve the experience (vs 23% globally), 59% like it when retailers use advanced technology in stores (compared to 39% globally), and 55% want retailers to use technology to make the experience more interesting (vs 36% globally). They're also the most enthusiastic about in-store m-commerce, with 68% wanting to see in-app payments in store (compared to 47% globally).



Chapter four

Retail recovery

The next chapter

We've all been on an epic journey over the past few months. Businesses around the world have faced huge challenges and fought hard to survive against difficult odds. And while the story isn't over yet, we're ready to enter the next chapter of retail recovery. Here, we'll take what we've learned and prepare for whatever comes next.

The key is flexibility. It's impossible to know how the pandemic and its repercussions will evolve across the globe. Businesses must equip themselves with the tools that allow them to respond fast. And payments technology plays an important role. With a unified commerce partner, you'll be able to centralize the management of payments across all channels and regions. You'll have the flexibility to open new sales channels and roll-out new customer journeys quickly and at scale. And you'll benefit from a unified view of your customers, which you can use to personalize your services and build loyalty.

At Adyen, our focus is, and always has been, on long-term, sustainable growth. We're committed to ensuring our customers can adapt to market conditions and consumer needs. So you can continue to serve your customers in the best ways possible, no matter what.

Research methodology

This report contains data from three parties. Business and market analysis was conducted by the CEBR, data from Adyen's platform and a consumer survey conducted by Opinium Research LLP.

Business and market analysis

Economic analysis was commissioned by Adyen and conducted by the Centre for Economics and Business Research Ltd (CEBR) in July 2020. CEBR used data collected from a range of sources, including Eurostat, the Organisation for Economic Co-operation and Development (OECD), The World Bank, and national statistics bodies to identify structural characteristics of the retail and food services sectors. It then used data from UNCTAD and Eurostat to establish a causal relationship via regression analysis between measures of unified commerce and the relative falls in sector turnover, meanwhile controlling for the stringency of each country's lockdown. Having established such relationships, CEBR was then able to provide quantitative estimates for the effect of such variables on turnover in both the retail and food services sectors. The results presented in this report are all statistically significant.

About the Adyen data

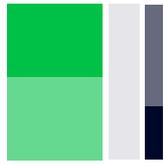
Adyen has followed shopper trends for ecommerce and POS through its payments platform with a focus on the factors that influence spend and loyalty. All data is processed in accordance with GDPR regulations such that individual transactions are anonymized and data aggregated so as to remove identification of any individual payment. This analysis compares unified commerce performance in Q1 2019 with Q1 2020. Data was weighted to factor in Adyen's platform growth.

Consumer survey

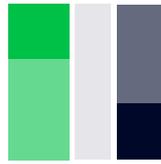
This research was commissioned by Adyen and conducted by Opinium Research LLP from 1 – 15 July 2020. 25,157 consumers participated in the research, from the following countries: Australia (2,013), Belgium (1,000), Brazil (2,000), Denmark (1,044), France (2,017), Germany (2,013), Hong Kong (1,000), Italy (2,000), the Netherlands (1,001), Norway (1,025), Poland (2,006), Singapore (1,022), Spain (2,000), Sweden (1,000), UK (2,032) and US (2,014). 48.6% of respondents were male and 51.4% female, 25.5% were aged between 18-34, 35.5% were aged between 35-54 and 39% aged 55 and over. Results were weighted to be nationally representative of geographic location. The research was conducted online in the local language for each country. Respondents were incentivized to participate in compliance with ESOMAR guidelines.

Customer survey

Consumer sentiment since the start of the pandemic



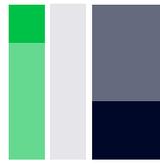
65% ~ I prefer to pay using card-based methods instead of cash



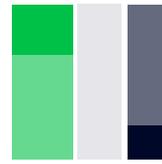
41% ~ I used to prefer cash I've switched to card / contactless methods



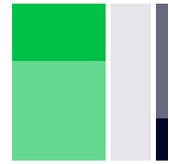
71% ~ I won't shop with businesses with bad in store or online experiences



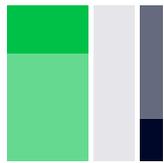
25% ~ I previously resisted shopping online but was forced to adopt it



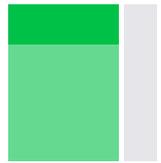
42% ~ I get frustrated with loyalty cards filling up my wallet



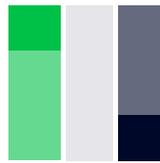
63% ~ I'm more likely to choose a retailer with payment-linked loyalty



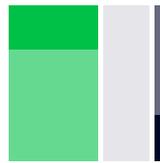
55% ~ I'm looking forward to shopping in store for pleasure again



73% ~ I'll keep supporting retailers I relied on during the pandemic



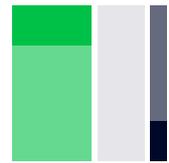
36% ~ I'm going to shop more online than I did before the pandemic



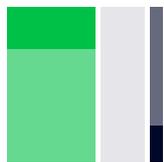
59% ~ I'll go out of my way to shop with socially responsible retailers



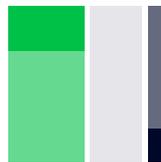
63% ~ I'll shop more with local retailers as I want them to stay open



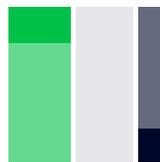
54% ~ I'll be more loyal to a retailer that lets me buy online and return in store



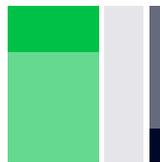
60% ~ I'll be more loyal to a retailer if out-of-stock items can be shipped home



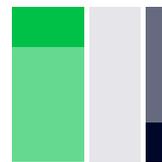
52% ~ Store layout is important and should be curated more like a gallery



43% ~ I feel more loyal to local brands even when shopping online



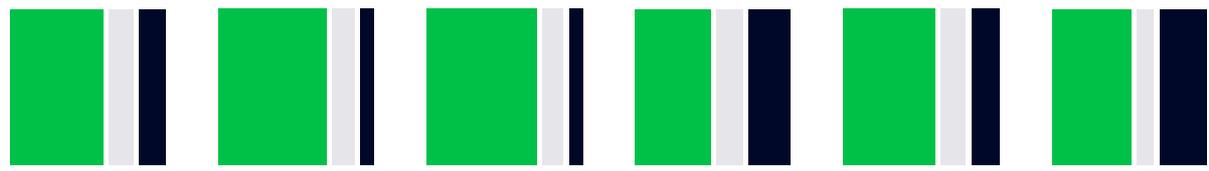
62% ~ I go out of my way to visit retailers that make shopping easy



48% ~ I prefer retailers to deliver a tailored shopping experience

We surveyed 25,157 consumers from across Europe, the Americas, and Asia Pacific. What's clear across all markets is that experience is a critical decision-driver.

Each square represents all the question's respondents. The inner rectangles are scaled according to the distribution across the possible answers.



62% ~ My expectations have increased as retailers have proved they can adapt

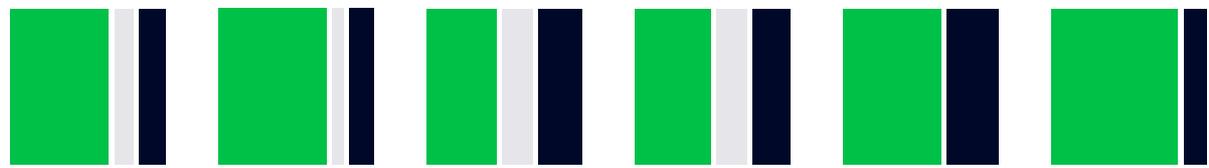
73% ~ Retailers should continue to sell across multiple channels

73% ~ Retailers that sold online during the pandemic should continue

51% ~ I want retailers to use tech to reduce physical contact

62% ~ A retailer's ethics is more important now

54% ~ I worry about the hygiene of payment terminals and prefer contactless



66% ~ I won't shop with a retailer whose website is difficult to navigate

72% ~ When shopping online, ease is as important as product

47% ~ I would like to pay in store via an app

51% ~ I want retailers to use technology to improve the experience

65% ~ I avoid shopping for non-essential items in store now

83% ~ I've avoided bars and cafes during the pandemic

