

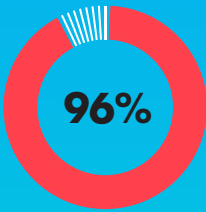


# THE SHOPPING EXPERIENCE SURVEY

Publicis Sapient conducted a survey of consumers in five countries to understand their opinions on store experience and how retailers can tailor e-commerce and brick-and-mortar stores to fit their needs.

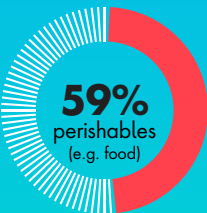
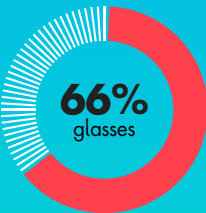


## SWEDISH CONSUMERS STILL LOVE SHOPPING IN-STORE



of Swedes prefer to shop for some items in-store rather than online

The top items Swedes prefer to shop for in-store are:



Very few Swedes have completely skipped the brick-and-mortar store: 3,7% of American shoppers stated to shop online only, versus just 1,9% of Swedish participants who no longer shopped in-store.



## SEAMLESS EXPERIENCES BRIDGE THE PHYSICAL WITH THE DIGITAL



81%

of Swedish consumers have engaged with a retailer's app while shopping in-store

81%

of Swedish consumers have checked retailer inventory online before shopping in-store

86%

Across geographies, millennials (ages 25-34) are the most likely age group to engage with retailer apps while shopping in-store

What % of consumers check retailer inventory always or often?

53%  
Sweden  
48%  
France  
38%  
US  
34%  
UK  
27%  
Germany

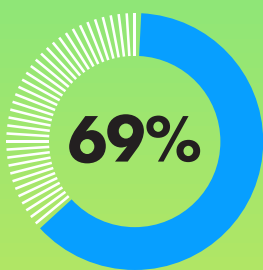
In order to curate convenient shopping experiences, consumers expect retailers to provide real-time physical and digital inventory information that is easy-to-find and up-to-date.



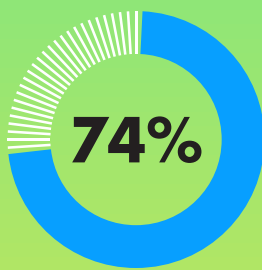
Retailers can encourage app downloads through omnichannel in-app experiences that allow customers to visualize products in their home, read customer reviews, navigate the store, play games to win promos, or receive style inspiration.



## WHEN IT COMES TO CUSTOMER LOYALTY, DETAILS MATTER



of Swedish consumers would stop shopping at a retailer after an unpleasant experience



of Swedish consumers would likely stop shopping at a retailer if they charged to ship back return items

### ABOUT THE RESEARCH

YouGov administered the survey among over 7,000 participants across France, Germany, the U.S., the U.K. and Sweden. Conducted in September 2022, the purpose of the research was to enable a better understanding of what consumers value in shopping experiences. This data is meant to help brands evolve their business operations and forge lasting customer relationships through personalized and engaging experiences.

For more information, visit [publicissapient.com](https://publicissapient.com).

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