

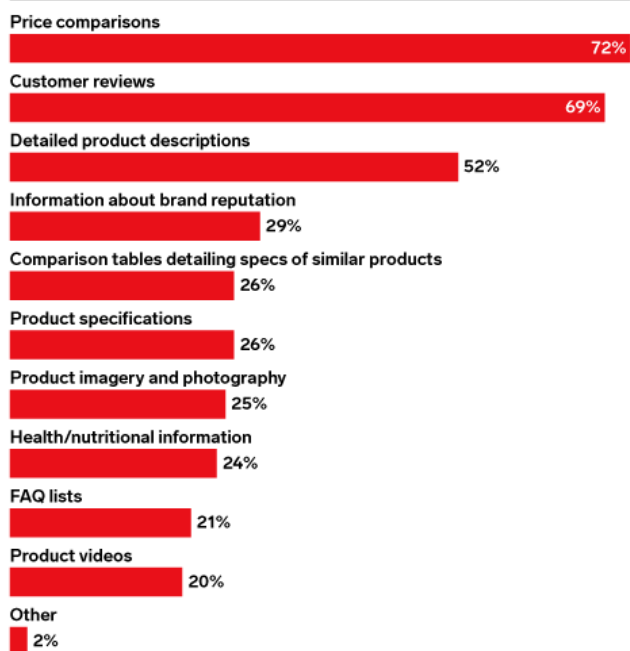
Consumers use mobile for price comparisons while shopping in-store

Article

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Type of Content That Adults in North America Most Often Research on Their Smartphone While Shopping In-Store, Aug 2023

% of respondents



Note: ages 18+
Source: 1WorldSync, "Consumer Product Content Benchmark: A Deep-Dive on Consumer Trust," Oct 18, 2023

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Insider Intelligence | eMarketer

Key stat: 72% of adults in North America use their smartphone to research price comparisons while shopping in-store, making it the No. 1 type of research done on mobile devices in-store, per August 2023 1WorldSync data.

Beyond the chart:

- Other top in-store smartphone research activities include researching customer reviews (69%) and finding detailed product descriptions (52%).
- It's not unusual for consumers to [combine digital and physical channels while shopping](#)—37% of US and UK adults research products on a retailer's website and purchase in-store, per a January 2023 Coveo survey.
- Retailers can use their mobile apps to provide in-store shoppers with more product information and boost discoverability for brands.

Use this chart:

- Understand the role digital channels play in in-store shopping.

- Identify information in-store shoppers want.

More like this:

- The role of mobile apps in retail media
- Shoppers spend nearly twice as long on Temu's app than its competitors
- How to reach Gen Z in 2024, according to new data
- Nearly a third of in-store shoppers buy something immediately after discovering it

Methodology: Data is from the October 2023 1WorldSync report titled "Consumer Product Content Benchmark: A Deep-Dive on Consumer Trust." 1,500 adults ages 18+ in Canada and the US were surveyed online during August 2023. Results represent the population-weighted, percentage share of the sample selecting each option.