

# 5 charts showing how consumers shop across channels

Article



While social commerce is on the rise in the US, livestream commerce has yet to take off. In addition, advances in technology (like ChatGPT) may help jumpstart voice commerce adoption. Here's what marketers need to know to take advantage of the increase in physical and digital shopping channels.

# 1. In-store advertising presents a huge opportunity for marketers

## US Adults Who Prefer to Shop In-Store vs. Digitally, by Demographic, Feb 2023

% of respondents

	Digitally	In-store
<b>Generation</b>		
Gen Z (1997-2012)	38%	35%
Millennials (1981-1996)	35%	42%
Gen X (1965-1980)	33%	44%
Baby Boomers (1946-1964)	25%	51%
<b>Income</b>		
<\$50K	29%	49%
\$50K-\$99K	33%	43%
\$100K+	39%	36%
<b>Total</b>	<b>32%</b>	<b>45%</b>

Note: responses of no preference were excluded between digital and in-store  
 Source: Morning Consult, "Smart Cart: Tracking Trends in the Retail Industry," March 16, 2023

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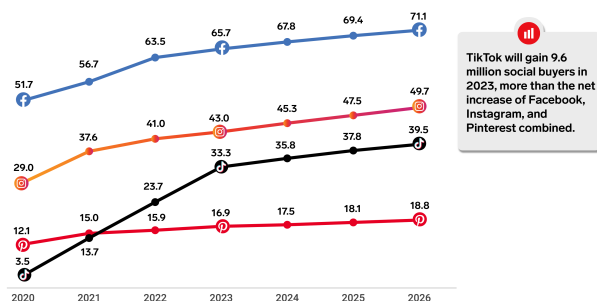
It's no surprise that baby boomers are more likely to shop in-store, but inflationary pressure may be leading more lower-income consumers to forgo the convenience of online shopping (where there may be higher prices and delivery fees).

An increase in brick-and-mortar shopping could be good news for marketers: Our analyst Andrew Lipsman believes that **physical stores are the next major media channel** for brands due to their ability to reach massive audiences, particularly those that are "unreachable" by other mediums.

# 2. Social commerce adoption is accelerating in the US, driven by TikTok

## TikTok Is a Rising Force in Social Commerce, 2020-2026

social buyers by platform, millions



TikTok will gain 9.6 million social buyers in 2023, more than the net increase of Facebook, Instagram, and Pinterest combined.

Note: social network users ages 14+ who will make at least one purchase via social media during the calendar year, including by clicking through links or transactions on the platform itself; total figure also includes social-first standalone shopping apps such as Depop and excludes YouTube; Facebook includes purchases made on Facebook Marketplace  
 Source: eMarketer, July 2022

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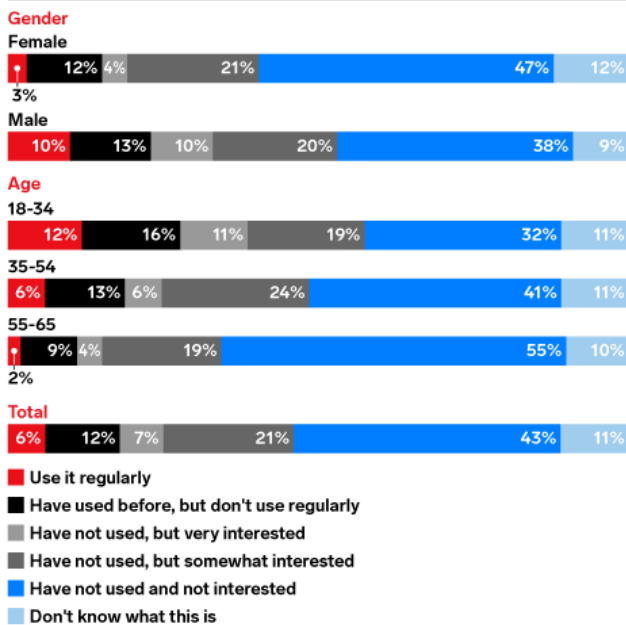
While **product interest is the No. 1 reason** that US social media buyers made their last purchase, ads are also a top purchase driver.

In our “**Social Commerce and the Path to Purchase**” report, we recommended that brands prioritize ad features rather than commerce tools, focusing on shoppable ads and fine-tuning ad strategies to fit each platform.

### 3. More retailers are betting on livestream shopping

#### How Interested Are US Adults in Livestreaming/Video Ecommerce\*?

% of respondents, by demographic, Oct 2022



Note: numbers may not add up to 100% due to rounding; \*buying a product by clicking on a link directly within or next to a video  
 Source: "The Insider Intelligence Ecommerce Survey" conducted in Oct 2022 by Bizrate Insights, Oct 27, 2022

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There's been a recent effort from retailers (including **Amazon, Walmart,** and Macy's) to increase livestream commerce adoption in the US.

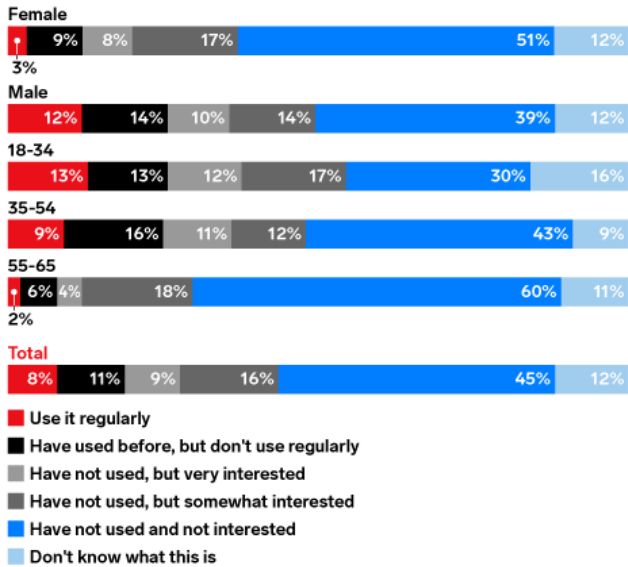
So far, the format hasn't taken off: An October 2022 survey by Insider Intelligence and Bizrate Insights found that only 18% of US adults had used livestream shopping. By comparison, nearly 40% of internet users in China will have made a purchase via livestream this year, according to our forecast.

But it seems retailers are living by the “if you build it, they will come” motto, hoping that by investing early in livestream shopping, they will corner the market when (if?) it does reach the mainstream US population.

#### 4. ChatGPT could revolutionize voice commerce

##### How Interested Are US Adults in Using Voice Shopping?

% of respondents, by demographic, Dec 2022



Note: numbers may not add up to 100% due to rounding  
 Source: "The Insider Intelligence Ecommerce Survey" conducted in Dec 2022 by Bizrate Insights, Dec 15, 2022

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Voice shopping is another channel that hasn't gotten much traction from US consumers. But with the advent of ChatGPT and other generative AI solutions, that may change.

One of the reasons voice commerce adoption has been so low is because of the restricted responses that voice assistants can give, according to our “**ChatGPT and Retail**” report. But with generative AI, automated responses can be made more personable, improving the customer experience.

Unfortunately, it won't solve for other challenges, like privacy concerns or a lack of screens on most smart speakers.

#### 5. Shoppable media is the future

## Greatest Focus Area of US Buy-Side Ad Decision-Makers in 2023

% of respondents, Nov 2022

	Focus significantly/somewhat more	Focus the same	Focus significantly/somewhat less	-
Cross-platform measurement	55%	32%	8%	5%
Ad placement with publishers with 1P data	53%	34%	4%	9%
1P data acquisition/partnerships	52%	34%	2%	12%
Creator/influencer ads/partnerships	52%	25%	9%	14%
Marketing mix modeling (MMM)	52%	30%	6%	12%
Attribution modeling	46%	33%	7%	14%
Contextual ads	46%	37%	6%	11%
Shoppable ads	43%	27%	7%	23%
Attention metrics	36%	35%	5%	24%
Retail Media Network ads	30%	28%	11%	31%
Data clean rooms	29%	35%	6%	30%
Web3 (including metaverse, NFTs, etc.)	26%	26%	12%	36%
Cohort-based ads	20%	37%	6%	37%
In-game ads	19%	29%	10%	42%
Augmented Reality (AR) ads	18%	37%	9%	36%

Note: n=223; numbers may not add up to 100% due to rounding  
Source: Interactive Advertising Bureau (IAB), "2023 Outlook Survey," Nov 17, 2022

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According to a November 2022 survey by the Interactive Advertising Bureau, 43% of buy-side ad decision-makers plan to focus more on shoppable ads this year.

As the fastest-growing ad format in the US (according to our forecast), connected TV (CTV) presents a huge opportunity for marketers to reach increasingly digital audiences, especially when it comes to shoppable media.

Some brands have already started to experiment with shoppable CTV ads to help promote the products featured in shows (like what **NBCUniversal has done for Bravo viewers**) or inspire impulse purchases (like **Instacart's partnership with Michelob Ultra**).

*This was originally featured in the Retail Daily newsletter. For more retail insights, statistics, and trends, [subscribe here](#).*