

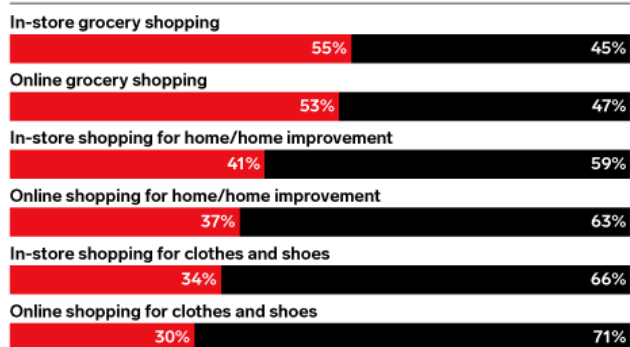
Shoppers are most likely to take their time while browsing for apparel

Article



Types of In-Store and Online Shopping Where US Adults Prefer to Shop Quickly vs. Browse/Take Their Time, Nov 2023

% of respondents



■ I want to get through the store(s) /process quickly

■ I like to browse/take my time

Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Kearney, "Consumer Experience Briefing Data Pack," Nov 29, 2023

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Insider Intelligence | eMarketer

Key stat: 71% of US adults prefer to take their time while shopping online for clothes and shoes, according to November 2023 Kearney data. Conversely, shoppers want to get through the grocery shopping process quickly, with 45% saying they take their time while shopping in-store for groceries.

Beyond the chart:

- Grocery retailers both in-store and online need to make sure the shopping experience is efficient. Search, display, and in-store ads can help consumers discover new brands, but they shouldn't impede the shopping experience.
- Apparel retailers can experiment more with formats that take time to browse, both in-store and online, such as unique displays and experiences, carousel ads, and influencer videos.

Use this chart:

- Strategize online and in-store advertising.
- Understand customer behavior.

More like this:

- [3 retail predictions for 2024](#)
- [Nearly a third of in-store shoppers buy something immediately after discovering it](#)

- Retail tips for 2024: Focus on value, in-store experience
- What retail trends will dominate 2024?

Note: Data was provided to Insider Intelligence | eMarketer by Kearney.

Methodology: Data is from the November 2023 Kearney report titled "Consumer Experience Briefing Data Pack." 1,000 US adults ages 18+ were surveyed online during November 2023.