

Younger shoppers are trying out visual search

Article

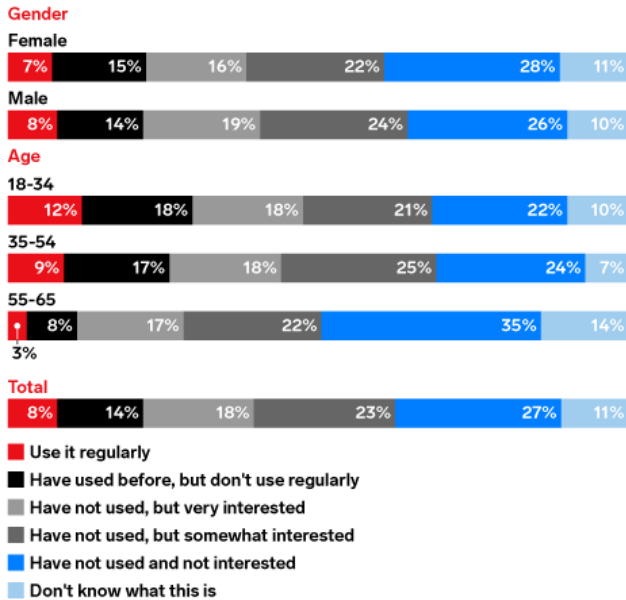


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Among US adults 34 and younger, **30%** had used visual search for shopping as of August, and **12%** used it regularly. By comparison, **22%** of US adults overall had used the functionality, and **8%** used it regularly.

How Interested Are US Adults in Using Visual Search* Retail Shopping Technology?

% of respondents, by demographic, Aug 2022



Note: numbers may not add up to 100% due to rounding; *taking a picture of a product then uploading the image onto an app or website to find it and shop for it
Source: "The Insider Intelligence Ecommerce Survey" conducted in Aug 2022 by Bizrate Insights, Aug 24, 2022

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Beyond the chart: Just [one year ago](#), 24% of adults under 35 had shopped with visual search, and 15% of adults overall had done the same.

Google recently unveiled "multisearch" functionality, which combines text and visual search through its Lens tool. Our principal analyst Yoram Wurmser named multisearch one of the company's [strongest ecommerce features](#), as it lets users draw on various formats to refine product search results. The integration of text could persuade the other 78% of adults to give visual search a try.

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Methodology: Data is from the August 2022 "The Insider Intelligence Ecommerce Survey" conducted by Bizrate Insights. 1,034 US adults ages 18-65 were surveyed online during

August 2-23, 2022. Respondents identified as female (51%) and male (49%) and were ages 18-34 (33%), 35-54 (33%), and 55-65 (34%). Data has a margin of error of +/-3 percentage points at the 95% confidence interval. Respondents were members of Bizrate Rewards, the Bizrate Consumer Panel operated by Bizrate Insights, which is comprised of over 2 million panelists who provide feedback based on their experiences and opinions. The Bizrate Rewards panel is comprised of a broad demographic profile which represents a sampling of all ages, education levels, genders, and incomes. At the time of joining the panel, each panelist stated they had shopped online. In exchange for providing feedback, panelists have the opportunity to earn points, which can be exchanged for electronic gift cards. This survey, provided by Bizrate Insights on behalf of Insider Intelligence, provides a monthly consumer pulse of digital shopping behavior and intent.