

Reimagining Retail: Our retail analysts went holiday shopping. What did they learn?

Audio

On the inaugural episode of this brand new Behind the Numbers show, Reimagining Retail, we sent our analysts out holiday shopping to see how things looked and felt to them. Co-hosts

and principal analysts at Insider Intelligence Suzy Davidkhanian and Andrew Lipsman discuss how the holiday shopping season is going so far, what their personal experiences were like, and what they found to be the good, the bad, and the surprising of in-store shopping this year.

Ways in Which Internet Users in Select Countries Will Likely Use Their Smartphones While Shopping In-Store this Holiday Season, Sep 2021

% of respondents

	Australia	France	Germany	India	Singapore	UK	US
Use loyalty cards or coupons stored on your phone	73%	73%	64%	86%	82%	72%	70%
Visit the retailer's website	69%	62%	57%	83%	74%	69%	68%
Compare prices	67%	68%	65%	87%	79%	69%	68%
Click and collect or curbside pickup	63%	61%	51%	82%	66%	60%	61%
Use the retailer's app	62%	58%	57%	80%	73%	65%	64%
Contactless payment at the point of sale/checkout	62%	55%	59%	85%	79%	63%	55%
Read user reviews	60%	58%	54%	87%	75%	63%	63%
Scan QR codes or smart shelf tags for more information, special incentives, or to join loyalty/text club	55%	54%	42%	84%	68%	54%	53%

Note: ages 18+

Source: Airship survey conducted by Sapio Research, Nov 4, 2021

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