

Retailer websites rule the path to purchase, but in-store shopping endures

Article

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In-Store and Digital Shopping Behaviors Among UK and US Adults, Jan 2023

% of respondents



Note: ages 18+
Source: Coveo, "Ecommerce Relevance Report 2023: Privacy vs. Personalization," May 10, 2023

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eMarketer | InsiderIntelligence.com

Key stat: Over half of US and UK adults research and buy products online via a retailer's website, per Coveo. More than a third (37%) take a slightly different approach, researching products on a retailer's website but waiting to buy them in a physical store.

Beyond the chart:

- The shopping journey is not always a direct line from discovery to purchase. Customers may jump from one channel to another or take days (sometimes longer) to finally make the purchase.
- Because consumers rely heavily on retailer websites for product information, it's imperative that retailers provide robust product descriptions, accurate stock availability information, and customer reviews.

Use this chart:

- Allocate marketing dollars to in-store retail media formats.
- Explain why an omnichannel strategy is a must-have.

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Methodology: Data is from the May 2023 Coveo report titled "Ecommerce Relevance Report 2023: Privacy vs. Personalization." 4,000 UK and US adults ages 18+ were surveyed online during January 12-25, 2023.