

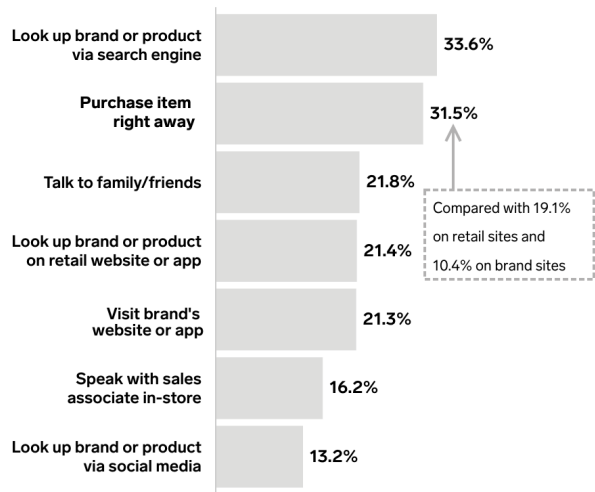
# Nearly a third of in-store shoppers buy something immediately after discovering it

Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

## More Than 31% of Shoppers Who Made an In-Store Discovery Purchased the Item Right Away

% of US in-store shoppers\*, Sep 2023



Note: n=903; respondents were asked, "After discovering a new brand/product while browsing in-store, which of the following actions do you typically take before making the purchase? Select your top 2"; \*in-store shoppers are those who discovered a new brand or product while shopping in a physical store and purchased it via any channel within the last 6 months, margin of error is +/-3.2 percentage points  
Source: Insider Intelligence | eMarketer Survey, US Consumer Path to Purchase, Nov 2023

350668

Insider Intelligence | eMarketer

**Key stat:** 31.5% of US shoppers who discovered an item in-store purchased it right away, per an Insider Intelligence survey.

### Beyond the chart:

- This number is higher than shoppers who discovered a product in-store and then made the purchase via retail websites (19.1%) or brand websites (10.4%).
- Because ecommerce lacks the visual cues of brick-and-mortar retail, it can be difficult for retailers to promote product discovery and encourage impulse buying.
- Social media is a great tool for ecommerce brands that want to increase product discovery among consumers, especially younger ones—36.6% of US Gen Z social media users report using social media for shopping/product discovery, per our July 2023 survey.

### Use this chart:

- Identify the actions shoppers take in-store after discovering an item.
- Determine in-store versus online marketing strategies.
- Understand consumer purchase intent.

## More like this:

- [The power of affiliate marketing: Why gift guides are everywhere this year](#)
- [3 ways brands can adapt to Gen Z's evolving shopping habits](#)
- [How Gen Z evaluates new brands and products](#)
- [Path to Purchase 2023](#) (*Insider Intelligence subscription required*)