



2021 Shopper Study – Volume 1

The Essential Shopper Experience: Safety, Speed and Convenience

Shoppers are concerned. Retailers are concerned. But it's not all gloom and doom. The single biggest influencer in retail right now isn't COVID – it's adaptability. Shoppers still expect the items that they want to be readily available, at the best value and with transactions that are a breeze. And it's completely within your control.

Online or in-store, shoppers leverage both channels for the same reasons



56% **54%**

Product availability



48% **46%**

Product selection



42% **37%**

Price

Shoppers crave convenience



76%

want to get in and out of stores quickly



76%

prefer retailers that offer easy returns



65%

prefer shopping with online retailers that also have brick-and-mortar locations

Reasons shoppers leave stores without a purchase and where tech can help



41%

desired item is out of stock



32%

checkout line is too long



31%

can't find item on shelf or displays

Regain retail control with shopper insights from the Zebra's 2021 Shopper Study

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