LoopMe Consumer Snapshot: Retail

In this week’s consumer behaviour study, LoopMe surveyed 3,050 UK consumers on 29-31 May, 2020 to understand shopping intent during COVID-19. We also analysed what is most important to consumers when shopping for non-grocery items online and in-store and when they will start shopping for back to school.

Has COVID-19 permanently changed your shopping habits?

- 19% Yes
- 24% No
- 47% Unsure

47% of consumers have had their shopping habits permanently changed as a result of COVID-19.

Have you recently switched retailers based on their e-commerce capabilities?

- Yes: 21%
- No: 61%
- Preference: 18%

21% of consumers have switched retailers based on their e-commerce capabilities.

What is most important to you when shopping online for non-grocery items?

- Deals & Sales: 31%
- Customer Service: 25%
- Delivery Time: 19%
- Other: 13%
- Return Options: 12%

31% of consumers value Delivery Time as the most important when shopping online for non-grocery items.

1 in 4 consumers select non-grocery items when shopping online based on their Delivery Time.

What is most important to you when shopping in-store for non-grocery items?

- Deals & Sales: 37%
- Customer Service: 19%
- Trying On/Sampling: 18%
- Other: 16%
- Return Options: 10%

37% of consumers value Deals & Sales as the most important when shopping in-store for non-grocery items.

19% of consumers value Trying On/Sampling non-grocery items as the most important when shopping in-store.

When will you start shopping for back to school?

- 50% Not Shopping for Back to School
- 21% Unsure
- 16% July or August
- 8% Not Sure

21% of consumers will shop for back to school items in July or August.

Closing the Loop on Brand Advertising

For more information, contact your local sales rep or solutions@loopme.com