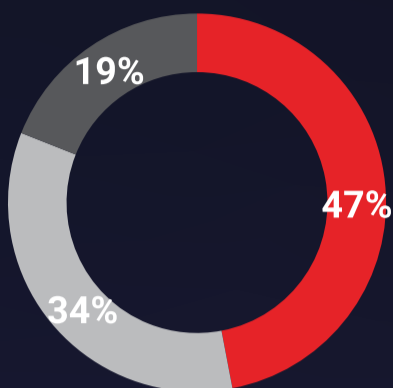


LoopMe Consumer Snapshot: Retail

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?

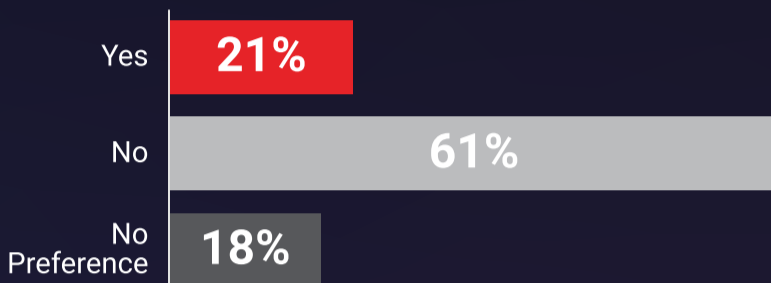


● Yes ● No ● Unsure

21%

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

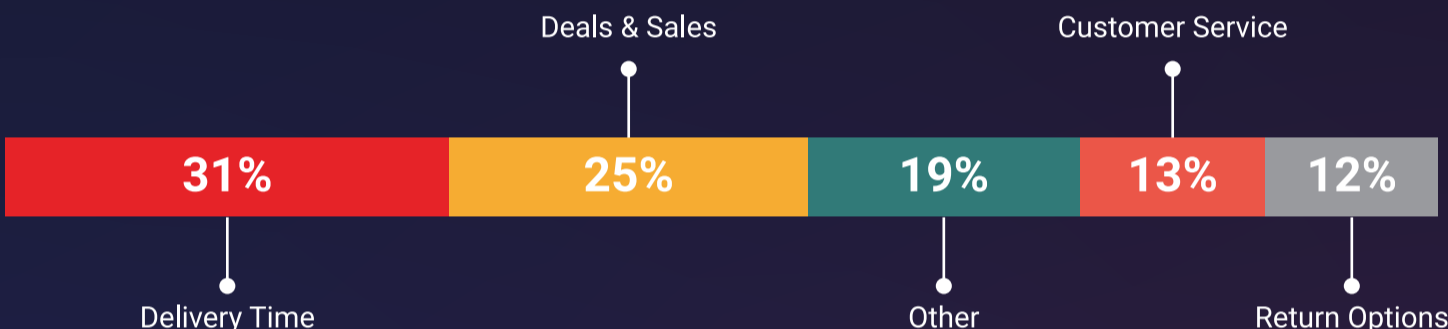
Have you recently switched retailers based on their e-commerce capabilities?



47%

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

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



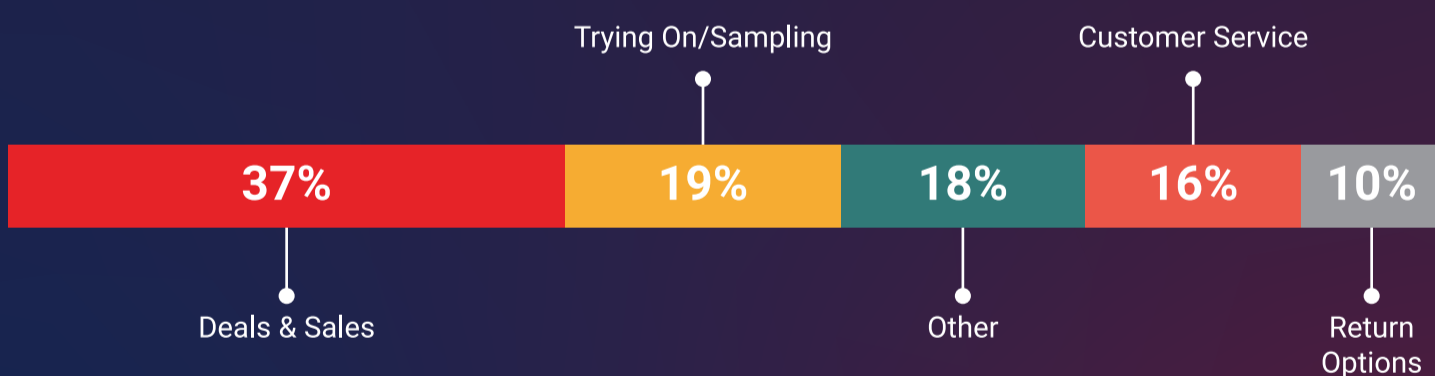
31%

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?



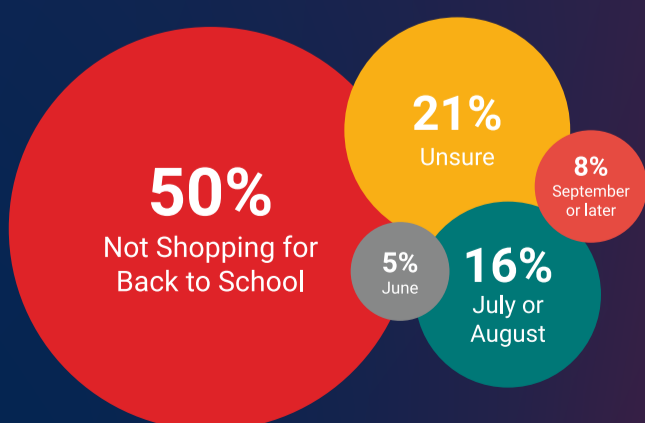
37%

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?



16%

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

