



What do consumers want from retailers this Xmas?

WHAT WILL INFLUENCE PURCHASING DECISIONS?

92%

OF PURCHASES WILL BE INFLUENCED BY OFFERS AND PROMOTIONS



84%

WILL BE INFLUENCED BY FRIENDS AND FAMILY

79%

BY PRODUCT INFORMATION ON A STORE'S WEBSITE

77%

BY PRODUCT REVIEWS

75%

BY RECEIVING A FREE SAMPLE

WHAT PROMOTIONS DO CONSUMERS WANT?

58%

OF CONSUMERS WANT FREE SHIPPING



48%

WANT A PERCENTAGE OFF A PURCHASE

44%

WANT A MONETARY DISCOUNT OFF A PURCHASE

37%

WANT BUY ONE, GET ONE FREE

21%

WANT LOYALTY POINTS/REWARDS

WHAT IN STORE EXPERIENCES DO CONSUMERS WANT?

54%

WANT TO CHECK OUT WITHOUT HAVING TO WAIT IN LINE



54%

WANT FREE DELIVERY FOR ITEMS NOT AVAILABLE IN STORE

33%

WANT FREE RETURNS

33%

WANT FREE GIFT WRAP

29%

WANT FREE PICK-UP IN STORE FOR THEIR ONLINE PURCHASES

HOW WILL DIGITAL IMPACT OFFLINE SHOPPING?

80%

BUY ONLINE AND HAVE GIFTS DELIVERED



51%

READ PRODUCT REVIEWS WHILE IN STORE

51%

BUY ONLINE AND PICK UP IN STORE

75%

PRICE COMPARE PRODUCTS ONLINE



DOWNLOAD

Be prepared for Xmas. Claim your copy of the 2017 Holiday Retail Outlook Report for best practice advice and insight into how to leverage consumer behaviour this Xmas.

DOWNLOAD THE FULL REPORT: WWW.CNVR.EU/XMAS