GLOBAL CONSUMER TRENDS

THE NEW EXPERIENCE ECONOMY: THE DIGITAL CONSUMER

dynata™

OVERVIEW

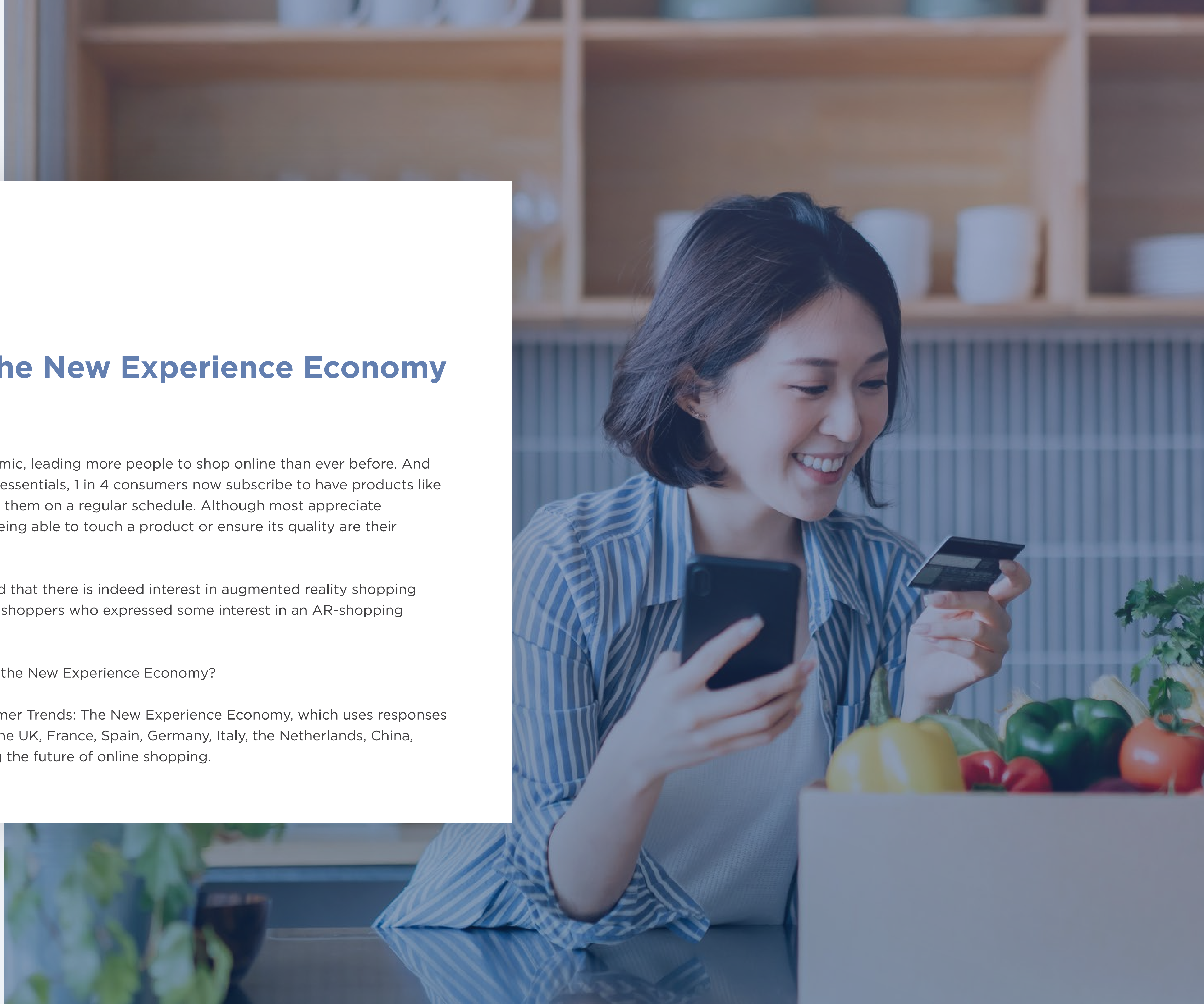
Global Consumer Trends: The New Experience Economy The Digital Consumer

New mindsets and behaviours have emerged from the pandemic, leading more people to shop online than ever before. And while many still like going to a brick-and-mortar store to buy essentials, 1 in 4 consumers now subscribe to have products like groceries, personal care and household products delivered to them on a regular schedule. Although most appreciate the convenience that online shopping brings, many say not being able to touch a product or ensure its quality are their major drawbacks.

Could augmented reality bridge the gaps? Our data has found that there is indeed interest in augmented reality shopping experiences, especially among Gen Z and Millennials. Among shoppers who expressed some interest in an AR-shopping experience, 3 out of 4 say it could lead to a purchase.

How can brands enhance capture of more online shoppers in the New Experience Economy?

Read the excerpt from Dynata's newest report, Global Consumer Trends: The New Experience Economy, which uses responses from 11,000 consumers across 11 countries –the US, Canada, the UK, France, Spain, Germany, Italy, the Netherlands, China, Japan and Australia, for insight into the global trends shaping the future of online shopping.



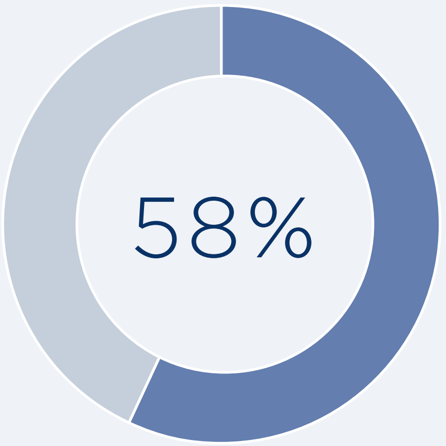
THE PANDEMIC PUSHED MORE PEOPLE TO SHOP ONLINE, WHICH CONSUMERS APPRECIATE FOR ITS CONVENIENCE

Its main drawback is not being able to touch and feel products - but augmented reality could bridge that gap

3 in 4

expressed some interest in augmented reality shopping experiences – and among them, 3 out of 4 would be at least somewhat likely to make a purchase.

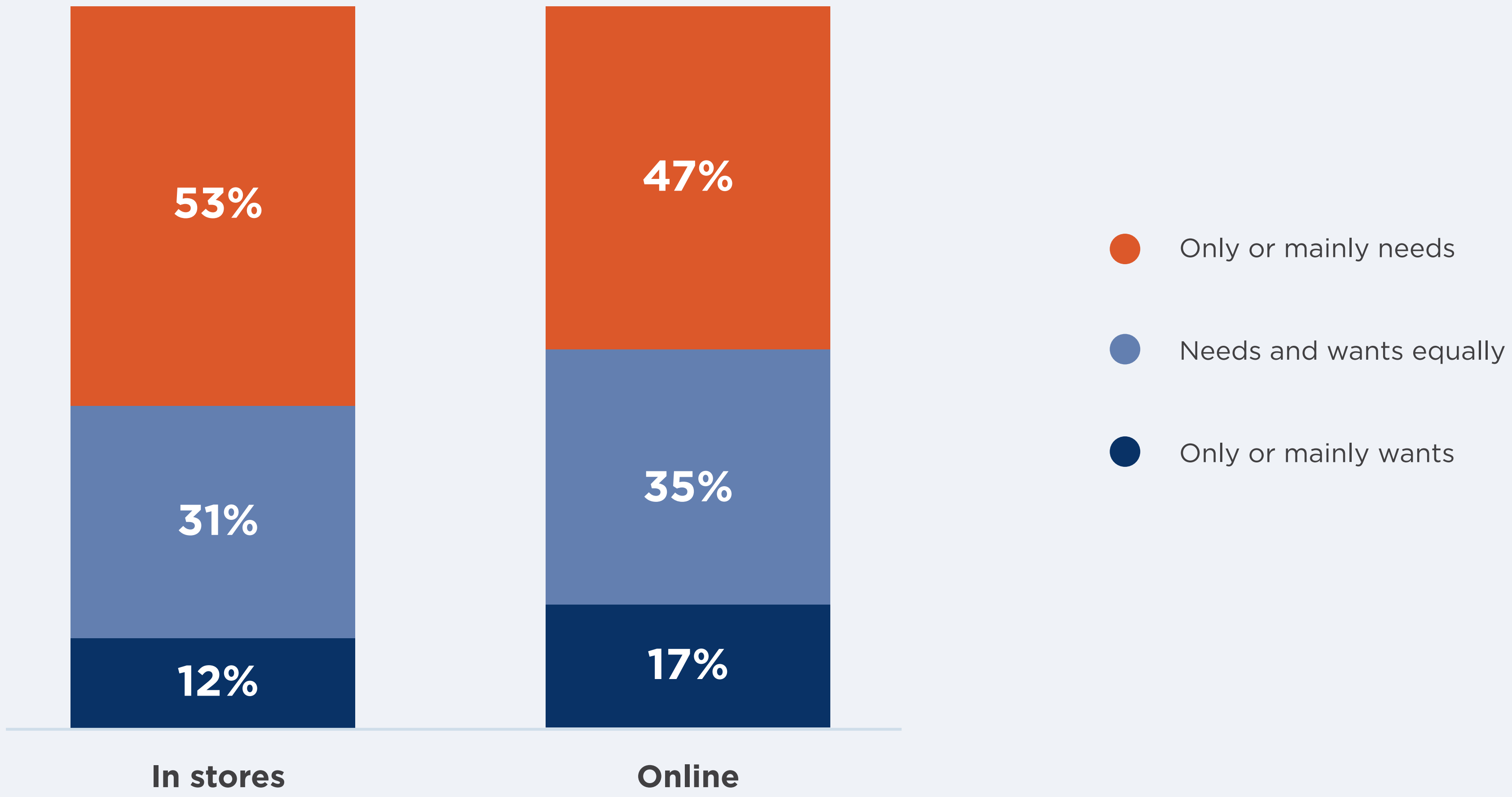
CONSUMERS SHOP ONLINE MORE NOW THAN PRE-PANDEMIC
AND BUY THEIR "WANTS" AND "NEEDS" IN STORES AS WELL AS ONLINE



of consumers globally say they shop online more now than before the pandemic began

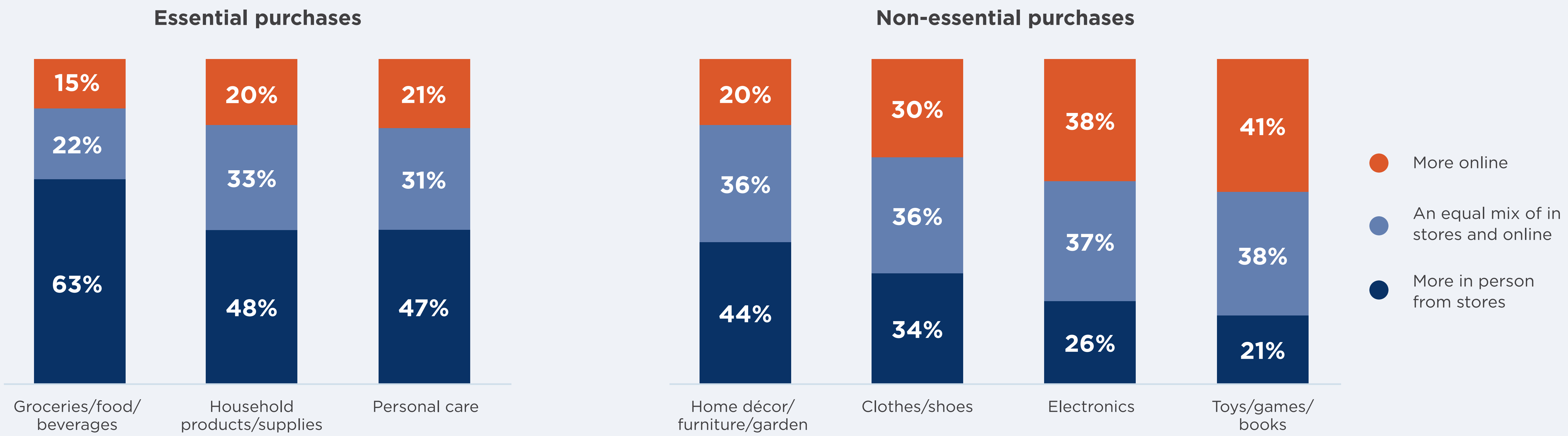
THEY'RE SLIGHTLY MORE LIKELY TO BUY THEIR "NEEDS" IN STORES AND "WANTS" ONLINE

Purchases of "needs" vs. "wants in stores vs. online



CONSUMERS TEND TO PURCHASE NECESSITIES LIKE **GROCERIES IN STORES** AND “ONE TIME” ITEMS LIKE **ELECTRONICS AND TOYS/GAMES/BOOKS ONLINE**

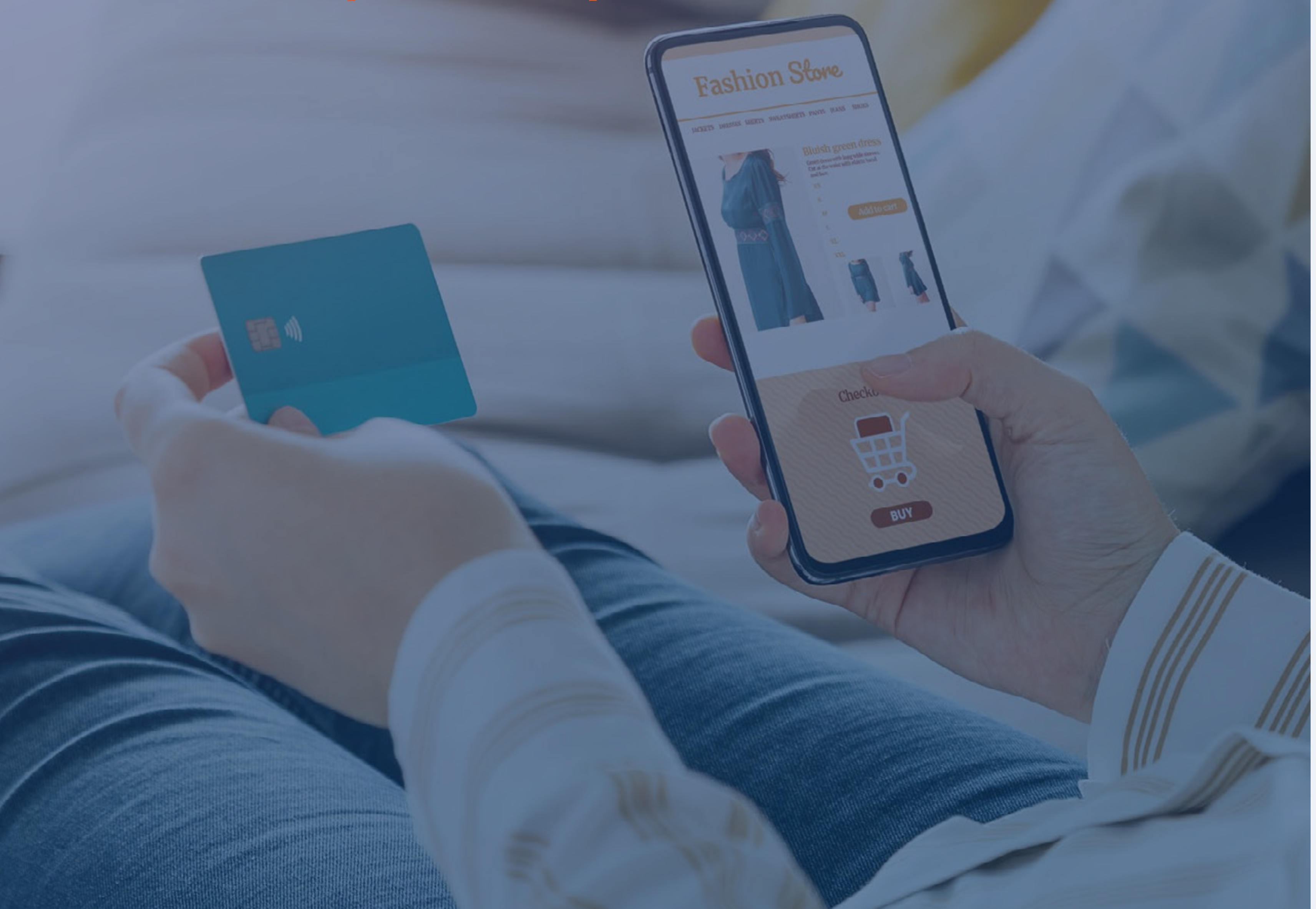
WHERE CONSUMERS WHO SHOP ONLINE TYPICALLY PURCHASE THESE CATEGORIES



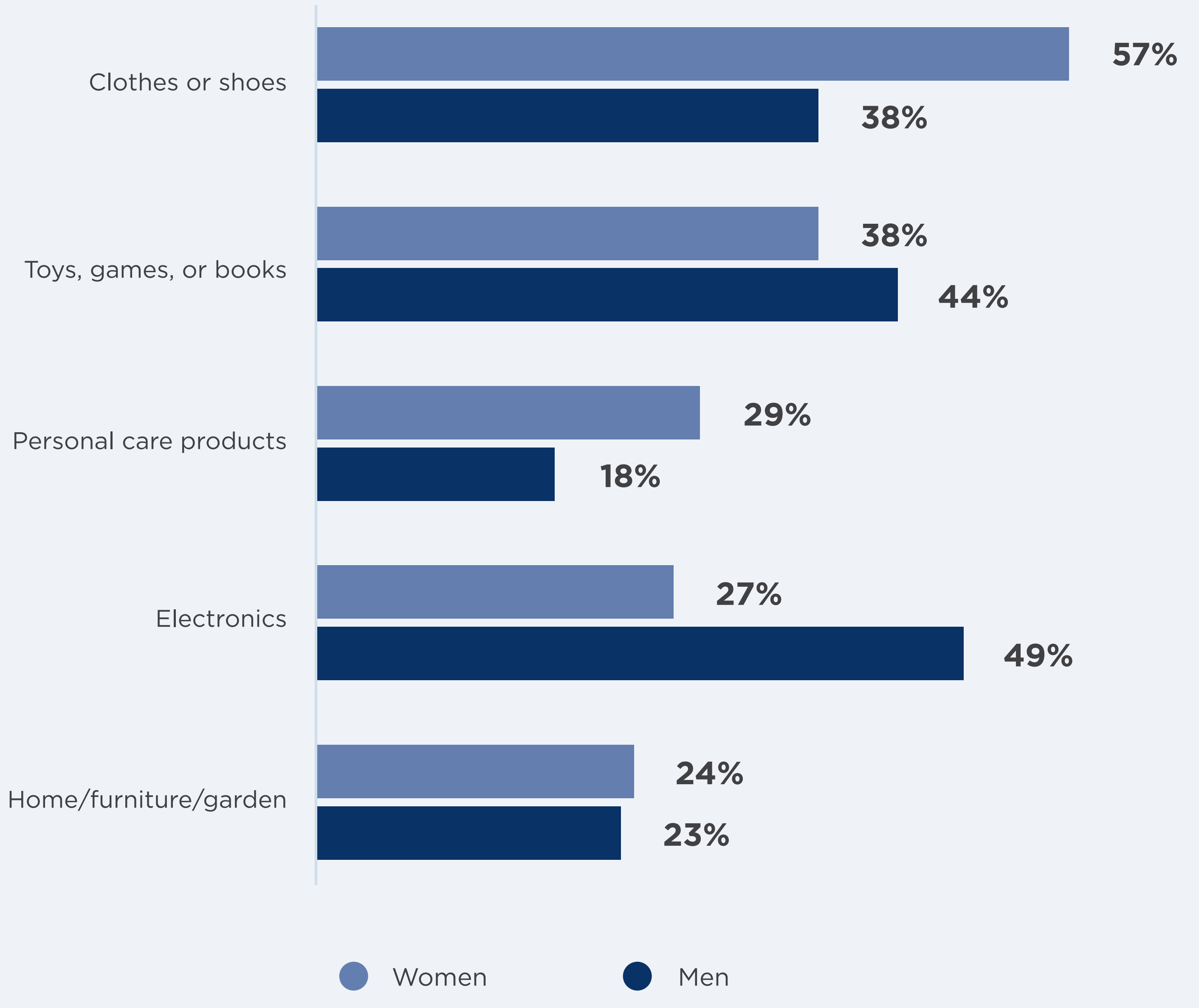
Essential purchases like **groceries, household products, and personal care items** are most likely to happen in stores

Home décor and clothing/shoes purchases tend to be in stores; **electronics and toys/games/books** are mainly bought online

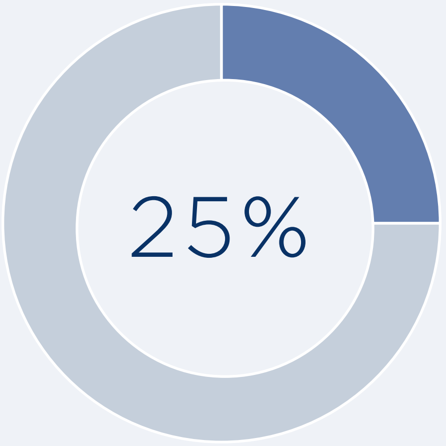
WOMEN'S ONLINE IMPULSE PURCHASES ARE MOST OFTEN **CLOTHES OR SHOES**, WHILE MEN MOST OFTEN CHOOSE **ELECTRONICS OR TOYS/GAMES/BOOKS**



ONLINE IMPULSE PURCHASES



1 IN 4 CONSUMERS GLOBALLY SUBSCRIBE FOR DELIVERY OF PRODUCTS TO THEIR HOME; GROCERIES AND PERSONAL CARE PRODUCTS ARE THE MOST COMMON TYPES



of consumers globally subscribe to a service that delivers products to their home on a regular schedule

Most common among:

36%
Millennials

&

29%
Gen Z

And in:

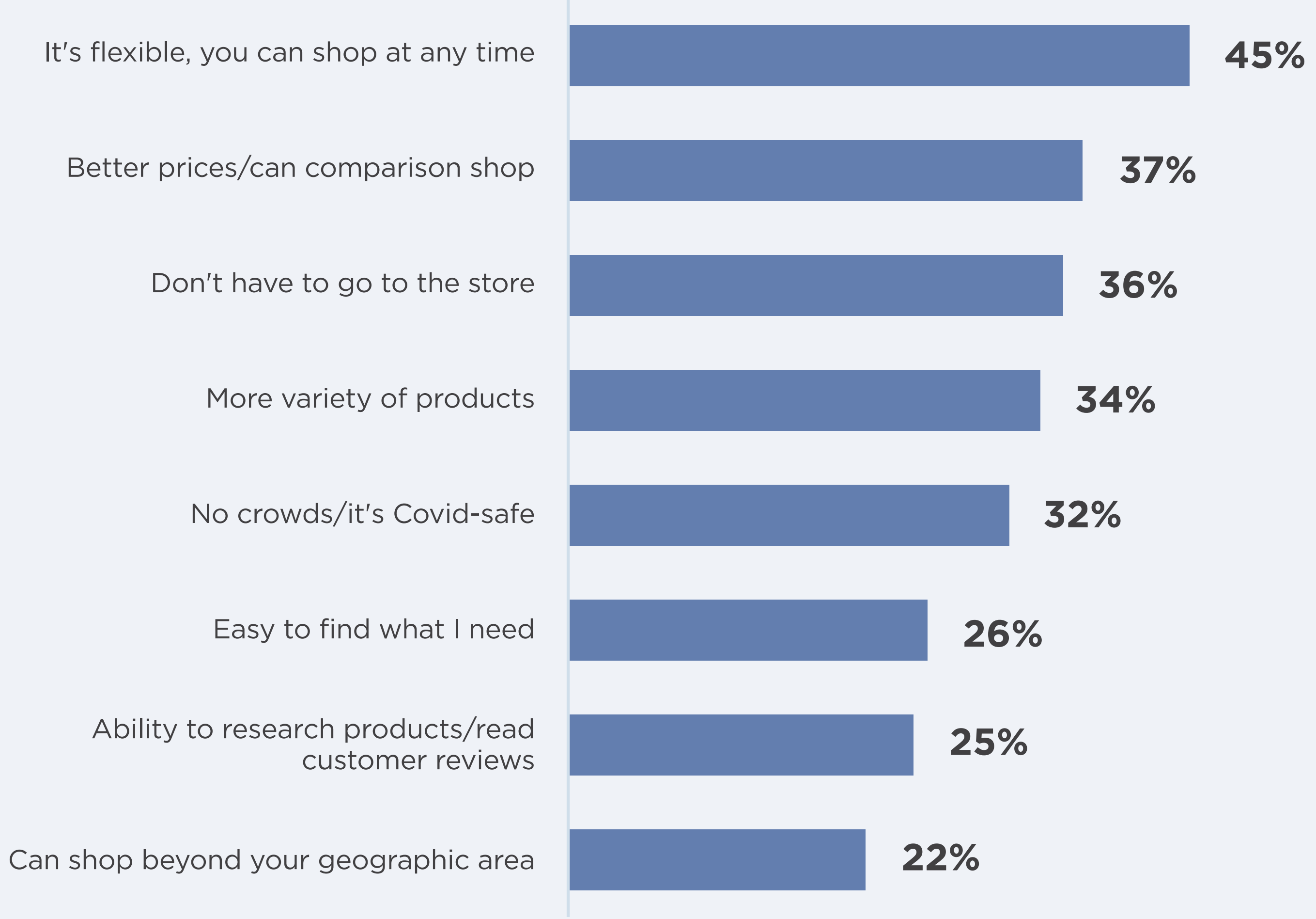
USA	33%
Spain	31%
UK	29%

TOP SUBSCRIPTION TYPES:

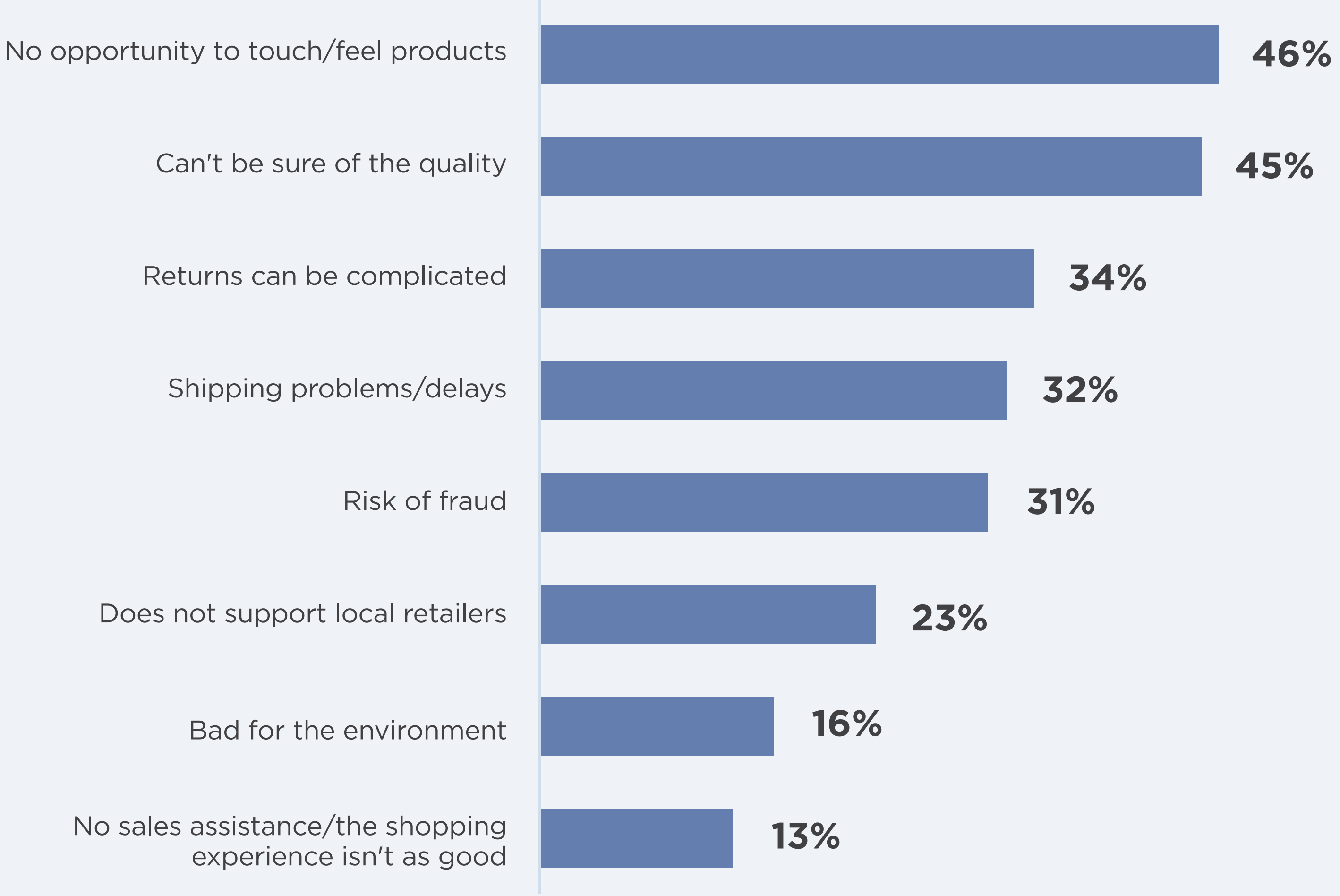
1. 41% Groceries/food/beverages
2. 38% Personal care products
3. 34% Household products
4. 32% Clothing
5. 26% Toys/games/books
6. 26% Pet products

CONSUMERS APPRECIATE ONLINE SHOPPING FOR ITS CONVENIENCE, BUT **NOT BEING ABLE TO TOUCH AND FEEL PRODUCTS** IS A KEY DRAWBACK

BENEFITS OF ONLINE SHOPPING

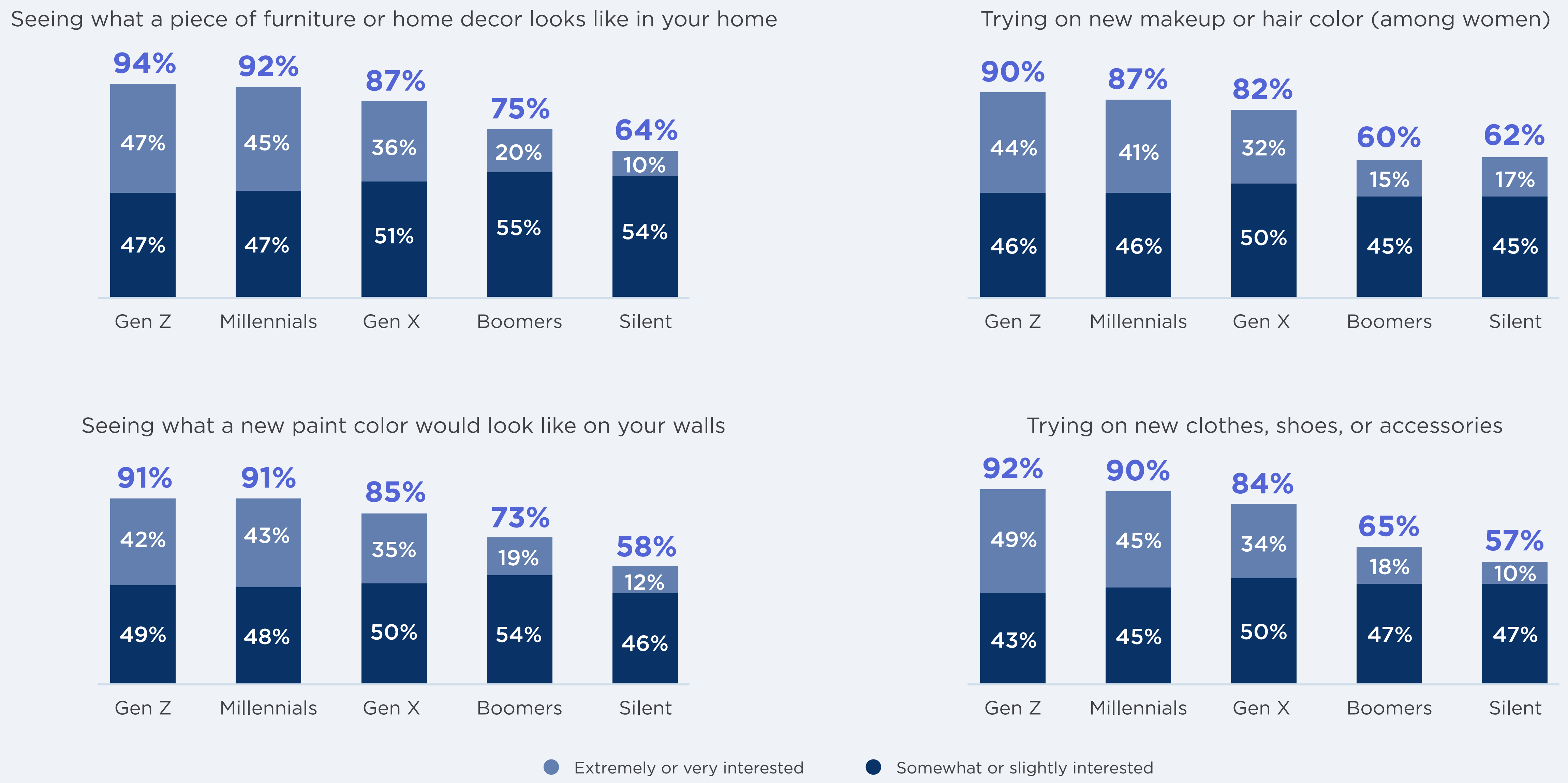


DRAWBACKS OF ONLINE SHOPPING



AUGMENTED REALITY OFFERS SHOPPERS **CONVENIENCE AND AN OPPORTUNITY TO EXPERIENCE PRODUCTS** – AND MANY SAY IT COULD LEAD TO PURCHASES

INTEREST IN AUGMENTED REALITY SHOPPING EXPERIENCES



METHODOLOGY

Dynata's *Global Consumer Trends: The New Experience Economy* survey covered the USA, Canada, the UK, France, Spain, Germany, The Netherlands, Italy, China, Japan, and Australia from February 4 to February 10, 2022.

Participants were selected across all Dynata's research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region. Generations were broken out as follows: Gen Z - age 16-24; Millennial - 25-39; Gen X - 40-55; Baby Boomer - 56-74; and Silent - 75+.

Sample sizes were USA (1,001), Canada (1,000), UK (1,000), Spain (1,000), France (1,001), Germany (1,000), The Netherlands (1,000), Italy (1,000), China (1,000), Japan (1,000) and Australia (1,000) – Total 11,002. The margin of error (at the 95% confidence level) is +/- 3% at the country level, +/-1% at the total level.

For more information, please visit **www.dynata.com**
or contact **info@dynata.com**.