

HOW COVID-19 HAS TRANSFORMED SHOPPER BEHAVIOUR

Covid-19 has transformed the retail sector and shopper behaviour. **New trends and attitudes have emerged** and they could be here to stay.

SHOPPERS MOVE ONLINE



Store closures and safety concerns saw e-commerce boom



Online sales rocketed 129% week-on-week when the pandemic struck



40% of UK shoppers did more online shopping in lockdown



56% will do more this year

HEALTH AND SAFETY A TOP PRIORITY IN-STORE



Shoppers have missed brick-and-mortar stores, but they expect retailers to ensure their safety when they return

Shoppers missed:



74%

Connecting with friends



73%

In-store experiences, like sampling



73%

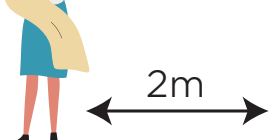
Tactile experiences



71%

Discovery

Safety measures they expect:



69%

Social distancing measures



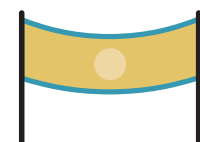
65%

Hand sanitiser



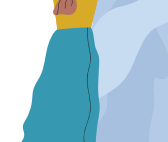
64%

Expanded cleaning and sanitising



53%

Physical barriers



48%

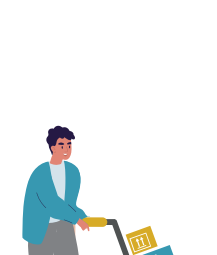
Disinfectant wipes



42%

Adjust store hours for vulnerable groups

DELIVERY EXPECTATIONS ARE HIGHER THAN EVER



Shoppers expect seamless delivery experiences - brands that provide it are seeing great results

27%

increased expectations of delivery speed

FREE DELIVERY

ranked highest globally when it comes to money-saving online purchase decisions (53%)

BUY ONLINE, PICK-UP IN-STORE

is up 208% year-on-year, highlighting the importance of delivering a seamless shopping experience

43%

say delivery speed is biggest influence on product selection

In June 37%

were happy to wait longer for non-essential deliveries, down 7% from May

TESCO DOUBLED ONLINE DELIVERY CAPACITY TO 1.5 MILLION SLOTS

at the peak of the outbreak - its 2020/21 interim results show a 28.7% year-on-year surge in pre-tax profits

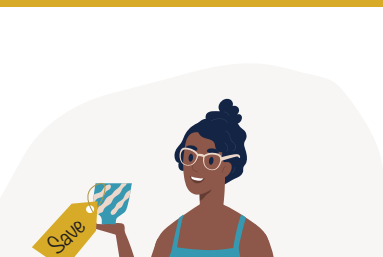


SHOPPERS SHUN BRAND LOYALTY

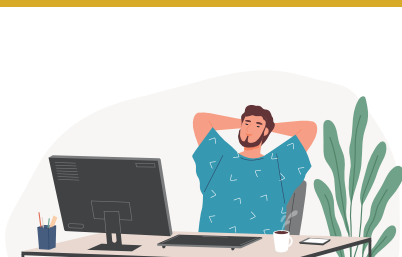
Value and sustainability have replaced loyalty as key influencers of purchasing decisions



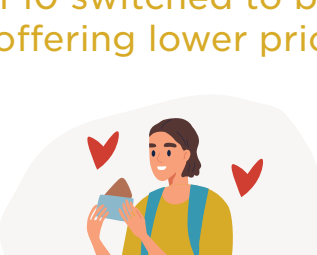
Value and sustainability have replaced loyalty as key influencers of purchasing decisions



3 in 10 switched to brands offering lower prices



1 in 4 used price comparison websites



88% will stick with the new brands they've discovered over the pandemic



61% make environmentally conscious, sustainable or ethical purchases, with 89% likely to continue post-crisis

Main areas people shop sustainability are:



55%

Food



31%

Clothing



26%

Cleaning items



18%

Garden supplies

CONSUMER NEEDS HAVE CHANGED, AND RETAILERS NEED TO ADAPT.

The Delta Group is an award-winning, UK based creative-led POS manufacturer and Europe's leading visual communications specialist; we can help with signage, social distancing solutions and ecommerce packaging

If you need help, get in touch today:

E: hello@thedeltagroup.co.uk

