



**THE FUTURE  
SHOPPER  
2018 AND BEYOND**



**CONTENTS**

Foreword.....4

Executive Summary .....5

Chapter 1: What do shoppers want? .....7

Chapter 2: A balanced approach for the modern consumer .....10

Chapter 3: Rising demand for retail technology.....15

Conclusion: How to meet shoppers’ demands of today and tomorrow .....18

Methodology.....18

*“Today, change is endemic and lightning-fast, and even industry insiders struggle to anticipate where the next technology will come from.”*

The eCommerce landscape is accelerating at a rapid pace. As advancements in technology continue unabated, so does the way in which we search for, purchase and interact with products. For brands and retailers, this potential new world of innovative technology could be seen as a threat. As digital innovation aims to improve the way we shop, there are in fact opportunities for brands to redefine themselves and claim back their equity across a sprawling field of purchasing options.

And this is indeed where we find ourselves: a complex ecosystem of websites, marketplaces, platforms and plug-ins. Today, change is endemic and lightning-fast, and even industry insiders struggle to anticipate where the next technology will come from, and what its impact on shoppers will be.

With this in mind, Salmon, a Wunderman Commerce company, decided to conduct an investigation into the consumer mind-set. Two years ago, we interviewed UK shoppers on how they felt about the idea of automated purchasing (Programmatic Commerce™). And just over a year ago, we took the study global, asking consumers around the world to find out what compels and connects them. The resulting study, [Buying Tomorrow](#), provided an eye-opening insight into the way customer loyalty is shifting away from brand to service as demand for digital services grows.

In 2017, consumers wanted retailers to deliver more with their digital offerings. Technology is an increasingly fundamental part of people’s lives – nearly four fifths believed that technology was essential to the future of society and a force for good, for example. And the desire to embrace technology in general is matched by a desire to utilize the power of tech for shopping.

Similarly, ‘Buying Tomorrow’ highlighted a trend which is still a significant reality for the retail industry: the rise and rise of Amazon. Since last year’s report, Amazon has continued to dominate online retail and has set the gold standard in eCommerce.

The power of Amazon is just one example of the significant changes that have occurred over the last 12 months. Some of the latest retail developments have included Walmart’s launch of a free same-day delivery service and Instagram expanding its shopping service in the UK. These changes represent a seismic shift in the way retailers and brands engage with shoppers, and it’s important to understand the effect that this will have on consumers themselves.

This is what we aimed to establish in this year’s report, *The Future Shopper: 2018 and Beyond*. We spoke to 3,516 US and UK consumers who had shopped online at least once in the last month to understand how people shop online today – and what this means for shopping tomorrow. The results have been illuminating: we’ve gained an insight into the vital role of the marketplace, unearthed a growing consumer desire for emerging technologies and uncovered a digital divide across the Atlantic.

This year’s study is an important addition to our previous years of research. Altogether, they are a comprehensive demonstration that the desire for tech in retail is gradually increasing. From the study in 2016, to 2017 and now the present research, consumers have become increasingly comfortable with technology like IoT and Programmatic Commerce™ working to improve their shopping experience. This is an important lesson if you, like our customers, are looking to capitalize on the future of eCommerce.

## 02 EXECUTIVE SUMMARY

### Key trends in the eCommerce landscape

In this report, we'll explore the attitudes of over 3,500 international consumers who shop online at least once a month, and find out why:

- **Over half** of online spend in the US is made through Amazon, compared to 35% in the UK, and how this is changing consumer expectations for **price and delivery**.
- For consumers who shop online once a month, 49% of US consumers' **total spend** is online. In the UK it is slightly lower at 43%.
- The marketplace plays a pivotal role in the customer journey, with **51% of consumers** starting their online shopping journey on Amazon and 11% starting on eBay.
- Consumer attitudes **vary by sector**, with 84% of people happy to buy entertainment goods online but only 68% feeling the same way about buying luxury items.
- **Millennials** are highly invested in shopping through digital channels **now and in the future**, as 87% say they would be **more likely** to shop at a retailer that is **digitally innovative**.
- **Price and free delivery** lead the pack as the most important criteria for purchasing online. Consumer priorities when buying products online are changing, with these two factors now ahead of brand.
- How as shoppers' loyalty shifts increasingly towards **service and delivery** over the brand itself, retailers and brands need to ensure that they are asking what shoppers truly want and reflect those high standards in their **eCommerce strategy**.

We'll also examine the role of shopping technology, learning more about:

- The **different types of technology** that are available to online retailers, from voice-activated commerce to automated machine purchasing, and how they are **shaping the future of shopping**.
- How retailers and brands should be taking a balanced approach in order to maximize their reach **across the whole eCommerce landscape**.
- Shopper excitement around the opportunities offered by digital, with almost **three quarters** wishing retailers would be **more innovative** in how they use technology to improve the shopping experience.
- The US has more **advanced attitudes** towards technology and online shopping than the UK, with three quarters of US shoppers feeling they are more digitally advanced than the retailers they use, compared to half of UK consumers.

## WHAT DO SHOPPERS WANT?

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**64%**

rate price as very important

**54%**

rate free delivery as very important

**22%**

expect delivery within 12 hours and 43% expect delivery within 24 hours

## MOST CONSUMERS ARE MAKING AMAZON THEIR FIRST PORT OF CALL

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**51%**

start their shopping journey on Amazon

**55%**

are likely to purchase their product on Amazon too

**80%**

check Amazon reviews and pricing even when shopping on other sites, or on the shop floor

## BUT AMAZON CAN'T DO EVERYTHING

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**46%**

said they could find cheaper pricing elsewhere

**25%**

said there were more convenient delivery options elsewhere

**25%**

said other retailers had more attractive loyalty programs

**24%**

said they were looking for in-store experiences

### 03 WHAT DO SHOPPERS WANT?

#### What matters most to consumers?

It's the billion dollar question all retailers and brands must face: what matters most to consumers?

Expectations are constantly evolving, and vary between shoppers. In recent years there's been a particular shift in what buyers demand from a shopping experience. It's significant that, online, nearly two thirds of respondents (64%) rate price as very important, with over half (54%) citing free delivery, which puts both ahead of brand:

- price (64%)
- free delivery (54%)
- brand (39%)

**The priorities of consumers are shifting quickly. Price and free delivery are now the most important factors when buying products online.**

The traditional idea of brand and product above everything else is being eroded online in favour of pricing and free delivery – findings that would have been unheard of only five years ago.

With price cited as the most important factor by respondents, this is notably influencing other aspects of consumer behavior. People's desire for a bargain sees them religiously research prices before they buy: 80% of respondents said they check Amazon reviews and pricing even when they are shopping on other sites, or physically standing on a shop floor. It seems that Amazon has become the benchmark for competitive pricing that all other retailers have to match.

Alongside price, there's a growing focus on delivery. When it comes to what features make for an "excellent online shopping experience", shoppers selected free shipping (55%) and fast delivery (50%) as the two most important features. This is unsurprising, since the value of online shopping lies in the fact that you don't have to leave your home to get what you want.

But while delivery has always been important to online shoppers, it has never been expected to be so fast. This is what is known as the Amazon Prime Effect. In offering super-fast delivery as standard, Amazon has shaped consumer expectations so that long delivery times are no longer normal or even acceptable.

- Our research highlighted this clearly: 22% expect same-day delivery (within 12 hours)
- 43% expect delivery within 24 hours
- Only 13% of people find a delivery promise of three days acceptable

Amazon has set the expectation level high. And even that level is way beyond what is possible for most other brands, retailers or marketplaces.

Shoppers who are Amazon Prime members, and who are accustomed to next-day delivery, have naturally higher expectations. The majority (59%) expect delivery within 24 hours, and only 5% find a delivery time of more than three days acceptable.

The impact of Amazon-style marketplaces is evident, particularly as it is conditioning consumers to find and buy all their products from one source. Three quarters of respondents told us they are excited about being able to order all their goods through one online retailer – a possibility only brought into the mainstream by Amazon.

#### The impact of Amazon

Amazon is increasingly the shoppers' site of choice. It accounts for 52% of total online spend in the US, and 35% in the UK – a mere 24 years after it was founded.

Pricing and delivery are Amazon's great strengths. It is renowned for being a place that offers everything – and this encourages shoppers to start their shopping journey on the Amazon marketplace.

51% of people start their shopping journey on Amazon, compared to 16% who start on Google – quite remarkable considering Google is the world's most popular and most used search engine by far. Amazon is the number one place for shoppers in both the UK and US, although the US is much more heavily geared towards Amazon, with 68% heading there first compared to 38% in the UK.

When the strengths of Amazon are clearly convincing the majority, it's important to ask: why do some shoppers choose not to use Amazon?

When asked, respondents said:

- they could find cheaper pricing elsewhere - 46%
- there were more convenient delivery options elsewhere - 25%
- other retailers had more attractive loyalty programs - 25%
- they were looking for in-store experiences - 24%

It's valuable to understand what it is that Amazon doesn't do so well, namely traditional loyalty programs and an exciting brand experience and service, as this is the space where other retailers and brands looking to sell direct can thrive. There's even a retail movement named after this: WACD (What Amazon Can't Do).

## WUNDERMAN COMMERCE SAYS

“The modern-day consumer is constantly evolving – and, as a result, they expect more from retailers. For many consumers, the shopping experience doesn’t end at the checkout. Today, customers are judging their experience with companies right from the point they become aware of the brand, through purchase, delivery and ownership, right through to repurchase. It’s hard to look past Amazon as the reason for this.

The online behemoth has set the gold standard for online selling; from skewing customers’ views on delivery timescales, through to offering the cheapest prices on the biggest brands. It has set the bar highest with its next-day delivery option (Prime) and the subsequent one-hour delivery (Prime Now). This promise of next- or same-

day delivery has heightened shoppers’ expectations; the fact that 43% of consumers now expect delivery within 24 hours is telling of the state of the shopping nation in 2018. And companies like Asos – who launched their ‘Asos Instant’ same-day delivery service late last year in London – know this is what consumers are looking for.

As shoppers’ loyalty shifts ever more towards service and delivery, retailers and brands need to ensure that they are asking what shoppers truly want... and reflecting those high standards in their eCommerce strategy.”

**Patrick Munden**, Global Head of Retail and Marketing, Wunderman Commerce



## CONSUMERS PREFER TO SHOP VIA INNOVATIVE TECH AND RETAILERS

**US 76% vs UK 54%**

feel they are more digitally advanced than some of the retailers and commerce services they use

**US 71% vs UK 44%**

are comfortable shopping via voice-activated devices

**US 79% vs UK 55%**

are eagerly anticipating cashless stores such as Amazon Go

## AND MILLENNIALS ARE LEADING THE CHARGE

**50%**

of total online spend is made by millennials

**87%**

are more likely to shop somewhere that is digitally innovative

## OPTIMIZING THE CHANNEL MIX WITHIN SECTORS IS VITAL

**36%**

buy groceries from a retailer's online store

**40%**

buy home products from a marketplace

**18%**

purchase luxury products direct from the brand's online site, more than any other category

## 04 A BALANCED APPROACH FOR THE MODERN CONSUMER

### What matters most to consumers?

Choice is the principle which governs life for the modern consumer. A shopper can arrive at the destination of their final purchase from social media, Google search, a marketing email or an advert, for example. What's more, they can leave the destination of their final purchase and come back again ten times before buying. The customer journey is consequently becoming increasingly multi-faceted and complex.

Still, the prevailing trend for shoppers today is to start on Amazon. We know that over half of shoppers start here; and where they start, they tend to buy. A corresponding number of consumers (55%) are likely to purchase their product on Amazon too.

Of the 49% who didn't start their journey on Amazon:

- 11% start their shopping journey on eBay
- 6% start on the brand's own website
- 7% on a retailer's website
- 3% on social media sites

Those shoppers who don't end up on Amazon are most likely to make their purchase on either eBay (13%) or on a brand's website (9%). This is interesting because it points to the strength of the marketplace when it comes to closing a sale.

The role of the marketplace – be it eBay, Amazon or otherwise – is firmly entrenched in shoppers' buying habits. It's the accepted place for consumers to go when they want to find things or check prices. It's trusted, convenient and ubiquitous.

However, despite the marketplace dominance, it is essential to engage with consumers across all channels to maximise sales opportunities - offering compelling and beneficial reasons to search and buy from each.

It's only by keeping a balanced channel approach that today's retailers and brands can hope to meet the demands of the highly complex world of the tech-savvy consumer.

### A SECTOR-SPECIFIC BREAKDOWN

Shoppers' online habits vary hugely across different retail categories. The same consumer will make very different purchasing decisions depending on whether they are buying vegetables or a sofa (although the strong presence

of the marketplace is consistent for every category).

For this reason, we're going to take a deep dive into buying habits across six different sectors.

#### Grocery

34% of consumers say they don't purchase any groceries online at all, and of the remaining 66% that do:

- 36%** buy from a retailer's online store
- 19%** buy from a marketplace
- 11%** buy from the brand's site

It appears that most shoppers prefer to buy from the traditional grocery retailers. It's likely that people continue to use the same supermarket that they have always relied on – now they just visit the website instead of going to the store.

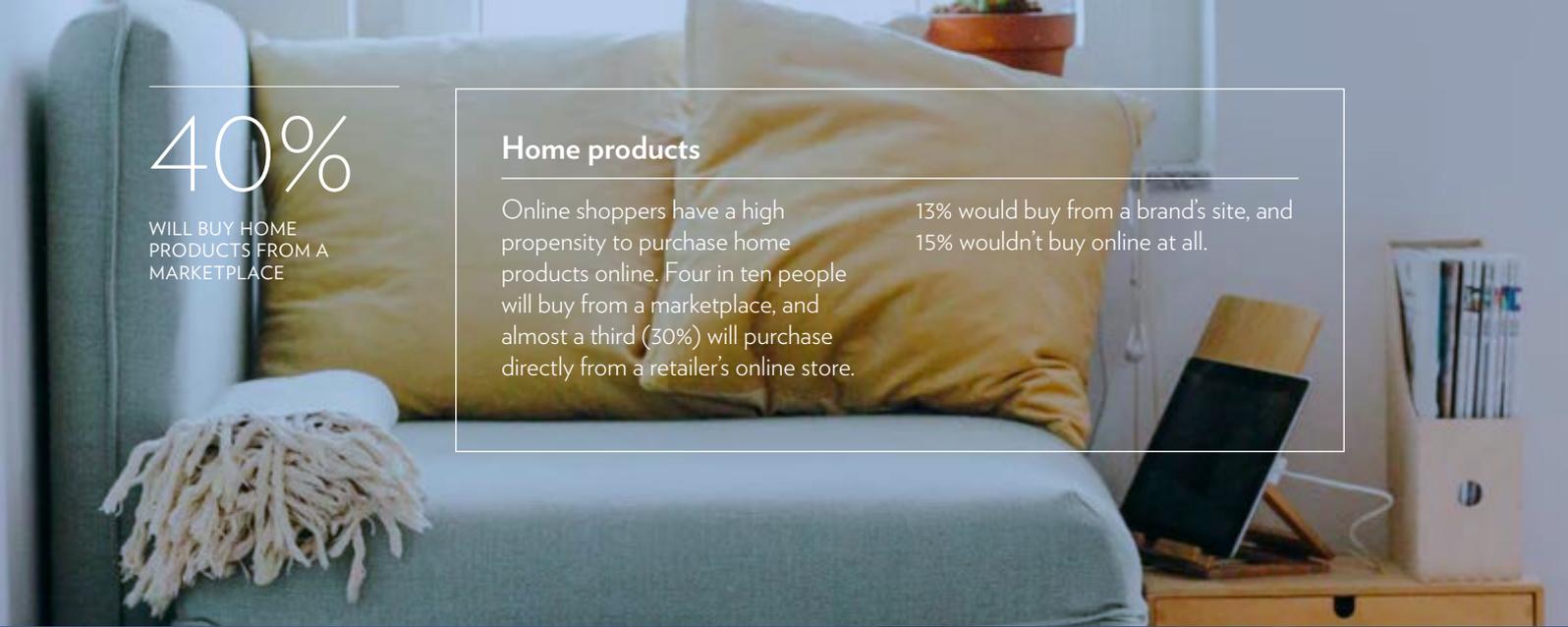
With only 19% of online shoppers buying their food from an online

marketplace – the lowest percentage across all categories – it's only logical for Amazon to invest in this sector; its acquisition of Whole Foods last year is testament to its expansion into grocery.

Interestingly, the US stats are either higher or about the same as the UK in all categories for "retailer's online store" except grocery, where the stats are 41% and 29% in the US. This demonstrates the lead the UK has in online grocery, and the clear growth potential in this sector in the US.

# 34%

OF CONSUMERS SAY THEY DON'T PURCHASE ANY GROCERIES ONLINE AT ALL



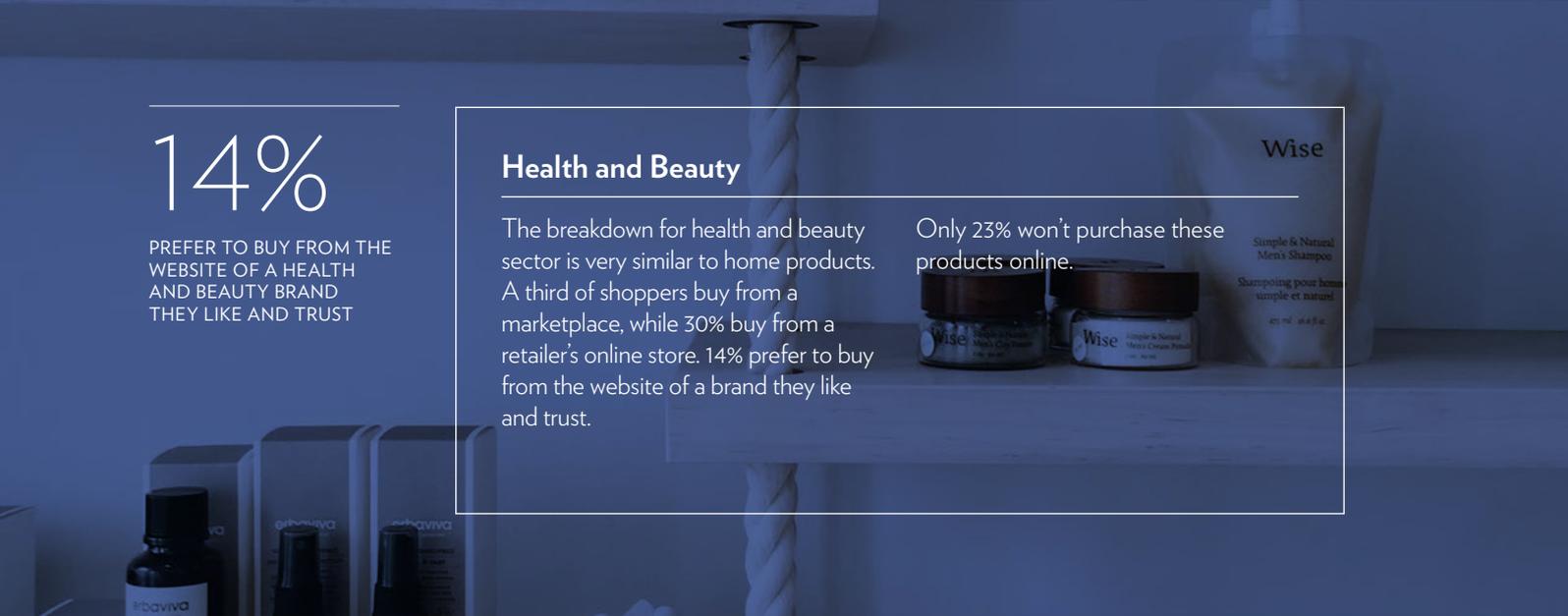
# 40%

WILL BUY HOME PRODUCTS FROM A MARKETPLACE

## Home products

Online shoppers have a high propensity to purchase home products online. Four in ten people will buy from a marketplace, and almost a third (30%) will purchase directly from a retailer's online store.

13% would buy from a brand's site, and 15% wouldn't buy online at all.



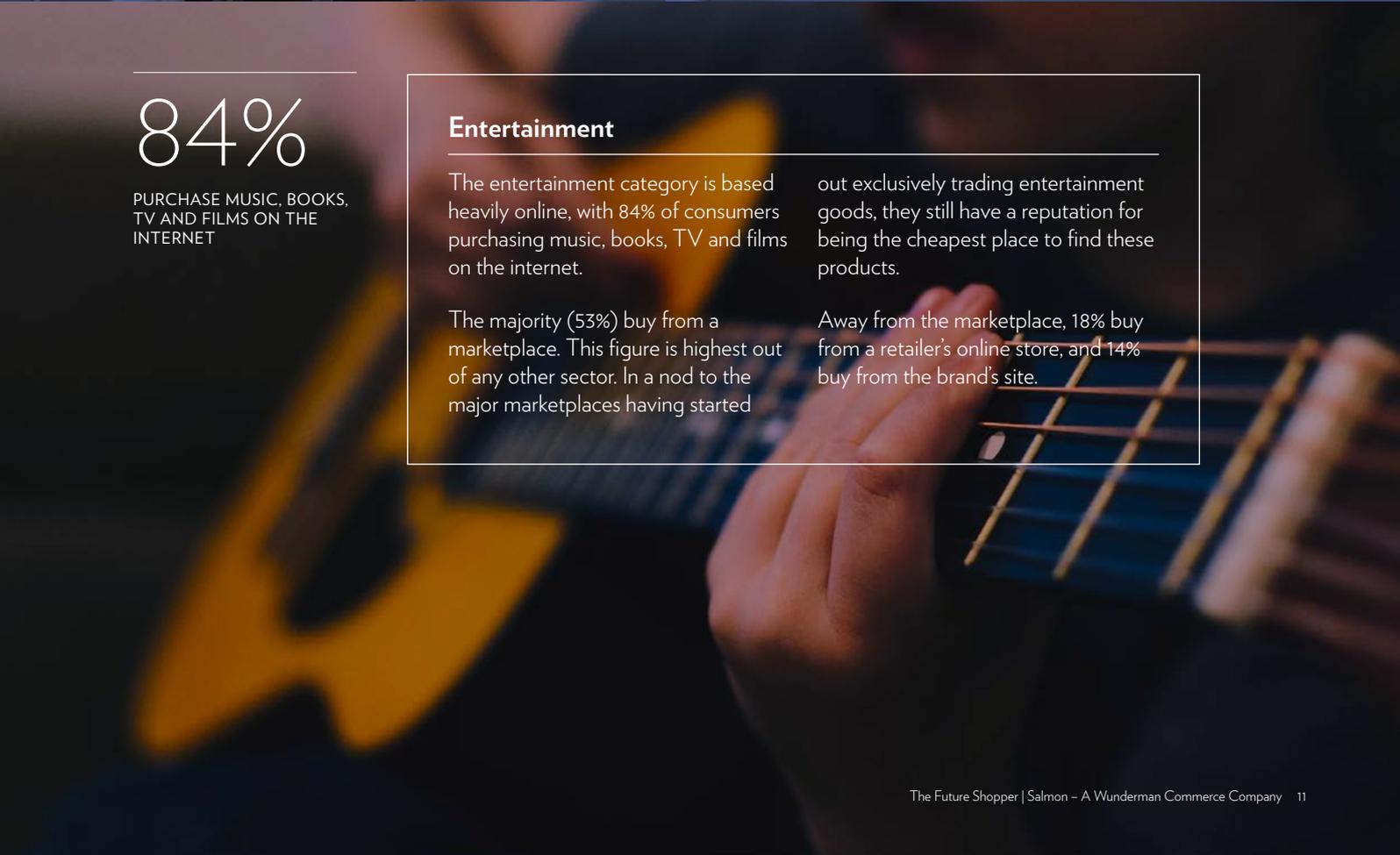
# 14%

PREFER TO BUY FROM THE WEBSITE OF A HEALTH AND BEAUTY BRAND THEY LIKE AND TRUST

## Health and Beauty

The breakdown for health and beauty sector is very similar to home products. A third of shoppers buy from a marketplace, while 30% buy from a retailer's online store. 14% prefer to buy from the website of a brand they like and trust.

Only 23% won't purchase these products online.



# 84%

PURCHASE MUSIC, BOOKS, TV AND FILMS ON THE INTERNET

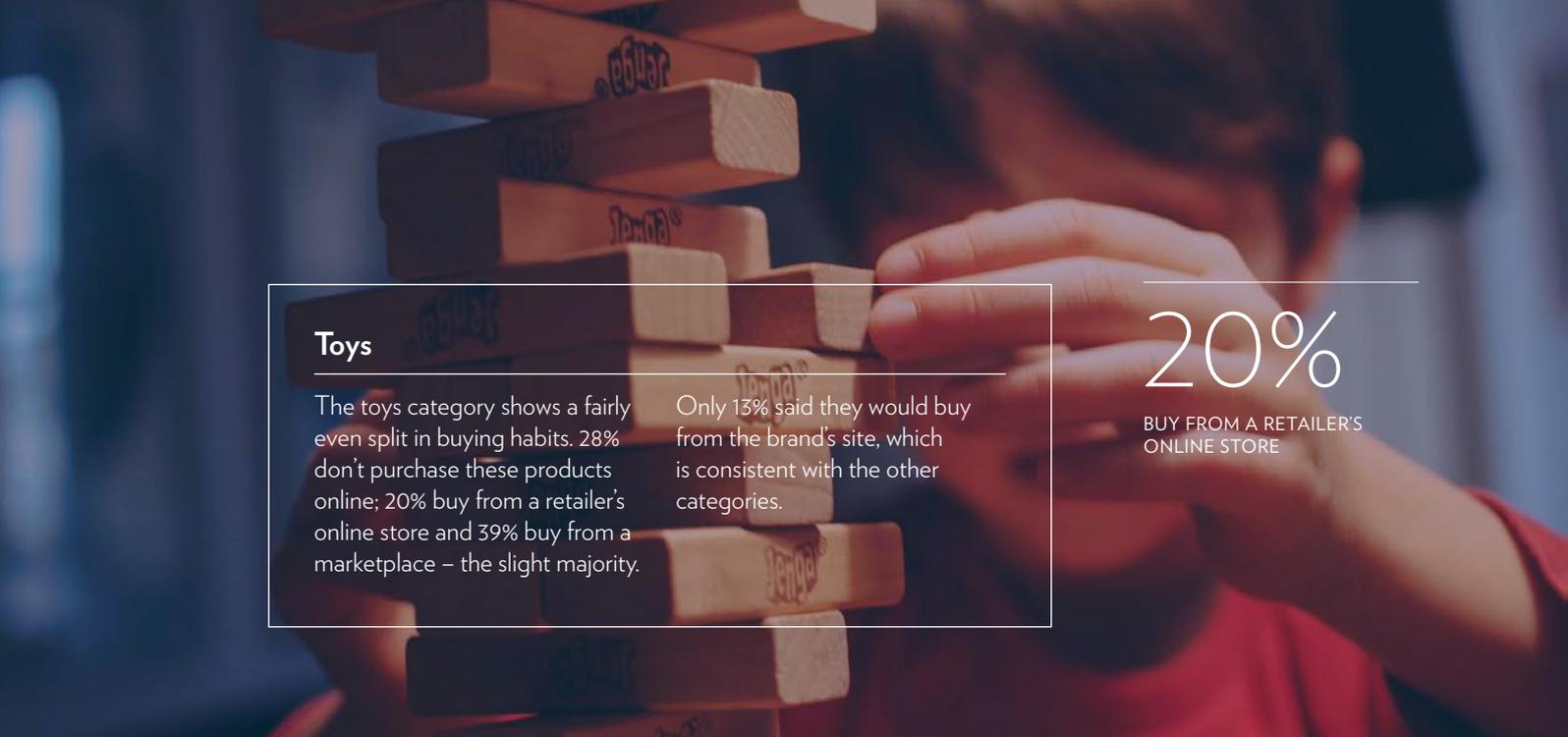
## Entertainment

The entertainment category is based heavily online, with 84% of consumers purchasing music, books, TV and films on the internet.

out exclusively trading entertainment goods, they still have a reputation for being the cheapest place to find these products.

The majority (53%) buy from a marketplace. This figure is highest out of any other sector. In a nod to the major marketplaces having started

Away from the marketplace, 18% buy from a retailer's online store, and 14% buy from the brand's site.



## Toys

The toys category shows a fairly even split in buying habits. 28% don't purchase these products online; 20% buy from a retailer's online store and 39% buy from a marketplace – the slight majority.

Only 13% said they would buy from the brand's site, which is consistent with the other categories.

20%

BUY FROM A RETAILER'S ONLINE STORE



## Luxury

A high proportion of consumers (32%) don't purchase luxury products online. This can be attributed to the experiential factor which comes into play in the purchase of luxury items.

Consumers tend to enjoy visiting a high-end department store as part of the activity of buying a luxury product like jewelry or a watch.

Of those who do shop for luxury items online, 28% buy from a marketplace and 23% buy from a retailer's online store.

A further 18% buy from the brand's site, a higher figure than any other category. This reflects the growth in luxury brands selling direct to consumer and the importance of owned platforms.

32%

DON'T PURCHASE LUXURY PRODUCTS ONLINE



## Technology

The technology sector is unsurprisingly dominated by online shopping. The marketplace is a particularly powerful force, as 48% of consumers buy technology from that platform. This might be because marketplaces allow huge competition for typically homogeneous products.

22% buy from a retailer's online store and 16% buy from the brand's site. Only 13% don't purchase tech products online.

48%

OF CONSUMERS BUY TECHNOLOGY FROM A MARKETPLACE

### US vs UK

There's a clear division between shoppers in the UK and in the US.

American consumers tend to be more comfortable with integrating technology into their purchasing. 76% of US shoppers feel they are more digitally advanced than some of the retailers and commerce services they use, compared to 54% in the UK.

And this trend is set to continue; 86% of US shoppers intend to increase their use of digital shopping channels, whereas only 67% of shoppers in the UK say the same.

Similarly, shoppers in the US make more use of new technologies than their UK counterparts.

- 21% of US shoppers are already using automated machines for purchasing vs 9% in the UK
- 71% of US consumers are comfortable shopping via voice-activated devices, vs 44% in the UK
- 79% of US consumers are eagerly anticipating cashless stores such as Amazon Go vs 55% of UK consumers

### The millennial factor

Millennials – people aged between 22–37 in 2018 – are a particularly influential group when it comes to online shopping. They are keen internet shoppers, responsible for 50% of total online spend.

It is clear that, as digital natives, they are more excited about emerging digital avenues for shopping.

Millennials actually see digital innovation as a success criterion for retailers. 87% said they were more likely to shop somewhere that was digitally innovative, compared to 72% among the general population.

At the moment, millennials are embracing voice-activated shopping, with close to half (44%) using voice assistants. This indicates that voice commerce will likely become a significant channel for all age brackets in future, since millennials tend to act as early adopters. Currently, they have the highest spend on Amazon, which represents 36% of their outlay in the UK and 53% in the US.

The impact of Amazon on the shopping expectations of this generation is particularly noticeable, as 63% demand speedy delivery within 24 hours versus 43% on average.

Millennials are also famous for their social media use, and this filters into their online shopping habits.

They account for higher than average use of social media channels for:

- Inspiration: 33% vs 23% general population
- Product recommendation: 37% vs 24% general population
- Actively purchasing: 29% vs 19% general population

## WUNDERMAN COMMERCE SAYS

“It can be tricky for brands to navigate the vast landscape of modern-day eCommerce. Knowing what channel best reaches certain customers and where those customers ultimately spend their money is a challenge. But it's no longer enough for a brand to sell its product exclusively through one channel; having a balanced approach is now essential for many brands in today's competitive market.

While consumers will look to the big marketplaces – notably Amazon and eBay – for their purchases, there is still a significant opportunity for brands to engage with customers via retailers and their own websites too. By being in control of their data and the associated intelligence and insights, brands can start to better target their customers and build more personal relationships with them.

Yet where Amazon was once the enemy for many brands, they are now becoming less combative and more collaborative towards marketplaces in general. It's another avenue of engagement and a chance to tap in to hundreds of millions of buyers.

The true rewards of a balanced approach come when brands can leverage the power of each channel to optimize the other. 2018 is surely the year of the omnipresent brand.”

**Hugh Fletcher**, Global Head of Consultancy and Innovation, Wunderman Commerce



## THE PULLING POWER OF ONLINE SHOPPING IS STRONG

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**43%**

of UK consumers' total spend in the past month was made online

**49%**

of US consumers' total spend in the past month was made online

## SHOPPING VIA SOCIAL MEDIA IS ON THE RISE TOO. WE USE IT FOR:

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**23%**

Inspiration

**24%**

Product recommendation

**19%**

Actively purchasing products

## WE ALSO LIKE THE SOUND OF OUR OWN VOICE

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**40%**

of online shoppers currently use or have used voice assistants such as Amazon Echo or Google Home

**55%**

of them tell us they enjoy shopping via voice devices

## AND WE'RE MORE PREPARED FOR A PROGRAMMATIC FUTURE

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2016

**10%**

2017

**46%**

2018

**57%**

are now prepared to use a fully automated system to make their purchases

## 05 RISING DEMAND FOR RETAIL TECH

### What matters most to consumers?

Since the first internet transaction in 1994, online shopping has exploded in popularity. Our research shows that on average, consumers who shop online at least once per month account for 43% of UK consumers' total spend. In the US this figure stands slightly higher at 49%.

This shows a consistent appetite for online shopping, which is only going to grow, and highlights how digital is becoming more important year-on-year. This year's study shows 72% of consumers are more likely to shop with retailers that are digitally innovative – up from 60% in 2017.

Unfortunately, many retailers are letting down their customers by failing to meet their enthusiasm for online shopping with the right technology; 72% of respondents wish that retailers would be more innovative in how they use digital technology to improve their shopping experience.

A further 63% believe they are more digitally advanced than some of the retailers and commerce services they use. Younger generations were overwhelmingly in agreement with this statement. Being more digitally advanced than retailers was seen even more prominently with millennials, with 81% agreeing that they were ahead of retailers technically.

Thankfully for retailers, new technology doesn't scare the consumer – on the contrary, shoppers seem to welcome a change from the traditional shop floor. For example, 65% of respondents told us they are more likely to buy from a store like Amazon Go, where facial recognition and other technologies have replaced the cashier. Clearly, people are happy to move away from the typical retail environment, towards something new.

There are hundreds of options for new technologies that can enrich the retail experience. In this section, we'll explore the ones trending with consumers today.



## VOICE COMMERCE

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Voice commerce – where the buyer makes an order by talking aloud to a smart speaker – is becoming increasingly popular.

When buying online, four out of ten online shoppers currently use or have used voice assistants such as Amazon Echo or Google Home. A further 12% say they're likely to use them in the next year. Only 36% do not intend to use them at all.

In general, most online shoppers are comfortable with voice shopping, and the desire is there; the majority (55%) said they like purchasing through voice-activated devices.

However, voice commerce alone is not enough for most consumers. 89% said they'd like to see the product on a screen before a voice assistant orders it. The demand for visuals is unlikely to decline any time soon – and this

should be a key consideration for retailers and brands looking to grow the voice channel. In appreciation of this, Amazon has added the Echo Show – an Echo device with a screen so consumers can hear and see what Alexa is talking about.

Shoppers do still have their doubts about the efficacy of voice-activated devices. They are still in the early stages of adoption, so for many people, smart speakers feel untested. This may explain why 78% have concerns over privacy issues, such as devices “listening in to conversations”.

A further 83% are worried that voice assistants may order items without their permission. It will be interesting to see how the matter of trust develops in voice commerce as the technology becomes a more established part of consumers' daily lives.

## Programmatic Commerce™

Programmatic Commerce™ refers to the idea that IoT-connected devices can make purchasing decisions on behalf of consenting consumers and businesses.

It's an increasingly popular channel for online shoppers as our year-on-year research shows. In 2016, only 10% of shoppers were prepared to use a fully automated system. This rose to 46% in 2017, and it now sits at 57% in 2018.

The level of confidence in automated machine purchasing was higher among Americans and young people. 71% of US shoppers said they were likely to adopt this automated method, along with 79% of millennial respondents.

Of course, delivery is an aspect of purchasing that machines have yet to master. There are services that offer delivery directly into the home – meaning the customer can return to a full fridge, instead of a food package at the door. And plenty of online shoppers welcome this. 49% would be happy to allow someone to deliver and stock their fridge with groceries while they're out.

In this vein, the new Amazon Key service launched in the US allows delivery drivers to drop off parcels in consumers' car boots and even unlock WiFi-connected front doors to leave their package inside.

## Social channels

There are nearly 3.2 billion social media users across the world, according to the Global Digital Report 2018. Retailers and brands are finding new ways to tap social media's growing power as a discovery and purchasing platform. Consumers can use social media networks to find new products and brands, and many platforms are also enabling brands to sell directly to consumers.

However, this is still an underused channel for online shopping. One in ten (10%) online shoppers were not even aware they could shop via social media.

Still, a substantial portion of online shoppers do use social media. Respondents told us they use it for:

- Inspiration – 23%
- Product recommendation – 24%
- Actively purchasing products – 19%

However, shoppers are held back by their concerns around data protection. A quarter of respondents are worried about the amount of data the social media networks have on their buying habits.

A further 23% don't trust social media channels to provide the best price or the best range of products. This means, for the most part, social media is only used by shoppers to find new brands. But this may be set to change as the platforms create new shopping experiences and as awareness grows.

## WUNDERMAN COMMERCE SAYS

“There isn't a single sector that is exempt from the impact of technology. And in retail there is no denying that technology has evolved how shoppers interact with their favourite brands. Entirely new platforms have emerged that offer the opportunity to purchase goods at an even quicker pace. But more than that, they are bringing together convenience and innovation in a way that hasn't been experienced before.

We are seeing a shift to platforms such as voice-controlled shopping via Amazon Echo and Google Home, automated purchases through IoT-connected devices and direct social media buys. Of course, social media has been available for some time, but Instagram now allows

consumers to buy directly through the platform.

The advent of voice-enabled platforms and a constantly connected world has helped to cultivate an environment where consumers are becoming increasingly comfortable with machines buying their goods. As voice and gesture devices become more mainstream, and even brain-computer interfacing edges ever closer to reality, retailers and brands need to be forward-thinking about how to own every interface and touchpoint with the customer.”

**Naji El-Arifi**, Head of Innovation, Wunderman Commerce



## 06 CONCLUSION

How to meet shoppers' demands of today and tomorrow

The message is loud and clear: shopping technology is already mainstream, and it's only set to grow.

Shoppers want to see retailers offering more digital channels. They like to use new technology, including voice-activated ordering and automated machine purchasing, as part of their shopping experience. They use the marketplace as their first stop when looking for almost any type of product, and they are increasingly turning to social media to inspire them when choosing what to buy.

How can retailers and brands meet these demands now and into the future? We have three pieces of advice, based on the findings of this study:

### 1. Take a balanced channel approach

Retailers and brands looking at selling online need to ensure they are adequately represented across all online channels where shoppers spend their time. This involves maintaining a presence on online marketplaces, maximizing their reach on retailers' websites and creating a brand website that delivers an exceptional and heightened experience for customers.

### 2. Think creatively about new retail technology

Our research shows that shoppers prefer retailers who are innovative. There's an excitement and a wow factor involved when a retailer has a slick online presence, which also delivers reliably and consistently.

### 3. Embrace and support the tech-savvy shopper

The consumers of today have high expectations for digital experiences and services. These expectations have in part been conditioned by Amazon, which acts as the de facto standard for online shopping. Retailers and brands should be reflecting the consumer demand for delivery, price and convenience to ensure shoppers continue to come back.

### Methodology

Research for this report was conducted by an independent research consultancy, Censuswide. A total of 3,516 consumers aged between 18 and 64, who had shopped online at least once in the last month, were interviewed online during April 2018; 2,016 from the UK and 1,500 from the US.

## HOW WE CAN HELP

The topics raised in this report are driving the conversations that Salmon, a Wunderman Commerce company, has with its clients on a day-to-day basis to help them navigate the current commerce landscape, and become future-ready. We empower clients on this journey with an end-to-end suite of eCommerce services including:

[Commerce strategy](#)

[Amazon strategy and management](#)

[Optimizing the customer experience](#)

[Platform implementation and IT integration](#)

[Future technologies](#)

Further Future Shopper assets can be found [here](#).

<https://info.salmon.com/the-future-shopper>





## ABOUT WUNDERMAN COMMERCE

Wunderman Commerce is a global eCommerce consultancy that brings strategic clarity, technical know-how and creative inspiration to retailers and brands to define eCommerce strategies that deliver sales growth, customer ownership and a balanced eCommerce channel mix.

Bringing together WPP's leading commerce agencies, Salmon, POSSIBLE Commerce & Marketplace Ignition under the Wunderman family, Wunderman Commerce is the largest eCommerce agency across the global WPP network with eCommerce operations in North America (New York, Seattle, Atlanta), Europe (London, Amsterdam, Sofia) and Asia Pacific (Melbourne, Beijing, Singapore, New Delhi).

Wunderman Commerce clients include Audi UK, Akzo Nobel, DFS, Halfords, Jumbo, Nestlé, Sainsbury's, Selfridges, Staples, Ted Baker, Xerox and YOOX NET-A-PORTER GROUP.

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