

# CONSUMER SHOPPING EXPECTATIONS ARE RISING. BRANDS TAKE NOTICE.

Despite increased online shopping, 1,500+ respondents in CGS's 2018 Retail Survey note in-store buying and returns are still important to the shopping experience. And, issues around product ethics and sustainability are on the rise.

## TOP 4 FACTORS

Impacting Consumer Purchasing Decisions



As 40% of total respondents expressed interest in the ethics of the product, an increased interest in product sustainability was also clear.

## eCOMMERCE SALES INCREASING

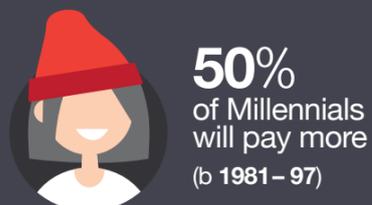
Brands Look to Expand Omnichannel Strategy



With nearly three-quarters of respondents noting they prefer to return items in-store, brands need to evaluate their store experience and strategize how to:

- ✓ Provide fast-and-easy-returns experience
- ✓ Gather valuable product & shopping experience feedback for continuous improvement
- ✓ Look for opportunities to upsell/cross-sell on products in the store
- ✓ Accelerate product-returns processing to increase sales and decrease markdowns
- ✓ Leverage supply chain technology to unify online and offline channels

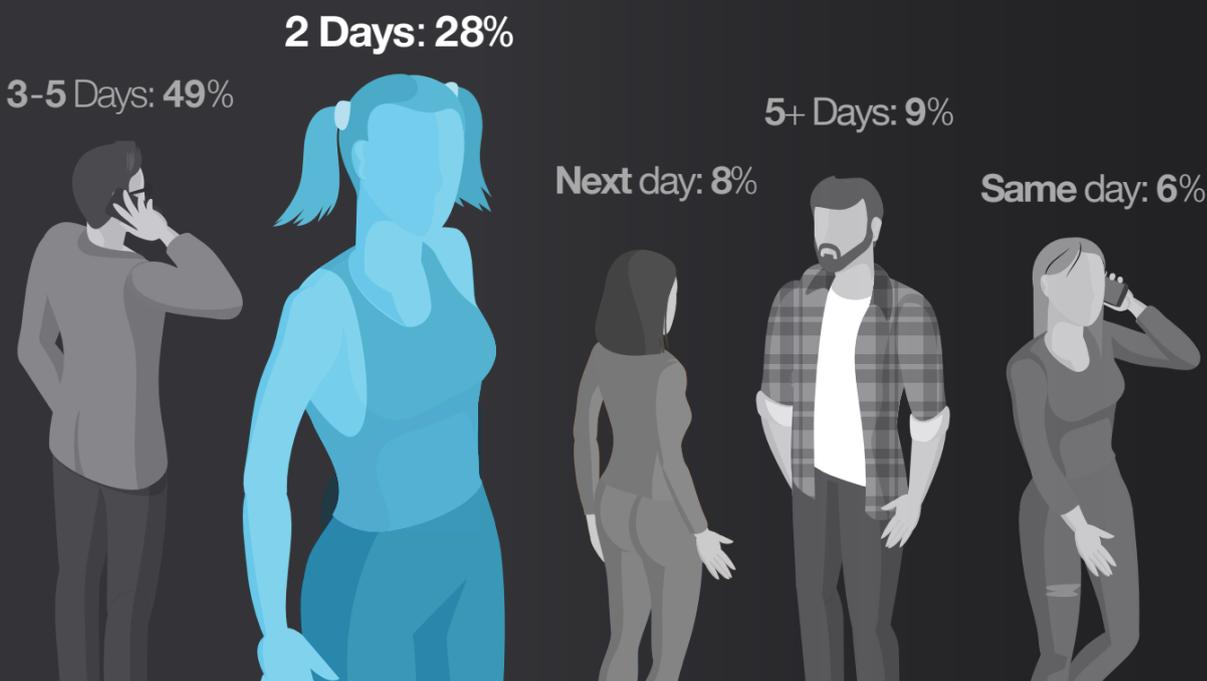
Consumers are willing to pay more for ethically manufactured and sustainable products



Brands look to speed up order fulfillment

## EXPEDITED SHIPPING BECOMES THE NORM

Consumer Online Shipping Preferences



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