

Covid-19 has changed the way consumers shop online and offline

Our 4th Annual Shopping Survey, being run for the first time in China, provides interesting trends and insights on consumers' shopping behavior for non-essentials (such as fashion items) in 2020. This infographic helps brands and retailers uncover the Covid-19 impact on consumers' shopping preferences, visual Al's role in solving product discovery, and the importance of visual recommendations in purchase decision-making.





CONSUMERS ARE SPENDING MORE \$\$
AND TIME SHOPPING ONLINE









### **CONVENIENCE DRIVES** THE SHIFT TOWARDS ONLINE

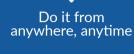








of products





Finding items

**Recommendations and reviews** 





6<sup>th</sup>

#### Visual Recommendations is the most desired feature



Size and fit recommendations



recommendations



Smarter recommendations



## HOWEVER, IN-STORE STILL HAS A ROLE TO PLAY





to browse



Assistance from store staff

#### is the most desired enhancement

**Digital experience** 

3rd 4<sup>th</sup>



fitting rooms



2nd

while shopping in-store



Latest fashion trends



items online



Virtual Find product try-on info on mobile

6<sup>th</sup>



3rd











Friends' style and recommendations



## **ENOUGH FOR PRODUCT DISCOVERY**

**TEXT SEARCH ALONE IS NOT** 







# TOP 3 WAYS VISUAL AI ENABLES PRODUCT DISCOVERY













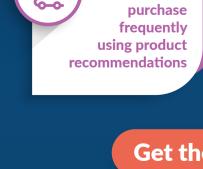
recomméndations

Style











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online and offline. **About ViSenze** 

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