ViSENZE

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

Our 4th Annual Shopping Survey of US and UK consumers 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 AI's role in solving product discovery, and the importance of visual recommendations in purchase decision-making.

COVID IMPACT
CONSUMERS ARE SPENDING MORE $$ AND TIME SHOPPING ONLINE

43% are spending more $$ online
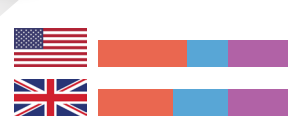
65% are spending more time online

54% prefer online vs in-store

More | Less | No Change

Online | In-store | No preference

ONLINE
CONVENIENCE DRIVES THE SHIFT TOWARDS ONLINE

1st Finding items quickly is the top reason consumers shop online

2nd — Do it from anywhere, anytime
3rd — Better choice of products
4th — Finding the best price
5th — Recommendations and reviews
6th — No need to carry shopping bags

1st Visual Search is the most desired feature

2nd — Best price recommendations
3rd — Smarter recommendations
4th / 5th — Size and fit recommendations
5th / 4th — Voice search
6th — AR and VR

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

1st Trying products before buying is the top reason consumers shop in-store

2nd — Easy to browse
3rd — Inspired from what's in the mall
4th — Assistance from store staff

Smartphone-driven experience is the most desired enhancement

1st / 2nd — Find product info on mobile
2nd / 1st — Buy out-of-stock items online
3rd — Appointment based shopping
4th — Online offer while shopping in-store
5th — Smart fitting rooms
6th — Virtual try-on

INSPIRATION
SOCIAL MEDIA REMAINS THE BIGGEST SOURCE OF SHOPPING INSPIRATION

1st Social media
2nd — Outdoor inspiration
3rd — Friends' style and recommendations
4th — TV shows/movies
5th — Print (Magazines, Newspapers, Posters)

SEARCH
TEXT SEARCH ALONE IS NOT ENOUGH FOR PRODUCT DISCOVERY

Text search must be specific
Get too many search results
Often leads to images anyway
Less accurate results

VISUAL AI
TOP 3 WAYS VISUAL AI ENABLES PRODUCT DISCOVERY

Search by image on retailer website
Directly buy from social media
Search by image on smartphone

RECOMMENDATION
RECOMMENDATIONS REMAIN THE MOST INFLUENTIAL WAY FOR CONSUMERS TO DISCOVER AND BUY PRODUCTS

1st — Visually similar recommendations
2nd — Complementary recommendations
3rd — Style recommendations
4th — Others who also brought this
5th — What's trending

70% purchase frequently using product recommendations

85% want product recommendations for items that are out-of-stock

Get the full report here