

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



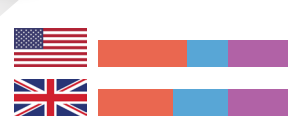
Our 4th Annual Shopping Survey of US and UK consumers provides interesting trends and insights on consumers' shopping behavior for non-essentials (such as fashion items) in 2020. This infographic helps brands and retailers uncover the Covid-19 impact on consumers' shopping preferences, visual AI's role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



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

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



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

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)



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

TOP 3 WAYS VISUAL AI ENABLES PRODUCT DISCOVERY



Search by image on retailer website



Directly buy from social media



Search by image on smartphone



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](#)

ViSenze 4th Annual Shopping Survey, 2020 (US, UK)

Over 1500 consumers from the US and the UK participated in the survey. They shared how Covid-19 has impacted their shopping behavior for non-essentials, such as fashion items, and their expectations from shopping experiences. They also shared their inspiration, discovery, search, and buying process for products online and offline.

About ViSenze

ViSenze is the global Visual AI solutions provider for retailers, brands, and marketplaces. We provide visual commerce at scale for retailers and publishers. We deliver intelligent image recognition solutions that shorten the path to conversion as consumers search and discover in-store and online. We have helped +900 global brands and retailers such as Rakuten, TOD'S, Uniqlo and Urban Outfitters to improve their conversion rates and grow revenues.

For more information please visit: www.visenze.com