

The New Era of Shopping is Hybrid

Today's consumers see no difference between online and offline channels—it's all just shopping. As the pandemic recedes, a new hybrid world of retail is emerging where the already blurred lines between physical and digital become even less distinct and shopping becomes a more interconnected experience.

This has given rise to a new "no compromise" consumer mindset. We've uncovered three themes that explore how retail is being reimagined to adapt to consumers' desires for more fluidity in how they buy.

UK

FACEBOOK IQ

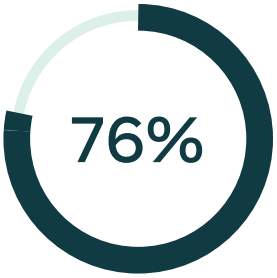
01 Satisfying Store Experiences

PEOPLE ARE LOOKING FOR DIGITAL SOLUTIONS TO SOLVE THE UNCERTAINTY OF SHOPPING IN-STORE

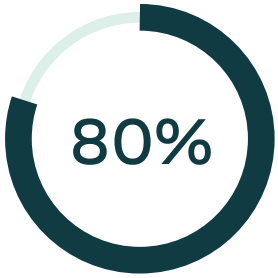
"Now that consumers have more options and are more comfortable shopping online, how do we help retailers leverage digital and social media to reimagine the in-store experience to make it easier, better and more compelling for consumers?"

—Alicia LeBeouf,
HEAD OF INDUSTRY FOR RETAIL AND GROCERY IN THE US AT META





of shoppers surveyed in the UK use at least one type of omnichannel pick up or collection method[1]



of shoppers surveyed in the UK made a purchase in-store after finding or discovering the item on social media[1]

What does this mean for the next era of hybrid shopping?

To engage the no-compromise shopper and ease some of the uncertainty associated with shopping offline, retailers could leverage digital discovery moments–particularly when it comes to social media. These platforms help retailers get closer to shoppers. For example, the Discovery Commerce System allows retailers to meet shoppers where they are, anticipate their needs and seamlessly bridge the gap between online and offline channels.

[1] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,925 retail shoppers, ages 18+, in the UK), Aug-Sep 2021.

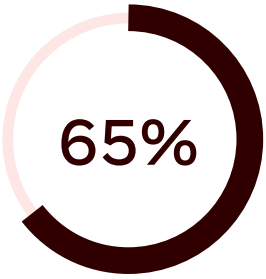
02 In-store Agility

SHOPPERS ARE USING TECHNOLOGY TO MAKE IN-STORE SHOPPING MORE EFFICIENT

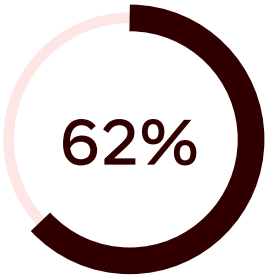
"Technologies like scan and go apps were in existence before COVID, but they had relatively low usage. With a clear use case driven initially by concern around safety in store, their usage has significantly accelerated and more retailers have since launched this functionality."

—Katy Clark,
HEAD OF INDUSTRY FOR RETAIL & E-COMMERCE IN THE UK AT META





of shoppers surveyed in the UK say they would be encouraged to revisit a store that features QR codes to check product availability while in-store[2]



of shoppers in the UK say easy in-store navigation is very/extremely important when deciding where to shop[2]

What does this mean for the next era of hybrid shopping?

People have grown accustomed to the efficiency that e-commerce offers and have come to expect immediacy when shopping offline. There's an opportunity for brick-and-mortar retailers to meet these expectations by leveraging digital solutions like mobile apps and QR codes to help facilitate faster discovery journeys and more efficient ways to pay for products wherever they shop.

[2] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,925 retail shoppers, ages 18+, in the UK), Aug-Sep 2021.

03 Enhanced Immersion

PEOPLE WANT THE OFFLINE EXPERIENCE TO EXCITE AND OFFER A MORE HUMAN TOUCH

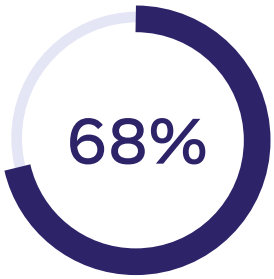
"Retailers could build dynamic and relevant AR/VR solutions that would enrich consumers' in-store shopping experiences and help them leverage the advantages of digital shopping to navigate the proliferation of choice options on the shelves."

—Dr. Behice Ilhan,
SENIOR TREND STRATEGIST & BRAND FUTURIST AT MINTEL





of shoppers surveyed in the UK say that they would be willing to revisit a store if they could use augmented reality technology to experience products[3]



of shoppers surveyed in the UK say that they'd be encouraged to revisit a store if it had virtual reality headsets that let them experience products[3]

What does this mean for the next era of hybrid shopping?

Shoppers want to balance the tactile benefits of brick-and-mortar with the captivating nature of digital offerings. By leveraging immersive technologies, retailers could offer shoppers a more compelling way to engage with products and, in turn, encourage them to revisit the store.

[3] "Transformation of the In-Store Experience" Study by HarrisX (Meta-commissioned online survey of 3,925 retail shoppers, ages 18+, in the UK), Aug-Sep 2021.