



shopper

Unlocking Retail



Physical shopping centres are still king, and Australians are actively choosing to visit them more frequently.

2 in 3 people are **visiting shopping centres at the same rate**, if not more than before the pandemic.

Australians are shopping locally and at higher frequency, with 1 in 3 visiting local and small centres two to three times a week.

Only 1 in 10 people are **loyal to a single shopping centre**, with the majority visiting 2-3 different centres in a typical month.



Hybrid shopping is here to stay, but physical stores impact spending, conversion and the shopping experience.

Over 9 in 10 people said that good customer service and positive interactions with retail staff **makes them more likely to make another purchase**.

Click and collect retail drives incremental sales, with 3 in 4 retailers reporting that shoppers **bought at least one more product** whilst in store, when collecting a purchase.

People are **more likely to buy a product when they've seen it** in store, as seeing a physical product instils buyer confidence, choosing shopping centres over online.

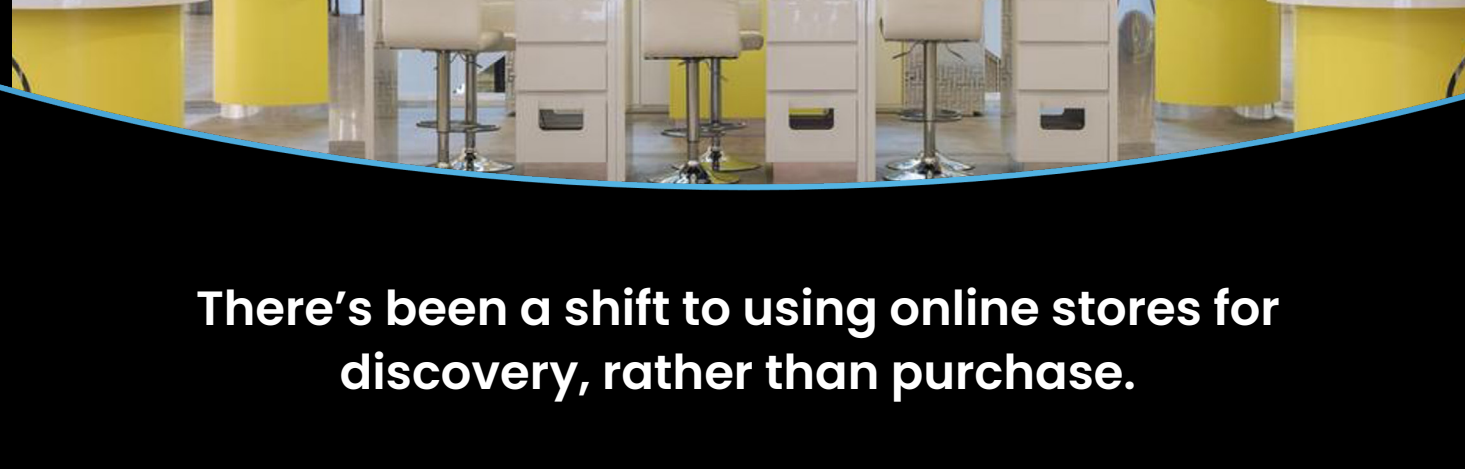


In-store shopping is the main source of inspiration for purchasing.

Most people **associate shopping centres with positive emotions**, with 8 in 10 people describing their last shopping centre experience as highly satisfying.

Price promotions and deals drive almost 70% of incremental purchases once in centre and 2 in 5 shoppers end up seeing something they like and want to buy it there and then.

16% of shoppers said that **path to purchase advertising contributes to their spontaneous spending**.



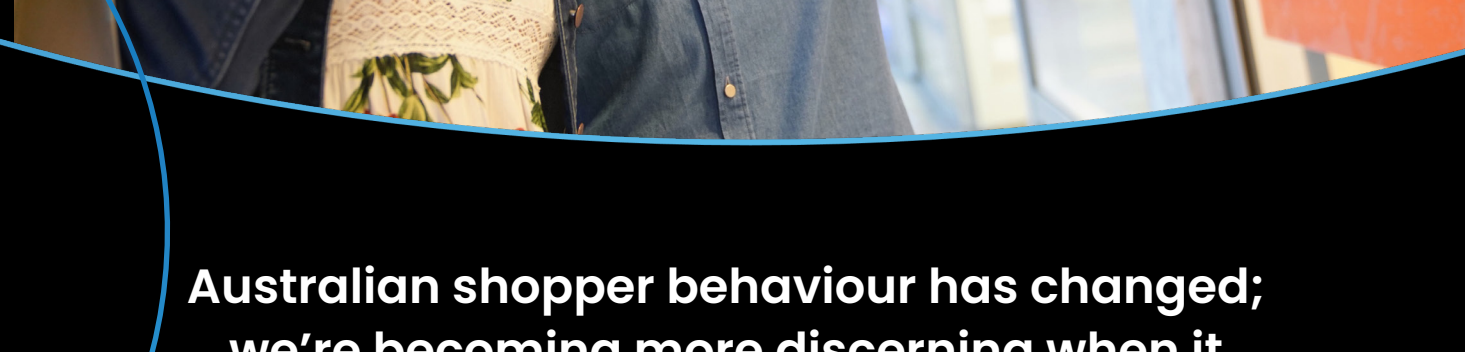
There's been a shift to using online stores for discovery, rather than purchase.

2 in 5 Australians **browse online first**, but go in store to purchase.

Shoppers interact with different centre types, at different stages of the purchase journey.

34% of shoppers who go to a medium/large centre to browse and buy, also do **the same at local shopping centres**.

Online shopping is growing, but only 26% exclusively browse and buy online. **Getting products into the hands of shoppers to try before they buy is key**.



Australian shopper behaviour has changed; we're becoming more discerning when it comes to our spending.

55% of shoppers said that for certain products, **they'll switch stores to find their preferred brand**.

Almost half of Australians tried different brands during COVID, and will continue to buy them into the future.

Australians are prepared to shop around, **55% said they'll intentionally go out of their way to find the best price**, even if it means going to different stores.



Shoppers will favour Australian/locally owned brands and a good deal, over its impact on the planet.

Despite all the noise around sustainability, **only 1 in 4** are **actively seeking eco-friendly and sustainable products** when they are shopping.

1 in 4 like to **shop in local/small shopping centres**, as they feel they're giving back to the community.

Almost half of shoppers now **pay more attention to the origin of products** they're looking to purchase.

2 in 3 want to **do more for the environment**, but cost of living pressures prevents them from doing so.

Contact MarketingandInsights@shoppermedia.com.au to find out more or arrange a presentation of the full study findings.

SOURCE: Kantar - Unlocking Retail Research, October 2022 Australia (n=1,000)
SOURCE: LS Retail. Why physical stores are still vital for Retail (February 2021): <https://www.l retail.com/resources/why-physical-stores-are-still-vital-for-retail>
SOURCE: Harvard Business Review (January 2017): <https://hbr.org/2017/01/a-study-of-46000-shoppers-shows-that-omnichannel-retailing-works>
SOURCE: The Future of BOPIS and Curbside Pickup. RISNews.com (October 2021).