

The Emergence of the Hybrid Shopper in a Post-Pandemic Retail World

# The New "Normal" in Retail Shopping

As supply chain issues lead to inventory shortages and shipping delays, leading retailers are expanding their shopping and fulfillment options to meet the expectations of the Hybrid Shopper.





Consumers no longer fit a



### **Shopping Preferences**

## **Consumers Rank Their Shopping Preferences**



One being the most preferred shopping experience and five being the least preferred.



### **Impact of Inflation**

The impact of supply chain constraints and inflation are further shaping what, how, and when consumers buy.

As a result of recent inflation and supply chain delays, what changes have you made in your purchasing habits?



\*Respondents were given the option to select multiple options

### **Essential Catagories for Consumers**



Health and Beauty

Food and Beverage

### **Delivery Expectations**

As most consumers adjust their delivery expectations, brands strive to maintain proper inventory levels, meet reasonable delivery times, and reduce out-of-stocks.



### **Brand Loyalty**

Brand loyalty hangs in the balance.



of consumers say they have sought out different brands to receive products faster

of millennials are most likely to switch brands if their items are out-of-stock or delayed

#### Generation Z is the most undecided in terms of brand loyalty.



**60%** of Generation Z consumers are willing to switch brands if faced with longer delivery times or out-of-stock items

### Download "The Emergence of the Hybrid Shopper in a Post-Pandemic Retail World" report for a full analysis of all the survey results.



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Radial commissioned a survey in March 2022 of 1,000 U.S. respondents to understand consumer sentiment as the pandemic eases, obtain insight into evolving behaviors and expectations from 2020, and gauge consumer reactions and impact on purchasing decisions. Visit <u>Radial.com</u> to learn more.