

STATE OF RETAIL: ONLINE, OFFLINE, MOBILE

MADE IN ANN ARBOR, MI by LOGIC SOLUTIONS, INC

The retail industry increasingly includes technology in every part of the shopping experience. Here are some statistics to help your offline or online business adapt to this changing environment, keep up with your competitors, and market to a more tech-savvy generation of consumers.

2013 POPULAR OFFLINE PURCHASES

Food/groceries, luxury goods, consumer packaged goods, health & personal care

2013 POPULAR ONLINE PURCHASES

Media, electronics and appliances, furniture and home furnishings, and clothing

EVEN THOUGH **91%** OF SALES STILL OCCURRED OFFLINE...



2013 U.S. ONLINE PURCHASING SURPASSED OFFLINE GROWTH 6X OVER

OFFLINE, TRADITIONAL RETAIL

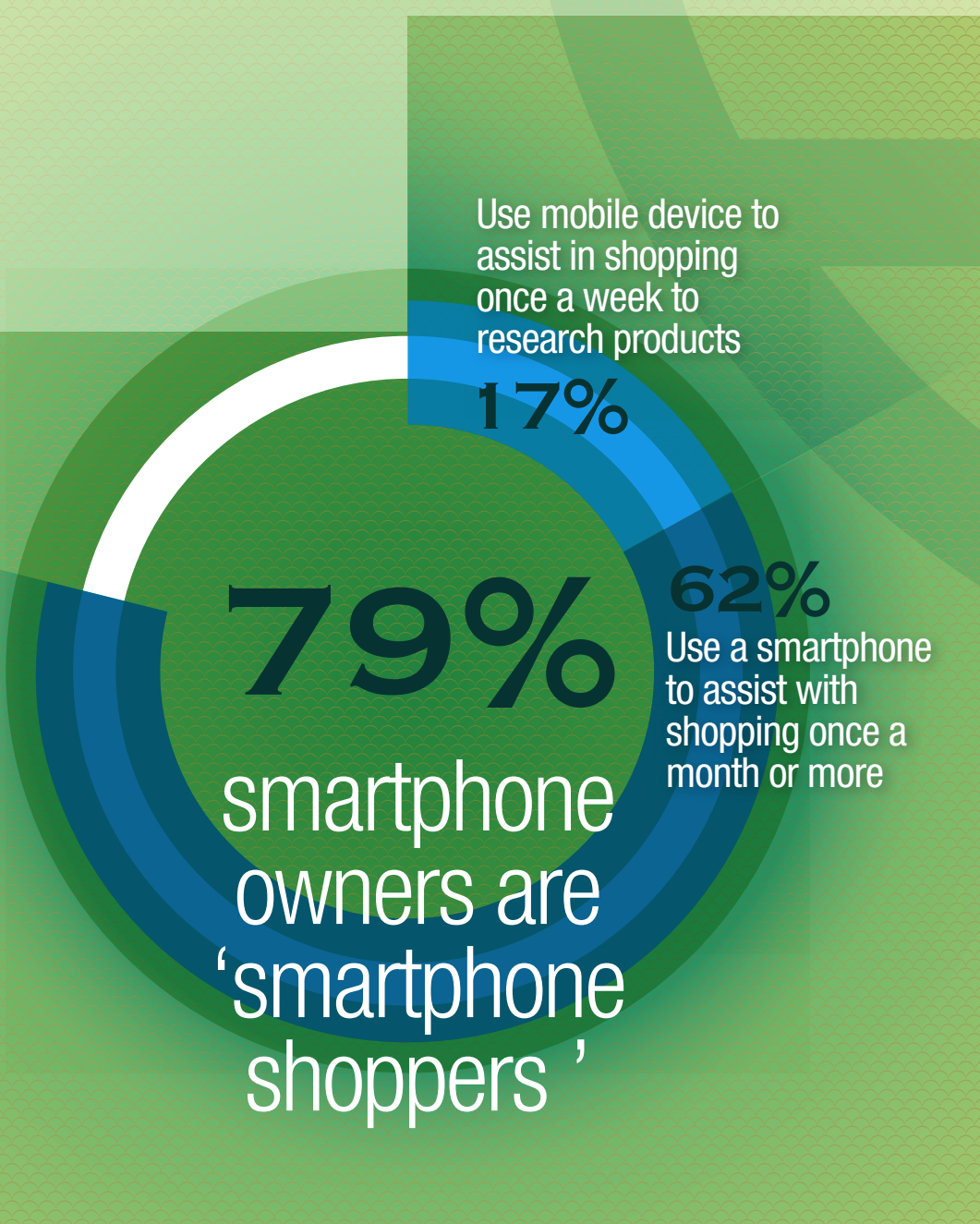


ONLINE RETAIL IS CATCHING UP



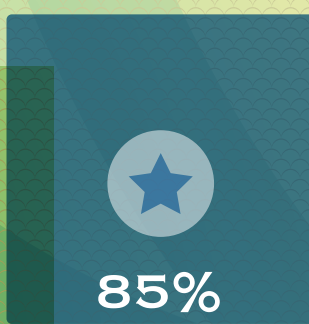
2014

RETAIL INDUSTRY MARKET VALUE

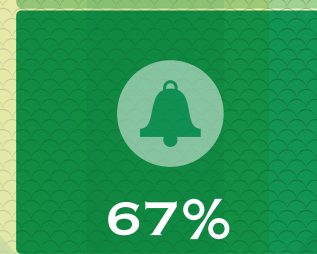


Read/open them most of the time **81%**

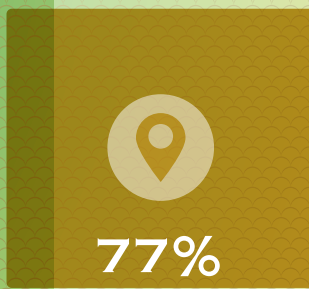
Have consequently made a purchase (at least once) **79%**



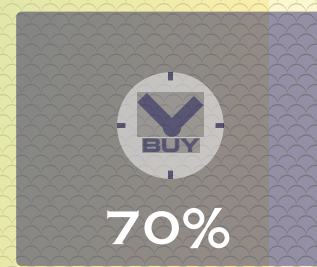
Read online reviews for local businesses before making a purchase



Received shopping-related alerts on their smartphones in the past six months



Were willing to share location info with a favorite retailer, search engine, or app, as long as they receive value in return



Mobile searches lead to action on a website within just one hour of when the search was initially conducted

- 84% Use a smart device to shop
- 82% Use search engines to find product information
- 25% Spent more as "frequent mobile shoppers"
- 65% Prefer mobile sites over store apps
- 65% Prefer learning about products from their smartphone rather than asking a sales associate
- 53% Use smart devices to make price comparisons before they arrive at a store
- 90% Use their phone for pre-shopping activities

sources

- businessinsider.com
- retailsfuture.com
- retailprophet.com
- thinkwithgoogle.com
- intelligence.businessinsider.com
- internetretailer.com