

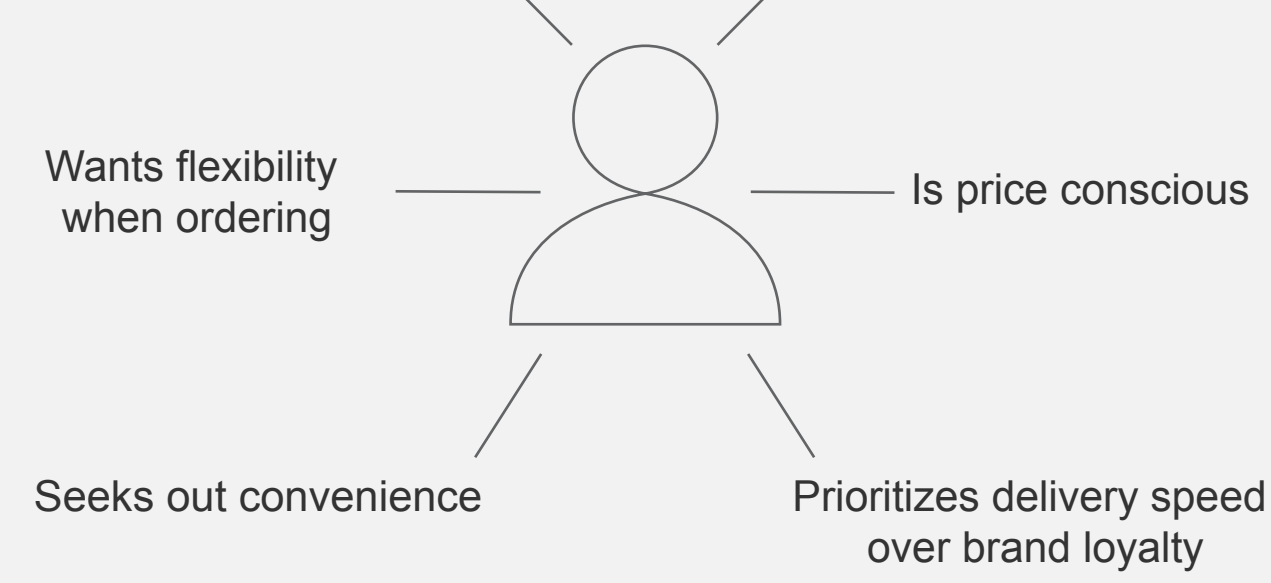
# The Emergence of the Hybrid Shopper in a Post-Pandemic Retail World



## 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.

### The Hybrid Shopper...

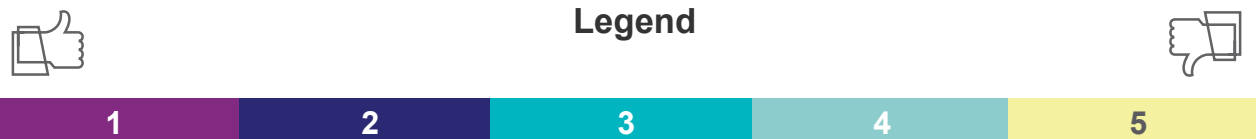


Consumers no longer fit a one-size-fits-all shopping profile

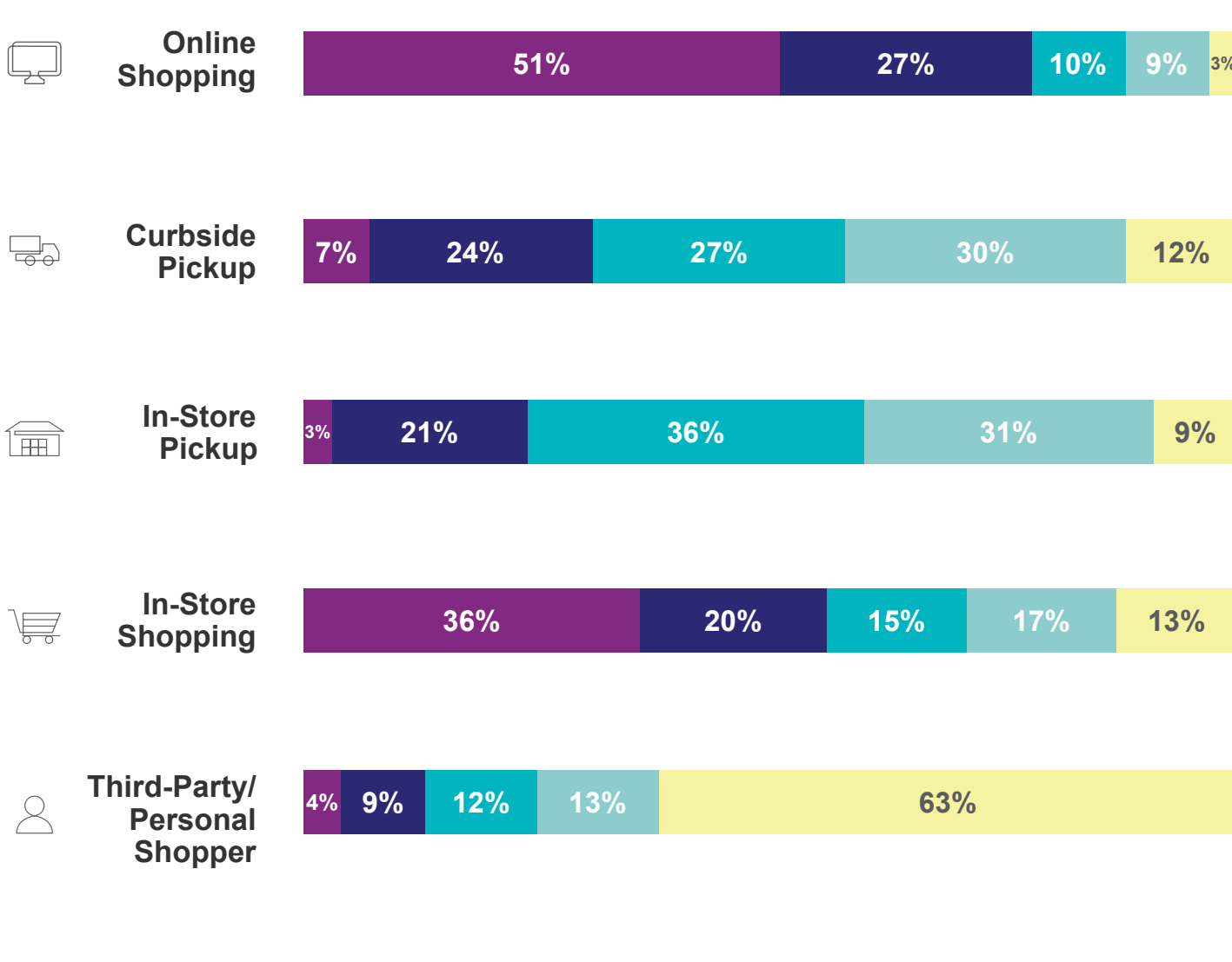


## Shopping Preferences

### 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 Categories for Consumers

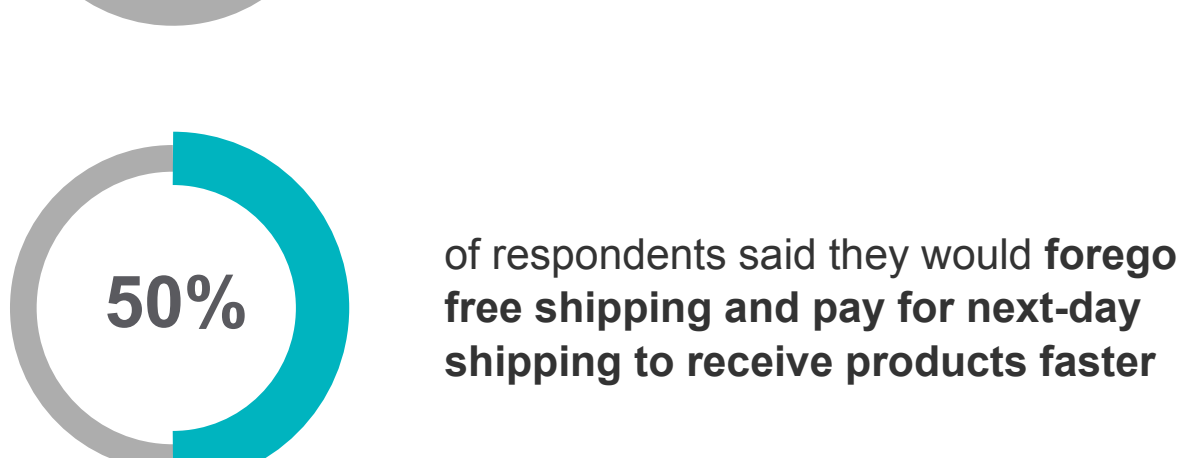
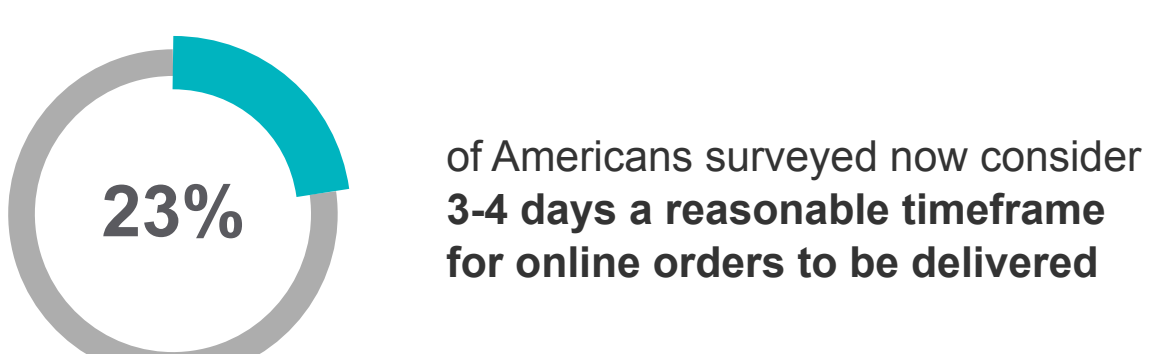


Health and Beauty

Food and Beverage

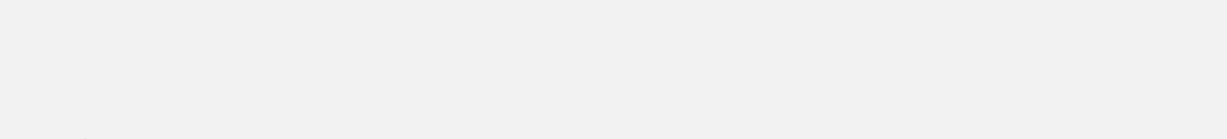
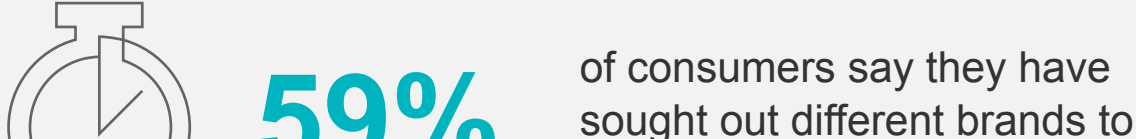
## Delivery Expectations

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

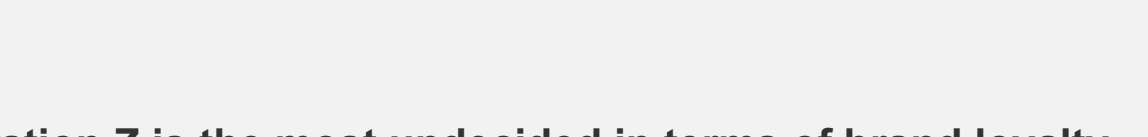


## Brand Loyalty

Brand loyalty hangs in the balance.



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



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