



15th Annual Global Shopper Study

The World Has Changed— Have Retailers?

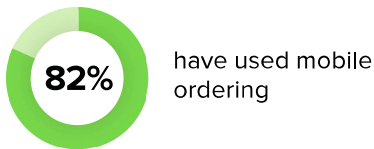
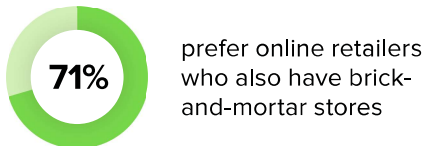


A Decisive Moment in Retail Transformation

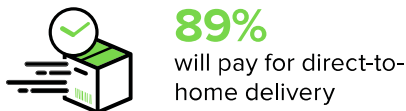
Shoppers are back in stores (76%), and their expectations are creating the “next normal.” But it won’t be the same as the old one. Today’s connected consumers have adapted to having purchases available for pickup or delivery, using self-checkout and mobile cashless payments. Tech-savvy retailers and associates can impress customers with expertise and efficiency.

Shopper Perspectives

Shoppers increasingly blend e-commerce with in-store shopping:

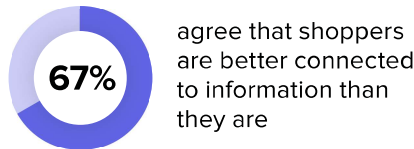
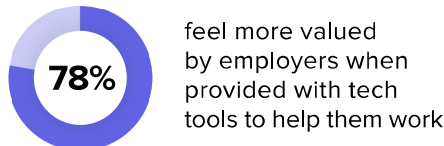


Shoppers are willing to pay for faster, more flexible fulfillment:

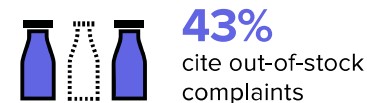


Associate Observations

Associates feel empowered by technology:



Front-line associates are frustrated by obstacles to good customer service:*

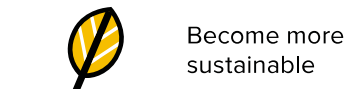
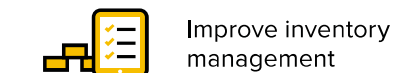


Decision-Maker Actions

Decision-makers acknowledge the challenges of inventory management:



Decision-makers’ top priorities when investing in retail technology:



Learn how retailers are modernizing operations for their shoppers and frontline workers.

Download Zebra’s [Global Shopper Study](#) or visit www.zebra.com/retail.



* Associates in customer service/in-store sales roles.

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