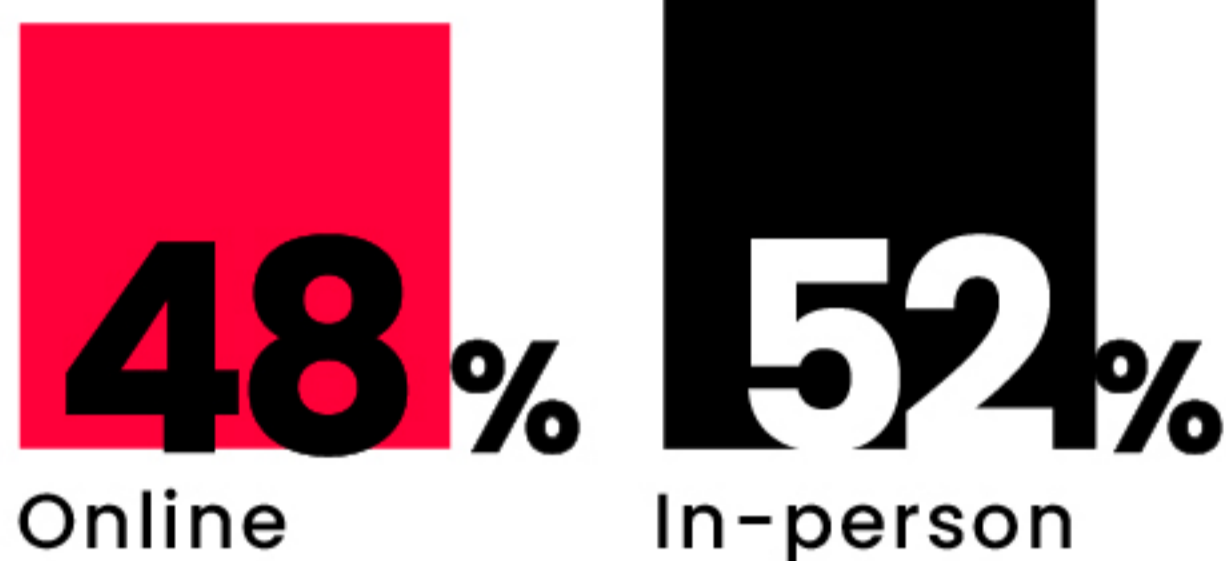


CIS&T  
**CONNECTED  
RETAIL** 2023

Consumers are shopping digital and physical channels at nearly the same rates



 **86%**

Report identical expectations for offline and online shopping

**81%**

Have not shopped in the **metaverse**

**45%**

Can never see themselves shopping in the **metaverse**



**59%**

Are excited by a personalized shopping experience

**CONSUMERS ARE NEARLY**

**6x**

more likely to order an item online for delivery than pick it up via curbside or via BOPIS.

**TOP PERSONALIZATION FEATURES REQUESTED BY THOSE SURVEYED:**

**50%**

Showing closest store based on location

**48%**

Sharing product suggestions based on previous purchases

**47%**

Offering discounts on products bought regularly