

HOLIDAY SHOPPING SHOWDOWN:

In Store vs. Online

We've got one interesting holiday shopping season matchup for you: it's in store versus online! When we think of holiday shopping, visions of eager crowds rushing through doors in the early morning of Black Friday automatically enter our heads. But with COVID-19, these visions (and crowds in general) seem pretty unlikely.

Not one to leave things up to chance, the InMoment Strategic Insights Team has done some research to find out who will win. Will customers still flock to stores, or will digital shopping win the day?

ABOUT THE RESEARCH

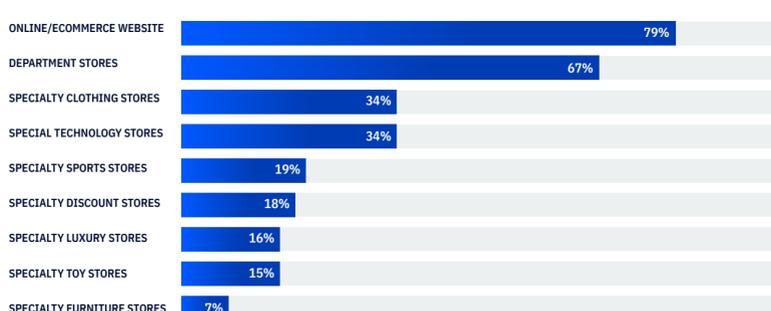
We surveyed over 5,000 consumers in North America to get their perspectives on the upcoming holiday shopping season.



RESULTS AT A GLANCE

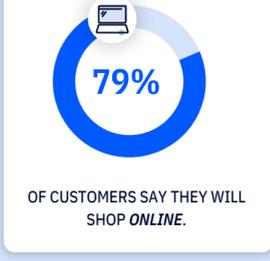
We at InMoment know that the best way to understand what customers are thinking is to simply ask them. So when we asked where customers would do their shopping, here is what they said:

WHERE WILL CUSTOMERS SHOP FROM SEPTEMBER-DECEMBER OF 2020?



AT FIRST GLANCE

You'd think that online events would run away with the win. However, all isn't lost for in-store holiday shopping.



Looking at the full spectrum of answers, it is clear that the majority of customers who say they will shop online will also be shopping in store, even with the pandemic still looming. That's definitely news full of holiday cheer for retailers!

A CLOSER LOOK

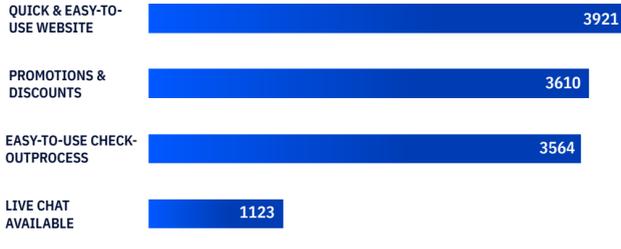
Now that we have an understanding that both in-store and online retailers can expect holiday traffic this year, it's time to assess the expectations customers have when they're viewing a website or navigating holiday displays.

TOP 4 IN STORE HOLIDAY MUST HAVES



Not surprisingly, the special promotions and discounts are most important for shoppers, but neck-and-neck with that 73 percent is the amount of people that also specified COVID-19 prevention measures as a must have (63 percent to be exact).

TOP FOUR DIGITAL HOLIDAY SHOPPING EXPECTATIONS



What is interesting to note about the difference between in store and online customer expectations is that while promotions and discounts are the most important in store, convenience (quick and easy-to-use website) beats out special offers online. Convenience is clearly key for online retailers this season!

WHAT CUSTOMERS ARE SAYING

While numbers and graphs are great ways to share information, we think that unstructured data is really the key to understanding what's most important to customers. So, here are a few quotes directly from future holiday shoppers expressing what's important to them:

INSTORE

"I wouldn't purchase [jewelry] without personal guidance from a staff member..."

"I tend to visit [apparel and clothing stores] because of the relationships I have with their staff..."

ONLINE

"I love [apparel, clothing, and sportswear] websites that offer me suggestions based on my cart."

"[I like to be] on-and-off the website in just a few minutes."

AND THAT'S A WRAP!

Even with the special circumstances of 2020, it seems that both in-store and online retailers will both be winners this holiday shopping season!

BUT WAIT—THERE'S MORE!

You can view the full Holiday Shopping Trends Report, "What Retailers Can Expect from Customers in the 2020 Holiday Season."

[HERE](#)

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