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Shopping In-Store, But Wanting More

U.S. shoppers plan to buy more from stores but want the in-store shopping experience to match the convenience of online, according to Accenture's recent survey.*

Shopping In-store Rebounds In Popularity...But Needs Improvement



Retailers Improving Seamless Capabilities, But Have More Work to Do



More Buy In-Store After Shopping Online

Consumers said they did more webrooming than showrooming in the past 12 months.



78% bought in-store after browsing online.



72% bought online after browsing at a store.



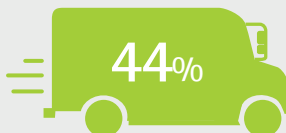
Free Beats Speed In Delivery Preferences



57% said waiting for free delivery was the most important delivery option.



23% preferred to pay a reasonable charge for next day delivery.



44% expected a free delivery purchase to only take 1-5 days to arrive; up from 25% in 2013.

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