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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

43% find purchasing with their mobile phones easy, up from 23% in 2013.

31% believe they will secure a better price online, up from 21% in 2013.



54% say convenience is still the biggest driver for shopping online or with a mobile phone, but that's down from 62% in 2013.

Only 31% say their accounts are completely connected across in-store and online channels.

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.





Free Beats Speed In Delivery Preferences

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

preferred to pay a reasonable charge for next day delivery.



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

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