

7 Things Retailers Need to Know About Global Shopper Behavior

These are the shopper priorities every retailer should have on their radar right now.



1

Lower Prices

Shoppers often choose enterprise brands for lower prices.

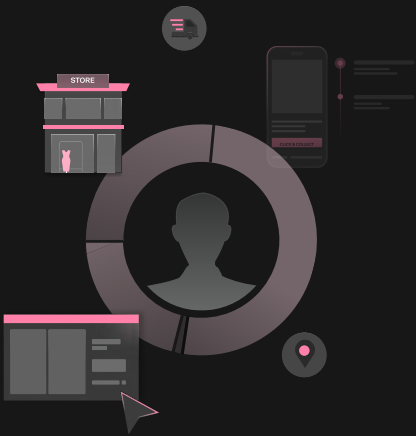
- 46% choose enterprise brands for lower prices
- 36% are after promotions and discounts



2

Seamless Experiences

Customers expect seamless experiences but still value in-store shopping.



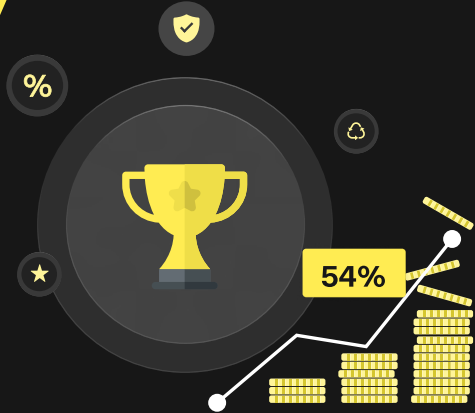
- 51% expect the same seamless experience across every touchpoint
- 36% of French shoppers still prefer shopping in-store – more than in other nations

3

Price Outweighs Loyalty

Price outweighs brand loyalty for many shoppers.

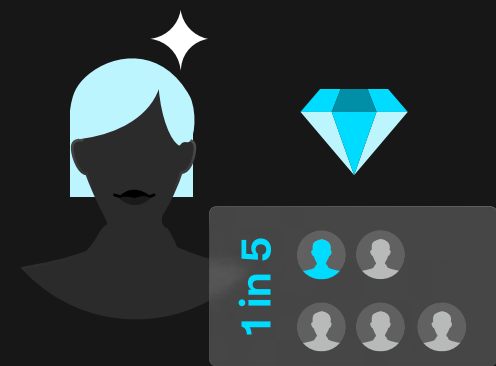
- 54% would drop an enterprise brand due to price increases
- 29% of UK shoppers lead the pack in turning to pre-loved buys during economic uncertainty



4

Valuable Loyalty

Shoppers join loyalty programs when value feels real.



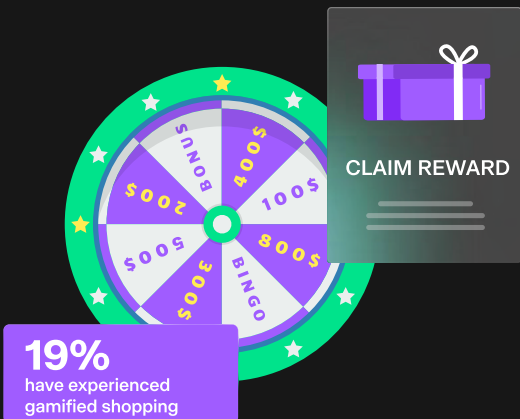
- 53% say regular discounts are the most valued loyalty benefit
- 1 in 5 sign up for more loyalty programs during economic downturns

5

Gamification

Gamification drives real value when done right.

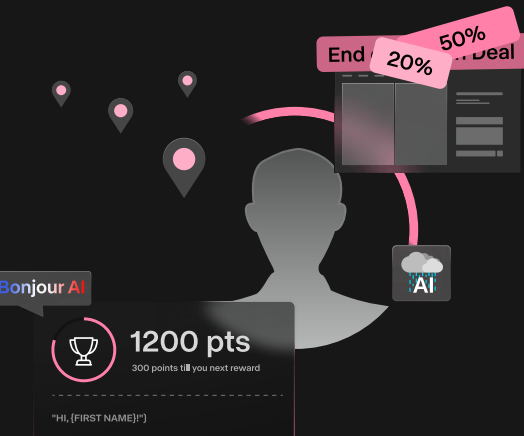
- 19% have experienced gamified shopping
- 89% of them find it valuable



6

Personalization

Personalization strengthens brand connection, but trust in AI still lags.



- 25% feel more connected to enterprise brands that offer personalized features
- 69% are skeptical about AI's role in retail

7

Checkout Friction

Checkout friction makes shoppers walk away.

- 79% are likely to abandon a cart when their preferred payment method isn't available



Want the full breakdown by market?
Download the [global shopper survey](#) to get all the insights.