

THE OMNICHANNEL EFFECT

Are online sales taking cash out of high street tills? **NO, OMNICHANNEL RETAIL COMPLEMENTS OFFLINE SALES**

95% OF NON-STORE SALES ARE IN ADDITION TO IN-STORE SALES

WHAT IS OMNICHANNEL?
Omnichannel is about delivering a 360 degree shopping experience to engage consumers through every channel available.

HOW IS THE UK SHOPPING?

1 IN 3 PEOPLE ALREADY USE MULTIPLE CHANNELS WHEN SHOPPING

31% of people visited a store prior to making a recent online purchase

34% of people used online channels before making a purchase in store

WHAT INFLUENCES SHOPPING?

2/3 are influenced by customer reviews, and slightly higher by price comparison sites

1/2 reported that they were influenced by social media and blogs

43% reported that they were influenced in their shopping by apps

69% said that visiting the high street store had a big influence on their shopping

72% are influenced by friends and family

SMARTPHONES AND TABLETS ARE DRIVING THESE TRENDS

Over 80% of tablet owners have used their tablet for shopping

35% use smartphones to find nearby stores

34% take a picture of a product to retrieve information on it

23% recognise their location and provide information on local offers

23% scan barcodes in order to access additional information

SUPER SHOPPERS
Shoppers who behave in an omnichannel way are more valuable to retailers, spending more money and shopping more frequently

18% of shoppers account for around **70%** of retail spending in the UK

The value of these purchases sourced through multiple channels can be up to **50%** more than those purchased through a single channel

They are almost **2x** as likely to use mobile as part of their purchase journeys

They are **30%** more likely to do research online before visiting a store