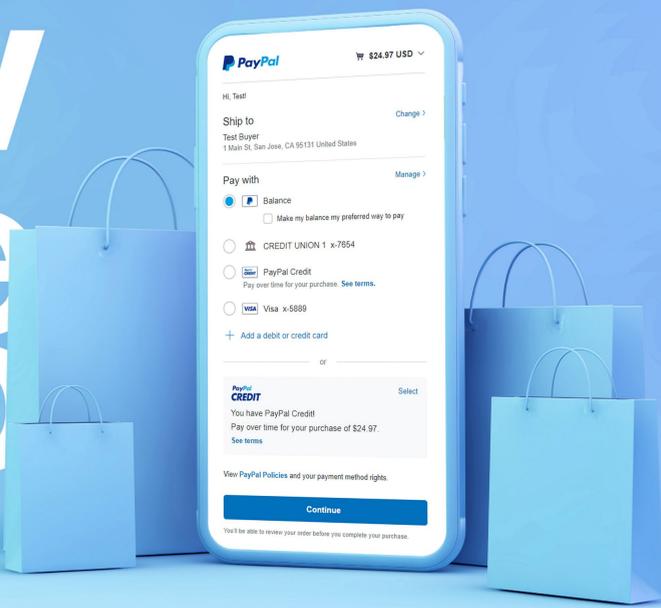


# How We Shop



## MEASURING THE RAPID **DIGITAL SHIFT**

PYMNTS.com



Being able to shop and pay digitally in stores and online is a **must for modern consumers.**

## FROM IN STORES TO ONLINE

Consumers are going online to pay remotely.



Consumers are shopping online more now than they did when the pandemic began.



Forty percent of consumers have shifted from shopping in stores to shopping online.

UP 4.5X



Online grocery shopping

UP 3.2X



Online retail shopping

UP 4X



Online food ordering

## 57% OF ALL CONSUMERS

say merchants' digital payment offerings **impact their willingness to shop in their stores.**

Many consumers would not shop in stores at all if they could not use their preferred payment options:



48% POS credit users



40% Digital wallet users



34% QR code users



37% Contactless card users



28% Card-on-file users

## PAYING IT SAFE

In-store shoppers seek out touchless payment options.

50%

## HALF THE CONSUMERS

who planned to go back to retail shopping in stores in April have decided they will keep shopping online, even after the pandemic is over.

## STICKING WITH DIGITAL

As the pandemic lasts longer, retail's digital shift grows stronger.

PORTION OF CONSUMERS WHO **PLANNED TO MAINTAIN** AT LEAST SOME OF THEIR SHIFTS TO DIGITAL AFTER THE PANDEMIC IS OVER:

ONLINE **RETAIL** SHOPPING

15%

APRIL



24%

JUNE

ONLINE **GROCERY** SHOPPING

9%

APRIL



12%

JUNE