



THE FUTURE SHOPPER EXECUTIVE SUMMARY 2022

A deep dive into 18 international markets and 31,000+ consumers. A global report offering an unparalleled view into the world of online commerce and consumer shopping behavior to help businesses win online.

+ WUNDERMAN
THOMPSON

6TH EDITION

THE HEADLINES YOU NEED TO KNOW



ONLINE SHOPPING GROWING

Online shopping continues to grow – with over half of all spending now online, consumers are more comfortable with technology, and demanding digital products and services.

Is your business ready for a world where online is the main channel and your customers are digitally minded?



THINK OMNI-CHANNEL

But it's not just online, it's omni-channel – consumers are using more channels for inspiration, search and purchase than ever before, and craving seamlessly integrated experiences across physical and digital.

Do you have a balanced channel strategy which enables consumers to interact and shop with you through whichever channel they want, whenever they want, wherever they are?



MARKETPLACES ARE WINNING

Marketplaces are currently providing the best online experience to consumers and are the most used channels across the 3 key stages of the purchase process – inspiration, search and purchase.

Do you have a robust, scalable marketplace strategy, whilst also ensuring that your other channels are not cannibalized?



POOR EXPERIENCES ARE UNACCEPTABLE ONLINE

Whatever the channel, consumers are increasingly intolerant of poor experience – and expect lightning-fast delivery, easy returns and availability.

Are you service-led and reaching the high expectations that your consumers have when it comes to the online shopping experience?

THE HEADLINES YOU NEED TO KNOW



SOCIAL COMMERCE ON THE RISE

Another channel rising in importance is social commerce – with many consumers already claiming to be buying through social platforms, and more intending to in the future.

Do you have a social commerce strategy, and is it still fit for purpose in light of ongoing industry developments?



SUSTAINABILITY IS VITAL, BUT NOT AT THE EXPENSE OF SERVICE

Sustainability is a key factor in online purchase decision making. Consumers like to have sustainable options and want brands and retailers to have purpose beyond pure business. But consumers want it all... sustainability without compromising great service.

What is your sustainability practice, and how can it dovetail with the investments you need to make in delivering a best-in-class service across delivery, returns and availability?



CONSUMERS CRAVE RETAIL INNOVATIONS

Innovation is a key requirement for consumers. They want and expect innovative retail experiences – be that cashless payment, new store formats or voice.

Do you have a clear view on the innovations your consumers crave and that your online and physical stores can embrace?



CONSUMERS ARE BEING REDEFINED

We must redefine what a consumer actually is – we are no longer marketing and selling just to humans, but to their avatars in gaming and the metaverse, and ultimately to consumers that may not even be alive.

Are you prepared for the future, multi-dimensional consumer and for how this will change the way you sell and market your products and services?

THE FUTURE SHOPPER 2022 CONDENSED

1. ONLINE SHOPPING HAS INCREASED, AND WILL CONTINUE TO RISE

57% of spending is currently online.

54% – the percentage consumers predict they will spend online in a post-COVID-19 world.

60% of global shoppers said they will increase their usage of digital shopping channels in the future.

72% of consumers said they are more comfortable using technology than before the COVID-19 outbreak – up from 60% last year.



2. WFH IS CHANGING CONSUMER BEHAVIOR

60% of shoppers said they want their future work habits to include more working from home (WFH).

62% of global consumers said they have discovered new brands and retailers as a consequence of working from home more.



3. DIGITAL AND INSTANTLY DOWNLOADABLE PRODUCTS ARE INCREASINGLY BEING DEMANDED

49% of global shoppers said they would prefer their online purchases to be digital and instantly downloadable.

38% of everything bought online is a digital product or service.



4. CONSUMERS WANT OMNI-CHANNEL EXPERIENCES

60% of global shoppers said they prefer to shop with a retailer or brand that has both digital and physical stores.

36% of global consumers are still frightened about shopping in-store, down from 41% in 2021.

Direct-to-consumer (DTC) brands must work harder to stop attrition and improve experience. **From inspiration 14%, search 15% and purchase 7%.**



5. BUT THE NUMBER ONE CHANNEL IS MARKETPLACES

34% of global shoppers get their inspiration from marketplaces – ahead of search engines in second position (31%).

36% of global shoppers start their search on marketplaces – ahead of search engines in second position (30%).

35% of all online shopping globally is via marketplaces – down from 42% last year, but still ahead of supermarkets and grocers at 17%.

However, it's not all good news, as marketplaces are losing some ground, as the number of channels proliferate.

6. CONSUMERS ARE DEMANDING AND INTOLERANT; MORE NEEDS TO BE DONE TO IMPROVE THE ONLINE SHOPPING EXPERIENCE

62% of global shoppers wish that online shopping was more entertaining.

58% of shoppers said they would not shop with a retailer, brand or marketplace that does not meet their expectations.

No. 1! Across every criteria we asked, marketplaces were seen as offering the best experience.



7. WHEN IT COMES TO THE CONSUMER JOURNEY, SPEED IS OF THE ESSENCE

80% of global consumers want to get from inspiration to purchase as quickly as possible. It's what we call "Compressed Commerce".

64% of global consumers are excited by the prospect of buying everything through one retailer.



8. SERVICE IS KEY - DELIVERY IS A MAJOR BATTLEGROUND

No. 1! – the number one thing consumers would change about online shopping is "faster delivery".

24% of consumers expect their online orders to be delivered in less than 2 hours.

70% of consumers said they wished that retailers and brands offered similar services to Amazon Prime.

9. DON'T FORGET TO PLAN FOR RETURNS

23% of everything that global shoppers order online is returned.

39% of global shoppers admitted to over-ordering with the intent of returning unwanted items.

10. SOCIAL COMMERCE IS ON THE RISE - BUT WE NEED TO NAIL "IN-APP" PURCHASING

65% of global shoppers said they have already bought through social media platforms – up from 44% in 2021.

56% of global consumers said they do not want to leave a social media platform to complete a transaction.

53% of consumers intend to spend more through social media platforms in the future.

46% of global consumers said they have already used livestream commerce to purchase products online.

11. SUSTAINABILITY IS A GROWING CONSIDERATION FOR ONLINE SHOPPERS, YET CONSUMER CONFLICT PREVAILS

65% of global consumers said ethics and morals play an important role in their online purchase decision making.

61% of global shoppers said that they like to shop with brands and retailers who have a purpose which goes beyond just selling products and services.

43% of consumers claim to have opted for environmentally friendly delivery options (for example Amazon Day Delivery).



12. CONSUMERS WANT INNOVATIVE RETAIL EXPERIENCES

64% of global consumers said they wished brands and retailers would be more innovative in how they use digital technology to improve their experiences.

50% said they liked the idea of being able to make payments using parts of their body such as their face, palms and eyes.

62% of consumers said that they spend money within games.

60% of consumers would be interested in buying the same products for themselves and for their avatars.

29% of global consumers claim to have made a purchase via the metaverse.

47% of global shoppers said they would be interested in spending from beyond the grave.

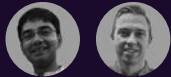
HOW WE CAN HELP

ECOMMERCE STRATEGY

As a growth partner, we help retailers and brands strategize for high-performance eCommerce through a suite of proven end-to-end services.

We help enterprise-level organizations to transact more business online by designing and implementing high-performance, future-ready digital strategies. This starts with defining a balanced multichannel strategy, aligned to your vision, and the planning of high-performance eCommerce solutions to support your growth ambitions and customer journeys.

[READ MORE](#)



Connect with our Strategy Director in Europe, [Krantik Das](#) or our Chief Strategy Officer in North America, [Adam Brown](#).

ECOMMERCE PLATFORM TECHNOLOGY

Deploying and integrating best-in-class technology to support your eCommerce operations.

Through the implementation of world-leading commerce platforms underpinned by future-ready technologies, we're able to support the most ambitious client strategies. We've been doing this for more than 30 years – with hundreds of successful eCommerce implementations to our name, including the world's largest fashion and B2B platforms and grocery replatform.

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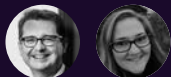


Connect with our Global CTO, [Glen Burson](#).

MARKETPLACE STRATEGY AND MANAGEMENT

Supporting and advising brands on how to increase results globally, at scale, on Amazon, Tmall and other online marketplaces.

Wunderman Thompson Commerce is the leading provider of global eCommerce marketplace services and the founding partner of the WPP ACE, a Center of Excellence for Amazon. We run the largest global consultancy helping brands succeed on Amazon, Tmall and other marketplaces. Today, we're supporting more than 150 brands, and generating more than \$10bn annually for clients on marketplaces. [READ MORE](#)



Connect with the Head of WPP's Center of Excellence for Amazon in Europe, [Helmut Rieder](#) or [Aimee Pierce](#), VP Business Development in NA.

SOCIAL COMMERCE

Helping businesses nail their end-to-end social presence via social commerce.

Social platforms have evolved and consumers can now buy through the likes of Instagram and Facebook, so brands and retailers need to master their social commerce journeys to win over their audience on this vital channel. Our service supports your business's end-to-end social commerce experience, and covers everything you need to nail your social presence, comprising 5 key capabilities areas to offer a best-in-class approach to social commerce.

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Connect with our Head of Social, [Chloe Cox](#).

SHOPPER MARKETING

Creating seamless consumer experiences to drive commerce in physical or digital retail.

We help organizations to create seamless consumer experiences that drive commerce opportunities at physical or digital retail environments through a variety of specialist services.

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Connect with our Group Account Director, [Todd Hudgens](#).

INNOVATION AND FUTURE-READY TECHNOLOGY

Reviewing, testing, and deploying innovative technologies and solutions to keep businesses ahead and future-ready.

We explore, recommend and implement workable innovation, testing ideas, methodologies and leading-edge technologies to help businesses shape their own future and stay ahead. After all, how can you navigate the future of eCommerce without an understanding of the tech and trends shaping it? [READ MORE](#)



Connect with our Head of Innovation, [Naji El-Arifi](#).

HOW WE CAN HELP

EXPERIENCE – CUSTOMER & EMPLOYEE

Creating customer and employee experiences that engage and convert.

In putting the customer at the heart of every journey touchpoint, we design frictionless customer experiences that drive engagement, action and transaction. We understand the value of employee experience in driving the right experience for customers, and design the processes and digital interfaces to enable and empower them. [READ MORE](#)



Connect with our Experience Director, [Rachel Smith](#).

CREATIVE SERVICES INC. DESIGN & BUILD

Inspiring powerful online CX and industry-leading websites.

We see the combination of creative inspiration with frictionless CX as the critical agent of change. We combine qualitative & quantitative insights to create interfaces that exceed expectations. We create design systems for consistency, speed-to-market and best practice governance; and pixel perfect visual designs to front-end build, including websites, mobile sites, app and more. [READ MORE](#)



Connect with our Head of UX & CX Consultancy, [Mike Rokes](#) or our Head of UI, [Tom Lancaster](#).

MANAGED SERVICES: PEAK SELLING SUPPORT

Protecting your most important business asset – your eCommerce website – so you can focus on what you're best at.

Our managed services and applications are tailored specifically to client requirements and budgets, so they can concentrate on their core business, assured of powerful eCommerce performance through the support of highly experienced teams, including commerce architects and software engineers. A key service is our peak operations support. As one of the leading authorities on peak selling, we support many of the biggest retailers through the Black Friday and holiday sales periods. [READ MORE](#)



Connect with our Head of Service Operations, [Mario D'Cruz](#).

DIGITAL INTELLIGENCE

Delivering insight-driven change to help your business excel in the age of the customer.

Led by an expert team of implementation, data science and optimization analysts, we help multichannel organizations manage and interpret their data in order to support insight driven change. We also work with businesses to develop the tools and processes needed to become a data-led organization that gets results.

[READ MORE](#)



Connect with our Head of Data Analytics and Strategy, [Adonis Themistokleous](#).

COMMERCE DATA MANAGEMENT

Optimizing the Path to Purchase for brands and helping consumers buy what they want, wherever they are shopping.

We make any channel shoppable, and create data-driven solutions to assist consumers' ability to purchase the products they love. Feed Management and Commerce Director connect consumers to retailers' and brands' products, on any channel, to maximize sales. Our technology enables performance monitoring, benchmarking globally to deliver insight.

[READ MORE](#)



Connect with our Head of Commerce Data Management, [Dwayne Manzano](#).

PRODUCT EXPERIENCE MANAGEMENT

Offering the best quality product content, published on every digital shelf, where consumers are browsing for products is vital for success.

We offer a full service to businesses looking for best in class product content organization, including delivery of the best PXM solutions, such as "Shelfmaster", to help brands push the limits of their digital shelf. We partner with brands, retailers and distributors to help them improve their customer experience, product content processes and organizational needs to help them win on the digital shelf. [READ MORE](#)



Connect with our PIM/PXM Lead, [Dennis Peek](#).

ABOUT WUNDERMAN THOMPSON COMMERCE

At Wunderman Thompson Commerce we inspire people to transact.

Part creative agency, part consultancy and part technology company, we are unique in our ability to connect world-class strategic thinking and creative insight with deep executional capability across technology and operations to deliver winning commerce solutions across all major digital routes to market worldwide: marketplaces, online retailers, DTC, B2B and social commerce.

We are a diverse team of 1700+ commerce experts across more than 25 offices worldwide, who believe that growth through commerce begins with connected customer experiences that amplify the brand and drive business outcomes. We excel at orchestrating commerce touchpoints through intelligent deployment and integration of world class technology from strategic partners like Adobe, Bloomreach, SAP, Salesforce, Sitecore, HCL, Shopify, BigCommerce & commercetools, as well as driving sales from marketplaces (Amazon, Tmall and beyond) and retailers.

Our clients include Bayer, Bosch, DFS, Johnson & Johnson, MAC, Nestlé, Sainsbury's, Selfridges, SharkNinja, Shell, Specialized, Tempur and Tiffany & Co.

Wunderman Thompson Commerce is a WPP agency, recognized as a Leader in The Forrester Wave™: Commerce Services, Q1 2021. More details on the achievement can be found here: www.wundermanthompson.com/news/wpp-named-as-leader-in-the-forrester-wave-commerce-services-q1-2021

For more information on Wunderman Thompson Commerce, please visit us at www.wundermanthompson.com/service/commerce

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