

# How We Shop

**The How We Shop Report, done in collaboration with and supported by PayPal,** examines how consumers' shopping and payment preferences are evolving as they turn to digital channels and what it means for retailers to cater to those experiences.

MEASURING THE RAPID DIGITAL SHIFT



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The How We Shop Report was done in collaboration with PayPal, and PYMNTS is grateful for the company's support and insight. PYMNTS.com retains full editorial control over the following findings, methodology and data analysis.

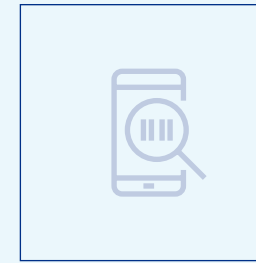
# INTRODUCTION



**L**ife may never look the same as it did before March 2020. Consumers' day-to-day plans included making trips to the grocery store, eating at restaurants and cafes with friends and shopping in-store for the latest products at their own leisurely pace. A great deal has changed since then. Consumers still buy groceries, but an increasing number are doing so online. They still catch up with their friends and families, but they rarely do so while eating at a sit-down restaurant, with most choosing to order takeout instead. Perhaps the biggest change is that more consumers than ever are browsing retail goods online instead of at local shops.

## GOING DIGITAL

The digital shift becomes more dramatic as the pandemic lasts.



This massive shift away from shopping and eating in stores and restaurants began when local and state governments first issued stay-at-home orders in March. Consumers suddenly had no choice but to go online to shop and pay for products from their favorite retailers.

What was initially a necessity has now become a matter of personal preference. Twenty-four percent of all consumers say they have taken at least one of their routine shopping activities online and do not plan to revert to shopping in stores for this activity, even after the pandemic is over. It appears that as more consumers grow accustomed to shopping and ordering food online, they become less likely to go back to shopping in stores or eating in restaurants.

It appears that as more consumers grow accustomed to shopping and ordering food online,

**the more likely they are to maintain their online behavior.**

24%

Twenty-four percent of all consumers say they have shifted to performing at least one daily activity online and plan to keep it that way.

**Our study shows that being able to shop and pay digitally is a must for many consumers.**

57%

of consumers now say that **the availability of digital payment options** would impact their choices of where to shop.

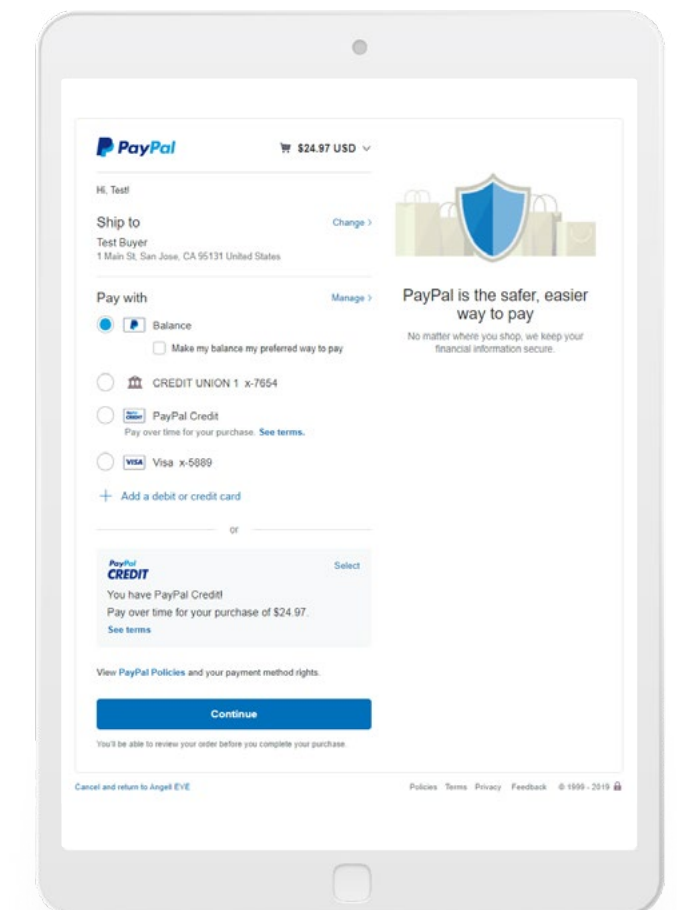
Meeting this digital-first consumer base's needs and preferences requires merchants to deliver shopping and payment experiences that are quick and easy to use and that also allow shoppers to pay remotely from the safety of their own homes or pay without needing to touch point-of-sale (POS) terminals or use cash and cards in stores. Fifty-seven percent of consumers now say that the availability of such digital payment options would impact their choices of where to shop.

PYMNTS, in collaboration with PayPal, surveyed 2,163 U.S. consumers to learn how their shopping and payment preferences are evolving and to investigate what it means for retailers to cater to those experiences. The How We Shop Report lays out the findings of our extensive research.

Our study shows that being able to shop and pay digitally is a must for many consumers. The convenience of using digital payments such as QR codes resonates so well that one-third of the consumers that prefer them would not even consider making purchases in a physical store without them. We also found that 48 percent of consumers who prefer POS credit would not consider making purchases at merchants that did not offer that option at checkout. Accepting digital payment options that consumers want is unequivocally important to maximizing merchant conversion rates and boosting businesses' bottom lines.

Consumers' increasing appetite for digital shopping experiences is only one of several key factors that are poised to drive commerce in the post-pandemic economy. The How We Shop Report aims to identify and understand these various factors so that merchants can obtain a firsthand understanding of consumers' shifting preferences.

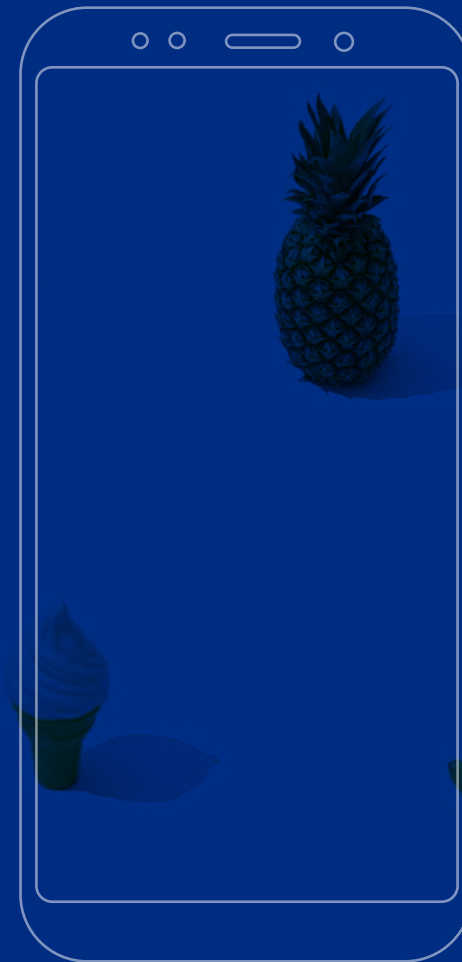
**This is what we found.**





PART I:

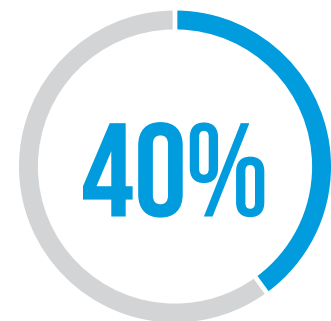
# The rise of the digital-first consumer



# Consumers prefer clicks to bricks.

**T**he share of consumers who plan to return to brick-and-mortar stores is continuing to drop as the share of those who plan to shop using digital-first channels continues to climb.

More consumers are going online to shop and pay as the pandemic progresses. Our latest research shows that 40 percent of surveyed shoppers report doing fewer activities in stores and more activities online — this is up from the 12 percent that reported doing so on March 6.



Forty percent of consumers are shopping online more and shopping in stores less.



Nineteen percent of consumers have shifted from dining in restaurants to ordering food online since the pandemic began.

**The largest digital shift of all has been in consumers' propensity to shop for retail goods online, with the share who have switched from shopping in stores to online having increased 28 percentage points since March.**

Consumers' propensity to shop for retail goods online has been the biggest shift. The share of consumers shopping less for retail goods in stores and more online increased 28 percentage points since March, and the share ordering from restaurants online instead of at physical locations increased 14 percentage points during the same time frame. The extent to which consumers have gone online to shop and pay depends on the type of purchase being made, however.

This digital shift has been progressing since the pandemic began, but there was a slight drop in ordering food and buying retail goods online between May and June, when many state and local economies began lifting their stay-at-home orders. The share of consumers ordering from restaurants online decreased from 24 percent to 19 percent in this time frame, and the share buying retail goods online decreased from 42 percent to 40 percent. It is unclear whether these trends will reverse course.

Consumers' appetite for online grocery shopping has continually increased, in contrast. The share of consumers buying groceries online increased 14 percentage points since early March and shifted from 15 percent to 18 percent between May 23 and June 22.



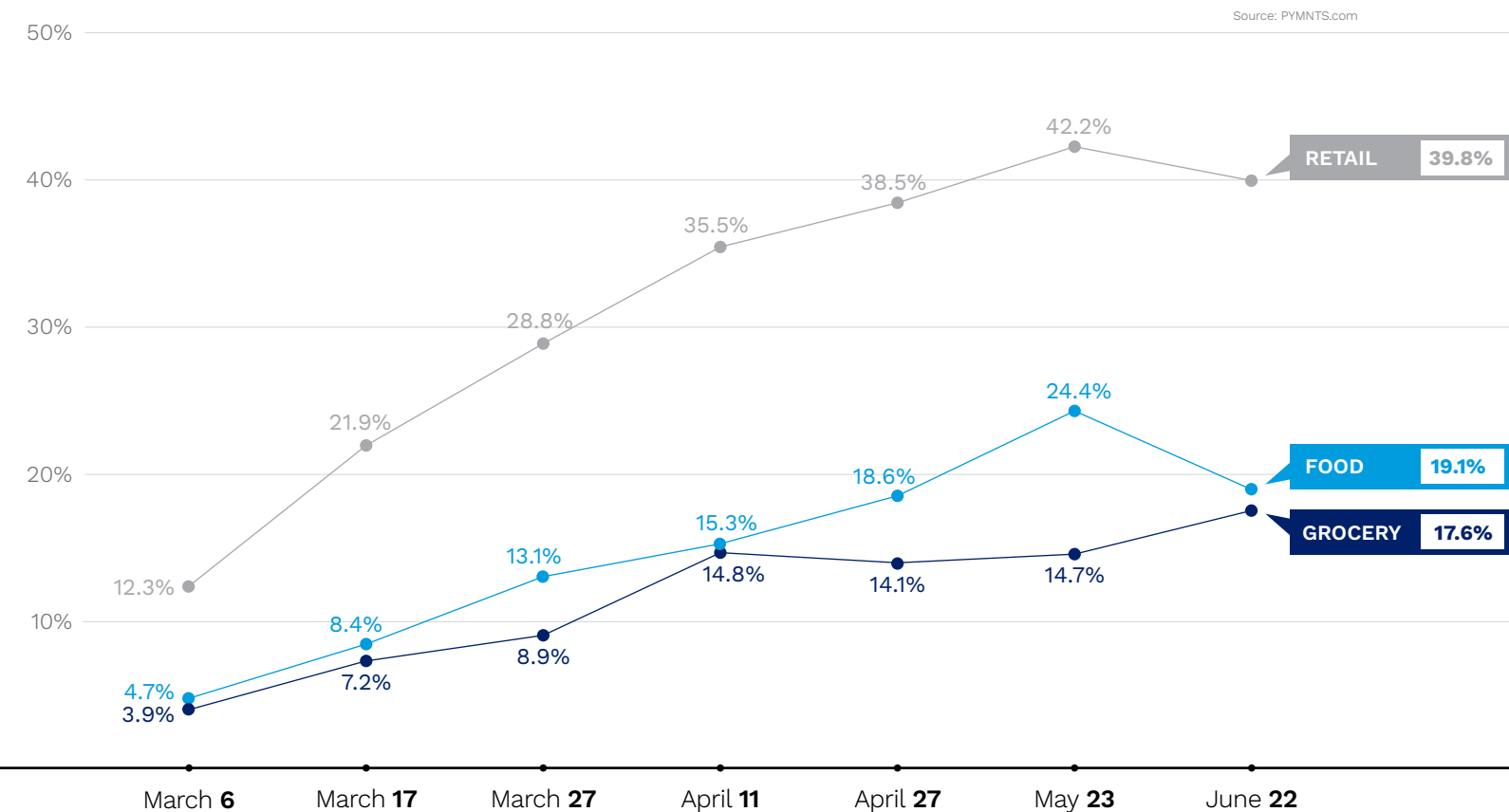
## Consumers have partially reverted to retail shopping in stores and dining in restaurants since local economies began reopening.

Consumers' propensity for grocery shopping online **is now growing faster** than their propensity for either retail shopping online or ordering food online.

**FIGURE 1:**

**The evolution of consumers' shift to digital commerce**

Share of consumers who have shifted from shopping for select products in stores to shopping online



# Once online, maybe always (or mostly) online.

**H**alf of the retail shoppers who once planned to return to their prepandemic in-store shopping routines now say they will keep their digital shopping habits, even after the pandemic is over.

More consumers are shopping online for retail goods, groceries and restaurant orders than ever before, and more are also now saying that they do not intend to go back to shopping in stores once the pandemic recedes.

The degree to which consumers intend to continue shopping online changes depending on the types of products and services they purchase, however. Eighteen percent of consumers surveyed in April said they had shifted to shopping for retail products online but planned to shop in stores after the pandemic — only 9 percent of consumers surveyed in June said the same. This means that half of the consumers who originally said they would go back to shopping in stores after the pandemic is over now say they do not want to go back to shopping in stores at all.

**TABLE 1:**

**How many consumers intend to return to their prepandemic lives**

Share of consumers who do or do not plan to go back to eating in restaurants, shopping for groceries in stores and shopping for retail goods as they did before the pandemic

	DATE		
	April 27	May 23	June 22
<b>EATING IN RESTAURANTS</b>			
• Did not shift habits or engage in the activity	83.9%	78.4%	84.3%
• Will revert to old habits	2.6%	3.5%	4.5%
• Will maintain some of the shifts	11.3%	14.4%	8.7%
• Will maintain the shifts	2.3%	3.8%	2.5%
<b>SHOPPING FOR GROCERIES</b>			
• Did not shift habits or engage in the activity	87.2%	86.6%	84.0%
• Will revert to old habits	3.3%	1.8%	3.6%
• Will maintain some of the shifts	7.4%	8.4%	9.0%
• Will maintain the shifts	2.1%	3.2%	3.4%
<b>SHOPPING FOR RETAIL GOODS</b>			
• Did not shift habits or engage in the activity	67.2%	63.8%	66.9%
• Will revert to old habits	17.7%	6.4%	8.9%
• Will maintain some of the shifts	10.3%	21.3%	19.3%
• Will maintain the shifts	4.8%	8.5%	5.0%

Source: PYMNTS.com

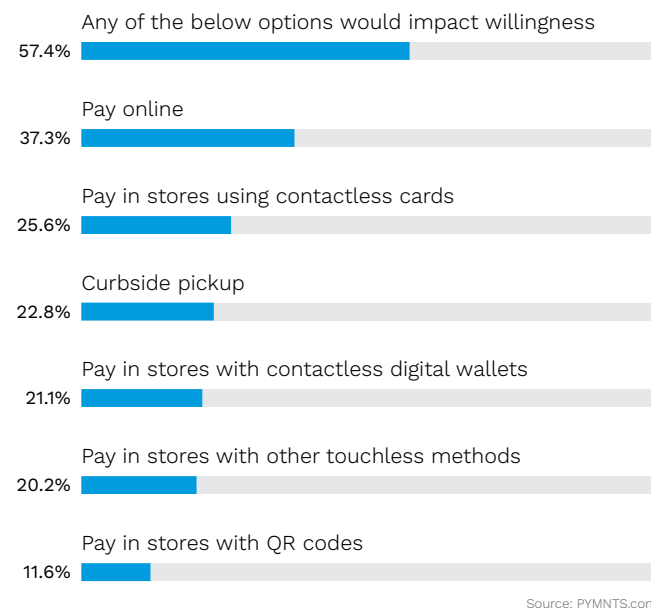
The only activity that consumers seem to be more eager to do in person now than they did in March is eating at restaurants. The share of consumers who say they plan to eventually go back to eating in restaurants has increased. Five percent of consumers say they plan to revert back to eating in restaurants after the pandemic is over, up from the 3 percent who said the same on April 27.



# Touchless payments drive merchant preference.

## Six in 10 consumers say merchants that do not offer digital payment options in stores will not get their business.

**FIGURE 2:**  
**Which digital offerings impact consumers' willingness to shop in stores**  
Share of consumers who say that merchants' offering of select types of digital payments would impact their willingness to shop in stores

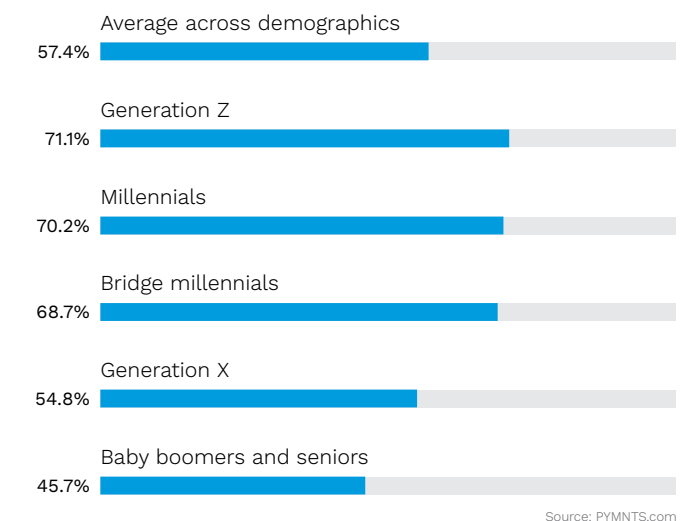


Fifty-seven percent of all consumers say merchants' digital payment offerings impact their willingness to shop in their stores. They are particularly interested in using contactless payment options, as 26 percent and 23 percent of consumers say merchants must accept contactless cards and offer curbside pickup, respectively, for them to feel comfortable shopping in a store. This underscores a widespread desire to avoid more traditional in-store payment options, such as cash or cards, which require consumers to make physical contact with paper bills and POS terminals.

Having digital payment options is even more important to bridge millennials<sup>1</sup>, millennials and members of Generation Z than to the average consumer – and far more important than it is to either Generation X consumers or baby boomers and seniors. The payment options merchants accept impact consumers' willingness to shop in store for 69 percent of bridge millennials, 70 percent of millennials and 71 percent of Gen Z consumers. Just 55 percent of Gen X consumers and 46 percent of baby boomers and seniors say the same. This shows that although digital payment options are in high demand among consumers of all ages and backgrounds, they are in highest demand among millennials and bridge millennials, who are not only the most accustomed and comfortable with the eCommerce shopping experience but who are also professionally established enough to have disposable income to spend on eCommerce purchases.

## Having digital payment options is important for consumers of all ages.

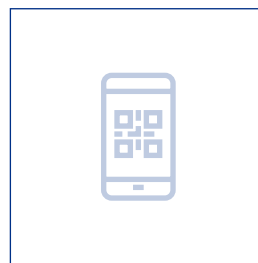
**FIGURE 3:**  
**Which digital offerings would impact consumers' willingness to shop in stores**  
Share of consumers who say that select types of digital payments would impact their willingness to shop in stores



<sup>1</sup> Bridge millennials are a group of consumers between 32 and 41 years of age, placing them on the cusp between millennials and Generation X. They are unique from all other age groups in that they are not only digital natives – having grown up using computers, smartphones and other connected devices – but also the first digital native generation to have become professionally established. They are therefore comfortable and knowledgeable about using connected devices to shop and pay and have the disposable income needed to do so.

# Payment choices can drive merchant loyalty, especially with QR codes and methods that allow consumers to buy now and pay later.

**M**ore than one-third of consumers who prefer to pay using QR codes or POS credit say they are unlikely to buy from merchants that do not offer these options. Digital shopping channels can help deliver the experiences that digital-first consumers crave.

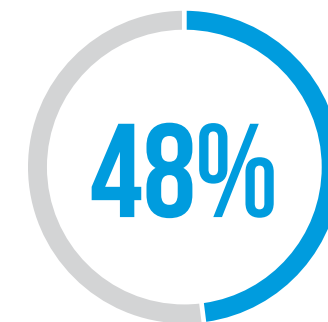


### QR CODE

One-third of consumers who prefer paying with QR codes would not complete a purchase at all if that option were not available.

Consumers' willingness to shop with merchants is greatly impacted by the availability and acceptance of their preferred payment methods, as many say they would not even consider buying from merchants that did not provide them. Our research shows that consumers who prefer shopping with QR codes are among the most loyal users of all, for example: Approximately 34 percent say they would not buy from merchants at all if QR code-enabled payments were unavailable.

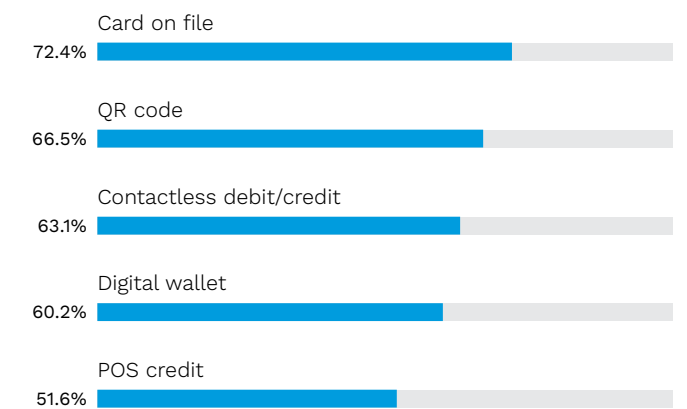
Other common digital payment options that tend to weigh heavily on consumers' willingness to make purchases include touchless payment options, including digital wallets, contactless debit and credit cards and "buy now, pay later" options, such as POS credit. Our survey shows that 40 percent of consumers who prefer digital wallets would not buy from merchants that did not accept them. Thirty-seven percent of consumers who prefer paying with contactless debit and credit cards say they would not complete purchases if they were unable to use those cards to pay for them.



Forty-eight percent of consumers who prefer POS credit would not buy from merchants that did not offer it.

POS credit options are another payment option for which many consumers have an affinity, albeit for different reasons. They stand out from the rest in that they enable consumers to make purchases without having to pay for them until later, which is especially appealing to consumers who are short on cash or who are trying to delay payments. Our research suggests that 48 percent of consumers who prefer POS credit would not buy from merchants that did not offer it.

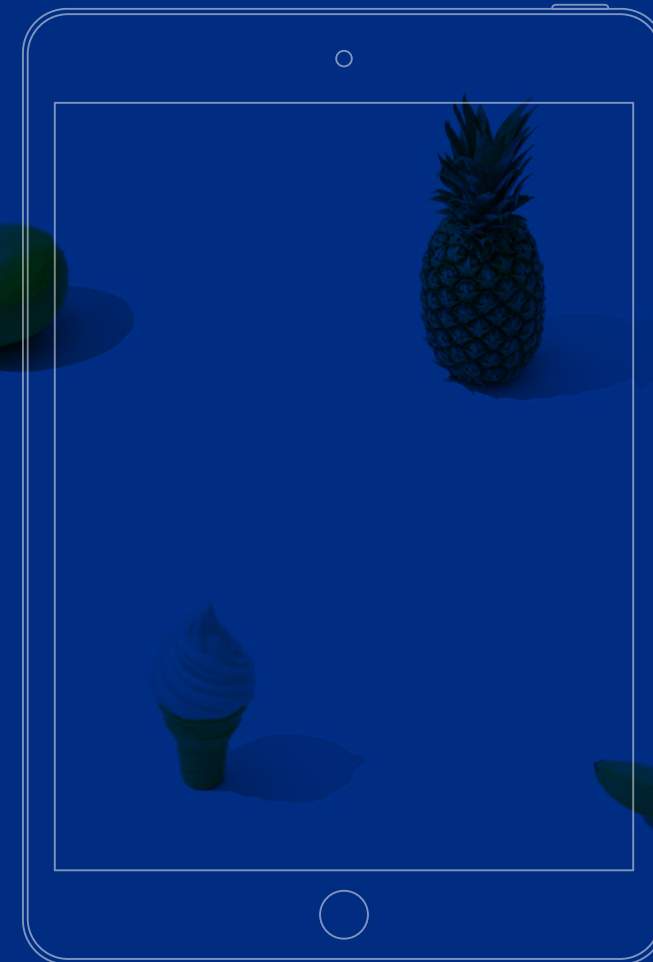
**FIGURE 4:**  
**Consumers' preferred digital payment methods**  
Share of consumers who would still make purchases without being able to use select methods



Source: PYMNTS.com

PART II:

# Why the digital shift?



## Consumers worry more about COVID-19's impact on their health than on the economy.

Consumers enjoy the ease and convenience of shopping and paying online, but they are also worried about contracting COVID-19 if they shop in brick-and-mortar stores.

An increasing demand for digital payments can help consumers reduce their potential exposure to COVID-19. Fears over contracting the disease are also likely to keep shoppers out of stores and purchasing online until a vaccine becomes readily available.

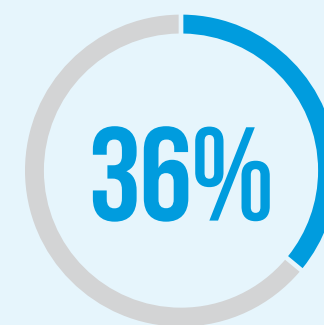
Fifty-nine percent of consumers say they would not feel comfortable returning to their prepandemic lifestyles until a vaccine is readily available. Fifty-eight percent say a decrease in the number of COVID-19 cases is necessary, and 56 percent say ready access to treatment is vital. Forty-four percent might also look to the Centers for Disease Control and Prevention (CDC) to announce that travel is safe before going back to business as usual.



Fifty-nine percent of consumers say that they would need to know that a COVID-19 vaccine were readily available before feeling comfortable returning to their prepandemic routines.



Thirty-eight percent of consumers say having a readily available vaccine is the single most important prerequisite for returning to their prepandemic lifestyles.



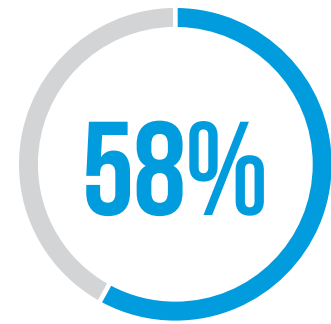
Thirty-six percent of consumers say they would want state and local governments to relax restrictions before returning to their prepandemic lifestyles.



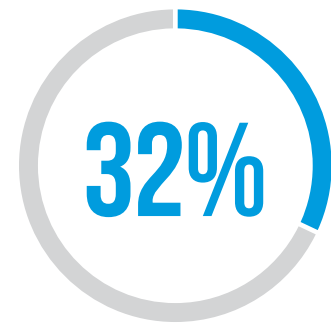
Six percent of consumers say state and local governments relaxing restrictions is their single most important prerequisite for returning to their prepandemic lifestyles.



Consumers put far less stock in their local governments' decisions about whether to reopen their local economies. Our survey finds that 36 percent of consumers say they might return to their prepandemic activities if governments relax restrictions, while 34 percent say that they might do so if they see the impact of relaxing restrictions on health and the economy. This strongly suggests that consumers will continue to shift from shopping in stores to shopping online until a vaccine becomes widely available.

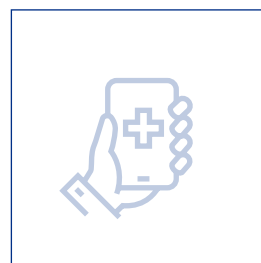


Fifty-eight percent of consumers say they would want to know that the number of new COVID-19 cases had decreased before feeling comfortable returning to their prepandemic routines.



Thirty-two percent of consumers say they would want the WHO to rescind their pandemic declaration before returning to their prepandemic routines.

Consumers therefore feel compelled to avoid brick-and-mortar stores to prevent infection, yet many are running low on the funding they need to pay for their everyday purchases. This places tremendous financial pressure on them to scrimp and save in hopes of surviving the pandemic and the associated economic downturn, which they do not expect will end any time soon.



**THE DEMAND FOR TESTS**

Forty-two percent of consumers want large-scale testing before they go back to their prepandemic lives.

**TABLE 2:**

**What consumers need to feel comfortable returning to normal**

Share of consumers who cite select events as prerequisites for returning to their prepandemic routines, by ranking of importance

	PREREQUISITE				TOTAL
	Primary	Secondary	Tertiary	Other	
Availability of COVID-19 vaccine	38.0%	8.6%	4.1%	8.1%	<b>58.7%</b>
Decreased numbers of new cases	14.8%	14.1%	11.9%	17.5%	<b>58.3%</b>
Availability of treatment	11.5%	21.7%	11.0%	11.9%	<b>56.1%</b>
CDC reports traveling is safe	4.9%	5.0%	5.7%	28.4%	<b>44.1%</b>
Large-scale testing for COVID-19	4.0%	6.9%	8.7%	22.9%	<b>42.5%</b>
Antibody testing for COVID-19	2.6%	7.3%	9.1%	19.8%	<b>38.8%</b>
States and local governments relax restrictions	5.9%	4.8%	5.3%	19.9%	<b>35.8%</b>
Health and economy impacts of restrictions	3.1%	4.0%	4.3%	23.0%	<b>34.4%</b>
WHO rescinding the pandemic declaration	4.5%	4.5%	5.5%	17.6%	<b>32.1%</b>
Global health organizations relax recommendations	2.0%	3.3%	3.1%	19.6%	<b>28.0%</b>
Public schools open	1.8%	2.3%	3.2%	17.6%	<b>24.9%</b>
Large gathering of leisure activities resume	0.9%	1.2%	1.7%	15.2%	<b>19.1%</b>
Media reporting that traveling is safe	0.9%	0.8%	1.7%	11.7%	<b>15.1%</b>
Lower prices from services providers and stores	2.5%	1.9%	1.6%	8.6%	<b>14.5%</b>
Friends and family say traveling is safe	0.8%	0.8%	0.8%	6.3%	<b>8.6%</b>
Other	1.7%	0.1%	0.1%	0.2%	<b>2.0%</b>

Source: PYMNTS.com

# The longer the pandemic, the greater the digital shift.

**M**ore consumers shift online the longer the pandemic lasts – and as our research shows, they spend more time online and fewer say they plan to return to their prepandemic routines.



### 11 MONTHS

The average consumer believes it will be another 11 months before the pandemic is over.



### 5 MONTHS

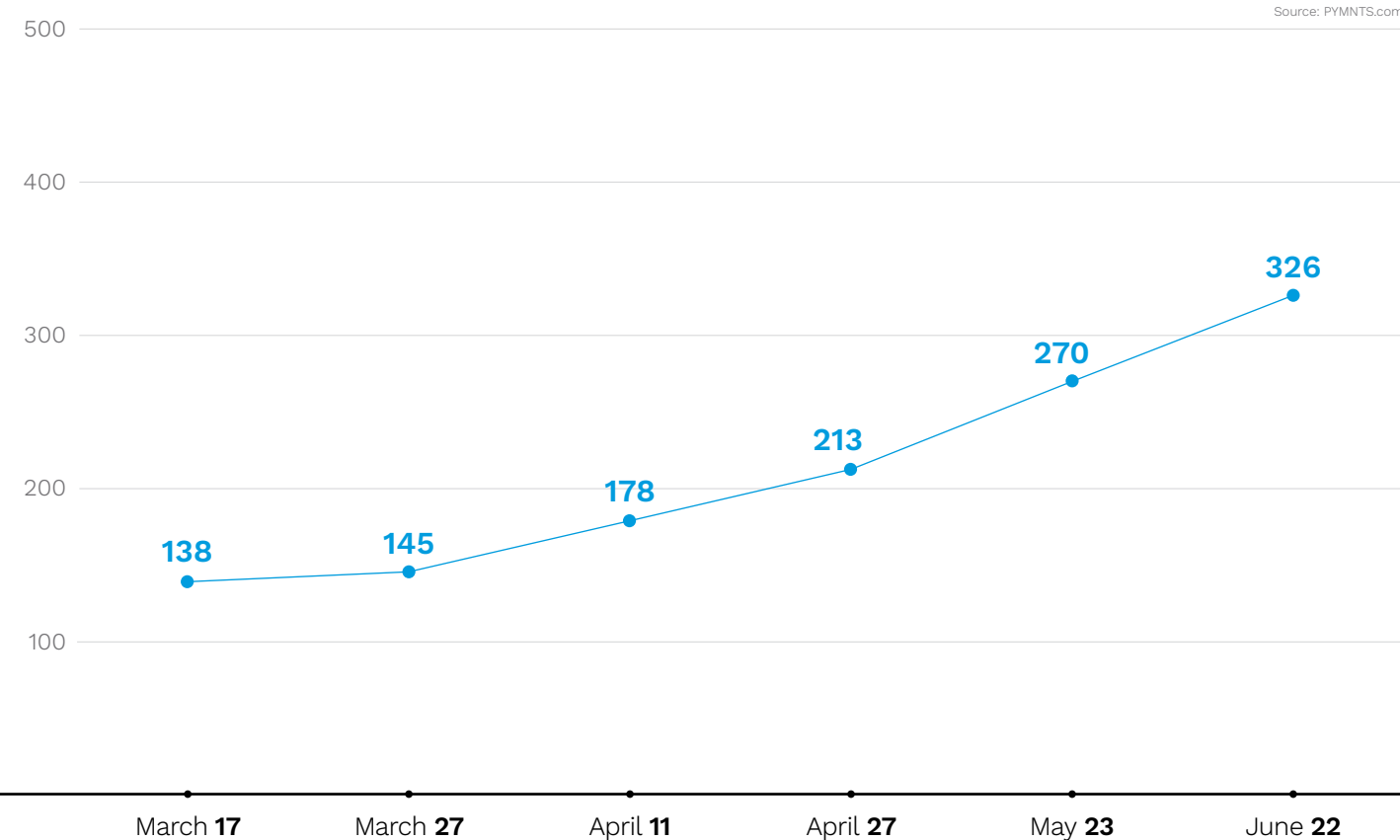
On March 17, 2020, the average consumer believed the pandemic would only last five more months.

**Consumers expect the pandemic to last 6 months longer now than they did in April.**

**FIGURE 5:**

**How long consumers expect the pandemic to continue to impact their lives**

Average number of days that consumers believe will pass before they can return to their prepandemic routines, by date



The pandemic's protracted length is making consumers expect even more time to pass before they can return to their prepandemic lives, leading them to stretch their limited financial resources even thinner. The average consumer now expects to experience the pandemic's effects for another 326 days, up from 270 days on May 23 and 213 days on April 27. The expectation was just 138 days on March 17, when the pandemic was beginning. This means that consumers anticipate the pandemic lasting more than twice as long now as they did in March — 240 percent longer. This not only signals that the digital shift is gaining strength as the pandemic progresses but also underscores far-reaching changes in consumer behavior, extending even beyond the digital shift.

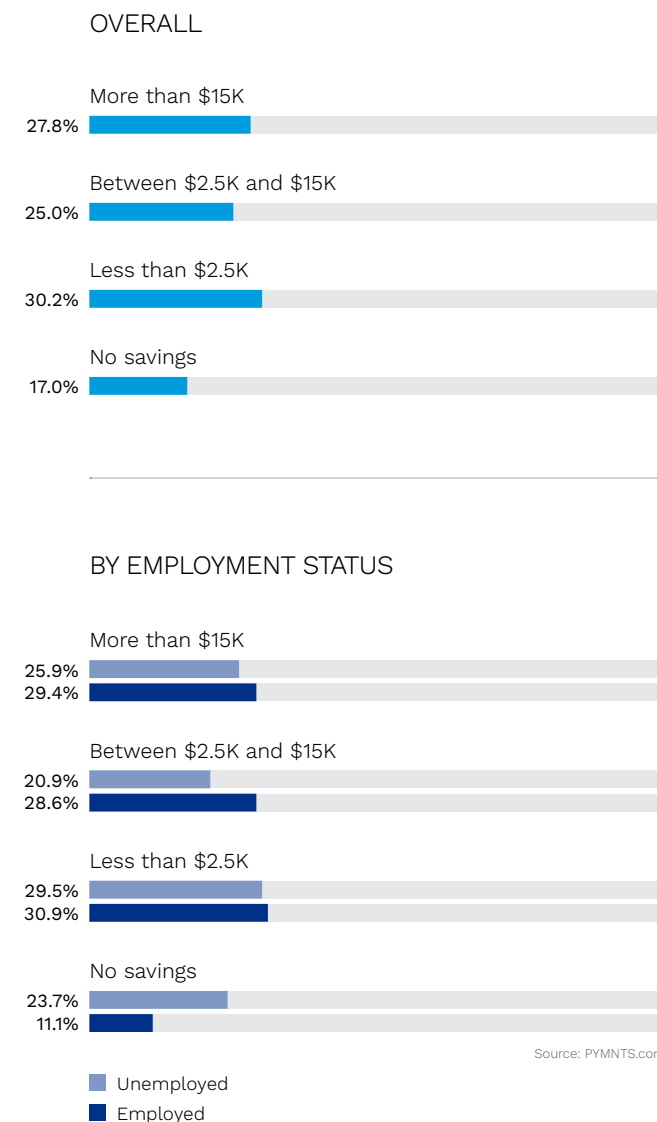
# Consumers are closely watching their (digital) wallets.

Cutting back on spending is on many consumers' minds, as nearly half of unemployed consumers have less than \$2,500 in their savings accounts.

Many consumers' concerns about the COVID-19 pandemic are compounded by the fact that they lack the financial resources they may need to keep paying their bills in case of emergency. Seventeen percent of consumers have no money in savings whatsoever, whereas another 30 percent have less than \$2,500 stashed away in case of emergency.

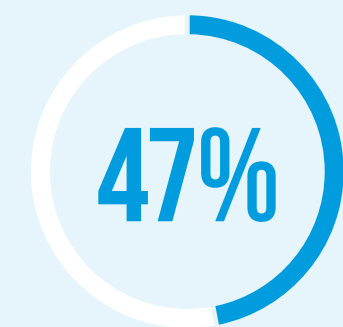
Consumers are feeling the need to curb their spending in the hopes of keeping solvent until a year from now, when they believe the pandemic will end. Unemployed consumers are at even greater risk of running out of funds, with 24 percent of all unemployed consumers saying they have no money stored away for emergencies and 54 percent in total saying they have less than \$2,500 in savings. This paints a sobering picture of U.S. consumers' overall financial security, especially considering that 11 percent of consumers were unemployed as of July 7.<sup>2</sup>

**FIGURE 6:**  
**How much money consumers have stashed away in case of emergency**  
 Share of consumers who have select amounts of money in their savings accounts



## Consumers' worries are compounded

by the fact that many have little money stashed away in case of emergency.

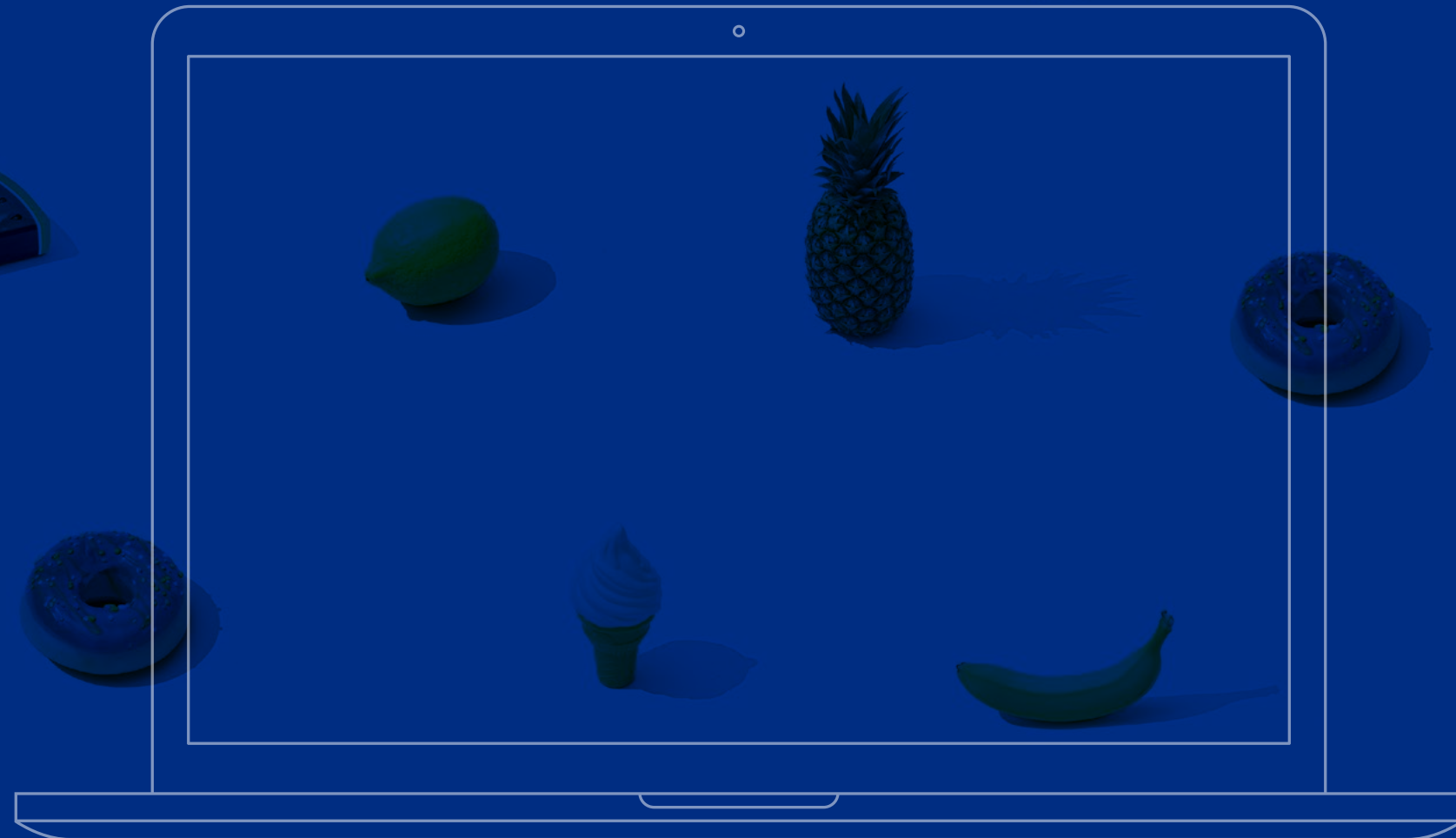


Forty-seven percent of all consumers say they have less than \$2,500 stashed away in case of emergency.

<sup>2</sup> Employment situation news release. The Bureau of Labor Statistics. 2020. [https://www.bls.gov/news.release/archives/empsit\\_08072020.htm](https://www.bls.gov/news.release/archives/empsit_08072020.htm). Accessed August 2020.

PART III:

# Who gets the consumer's business?



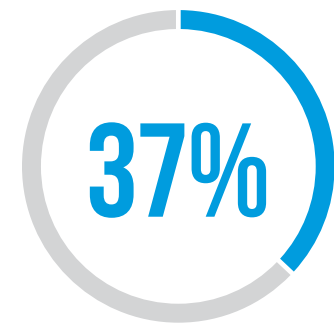


# Consumers seek shopping experiences that create certainty.

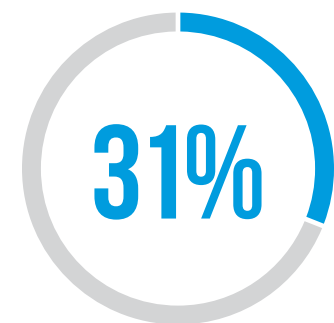
That is no longer the brick-and-mortar experience for many.

**D**igital-first consumers crave certainty in their shopping experiences. This means knowing that the products they want to buy will be in stock before they leave their homes to buy them and knowing that they will be able to purchase them at the lowest possible price.

Brand-name store chains are struggling to meet these expectations. Even when consumers do shop in large merchants' stores, many say they cannot find the products they want to buy because items are out of stock or locations' stock is limited.



Thirty-seven percent of consumers are frustrated by the limited quantities of available items in large grocery stores.



Thirty-one percent of consumers are frustrated by the limited quantities of available items in large retail stores.

Consumers dislike more than their fears of exposure and frustration with limited product availability — they resent having to pay more for the same products.

# 28%

of consumers say they are frustrated with having to pay **higher prices for the same goods shopping at large stores** than they would elsewhere.

Fifty percent of brick-and-mortar grocery shoppers say that merchants running out of stock is a challenge they have encountered when trying to shop in stores, and 37 percent are frustrated by limited quantities of available items.

Many consumers thus show frustration with shopping in stores, especially at large merchants' brick-and-mortar locations. This frustration partially results from logistical issues exacerbated by the pandemic, such as stores' inability to keep key items in stock.

Many consumers are frustrated with shopping in stores.

This frustration partially results from logistical issues exacerbated by the pandemic.



Fourteen percent of consumers say they are frustrated with how long it takes to receive products ordered for delivery from large grocery stores.



**OUT OF STOCK**

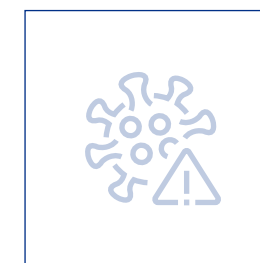
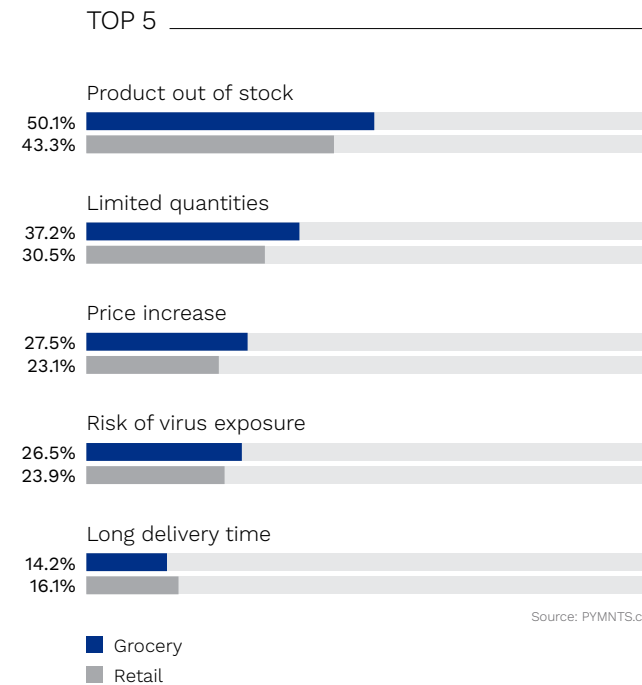
Fifty percent of consumers say they are frustrated with shopping for groceries in stores because the products they want to buy are frequently out of stock.

Consumers also say that higher prices and long delivery times sour their experiences shopping at big stores, as do their concerns over being exposed to COVID-19 while shopping in-store. Twenty-eight percent of consumers say they are frustrated with paying higher prices for the same goods and 14 percent are frustrated with long delivery times they endure when ordering from these big stores online. Twenty-seven percent also report concerns about contracting COVID-19 while shopping.

**FIGURE 7:**

**Common challenges consumers face when shopping in stores during the pandemic**

Share of consumers who experience select challenges when shopping for retail items and groceries



**RISK OF EXPOSURE**

Twenty-seven percent of consumers say they are frustrated with shopping for groceries in large stores, because they fear exposure to COVID-19.

	THE REST	
	Grocery	Retail
Infection from delivery person	12.2%	11.9%
Bad customer services	11.2%	9.3%
Product quality	9.7%	8.6%
No delivery within the next day	9.3%	9.7%
Questions are unanswered	8.4%	8.8%
Too many products to find	8.1%	7.7%
Difficult user interface	7.9%	7.4%
No curbside pickup	7.1%	6.7%
Terms and conditions are unclear	7.0%	5.6%
Unsure that payment is secure	5.3%	4.9%
No account on file	4.5%	3.3%
Preferred payments is unavailable	3.7%	3.7%
Other	4.9%	6.6%

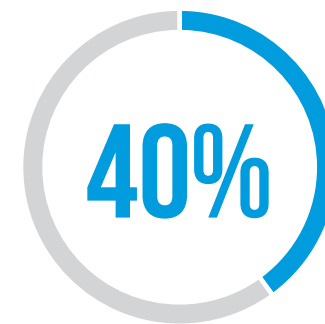
Source: PYMNTS.com

# Consumers see buying directly from brands as a way to create a more certain shopping experience.

Consumers' desire for certainty in their shopping experiences is driving an interest in shopping directly with brands in lieu of shopping in-store at larger merchants.

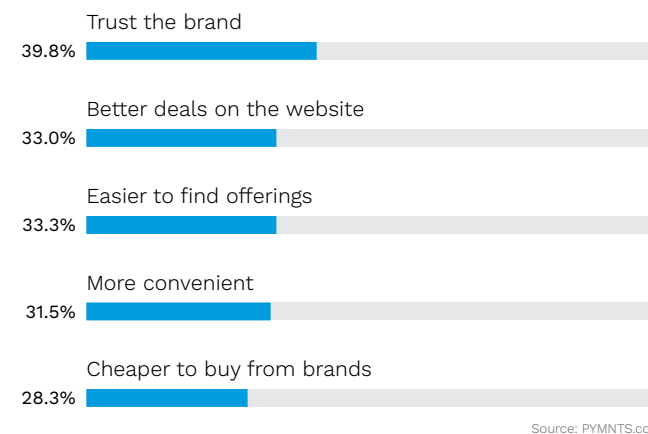
Many consumers believe that shopping directly from the brands they know and trust can provide the certainty that shopping at major chains does not. Our research shows that 37 percent of all consumers are now

interested in direct-to-consumer (D2C) retail shopping and that the primary reason they cite for this interest is brand loyalty. Forty percent of consumers who are interested in D2C retail options say they are interested because they have shopped with them before and trust those brands. This underscores the importance of being able to know what type of shopping experience to expect before setting out to shop.



Forty percent of consumers who are interested in D2C retail say it is because they trust those brands.

**FIGURE 8:**  
**Why consumers are interested in D2C retail experiences**  
Share of consumers interested in D2C retail who cite select reasons for their interest



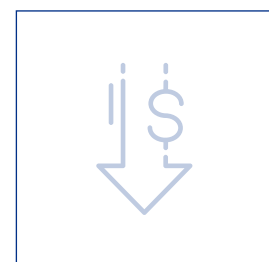
Source: PYMNTS.com

Another way in which D2C is able to provide the certainty that consumers crave is by offering cost-effective purchasing options and providing inventory statuses on their sites so consumers do not have to worry about items being out of stock. Thirty-three percent of interested consumers say D2C retailers have better deals on their websites, and 28 percent are interested because it is cheaper. Thirty-three percent of consumers interested in D2C retail say it is easier to see all the brand's offerings on one website.

The D2C model checks all the boxes for many consumers, allowing them to shop for products from the brands they trust at lower prices.

# Consumers with more to spend have more interest in shopping with brands directly.

Consumers with higher annual incomes have more interest in buying directly from brands they know and trust.



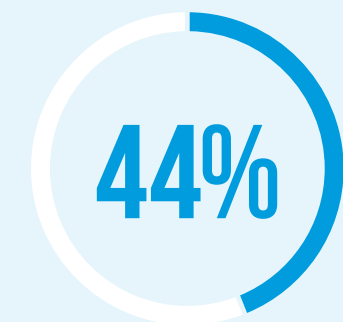
## BELOW \$50K

Just under one third of consumers in the lowest income bracket are "very" or "extremely" interested in D2C retail options.

Consumers of all ages and incomes express some degree of interest in shopping directly from brands with which they are familiar, but interest is highest among consumers with money to spend. Consumers earning more than \$100,000 in annual income are more likely than consumers in all other income brackets to be interested in D2C options, with 44 percent saying they would be "very" or "extremely" interested in such purchasing options. This compares to 37 percent of consumers earning between \$50,000 and \$100,000 in annual income and 31 percent of consumers earning less than \$50,000 in annual income who express similar levels of interest.

## Consumers in the highest income bracket

are the most interested in purchasing directly from brands they know and trust.



Forty-four percent of consumers earning more than \$100,000 per year are "very" or "extremely" interested in D2C retail options.



We also see different levels of interest in D2C shopping among consumers with different generational backgrounds. Interest is highest among millennials and bridge millennials and lowest among baby boomers and seniors. Our survey shows that 48 percent of millennials and 50 percent of bridge millennials would be “very” or “extremely” interested in making purchases directly from their favorite brands, compared to 29 per-

cent of baby boomers and seniors. This makes sense, as part of the reason consumers are drawn to the D2C shopping experience hinges on the digital capabilities many D2C merchants offer — capabilities that tend to be most valued among digital-native generations such as millennials and bridge millennials but that also hold appeal for consumers in other age groups.

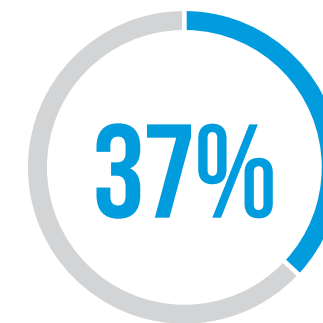
29%

of baby boomers and seniors are also “very” or “extremely” interested in shopping directly from brands, showing that interest in D2C options transcends generational backgrounds.

**FIGURE 9:**

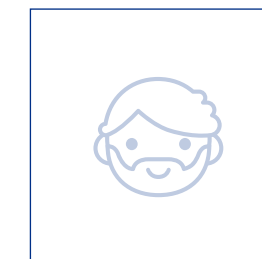
**How many consumers are interested in D2C shopping**

Share of consumers who are “very” or “extremely” interested in shopping directly from brands



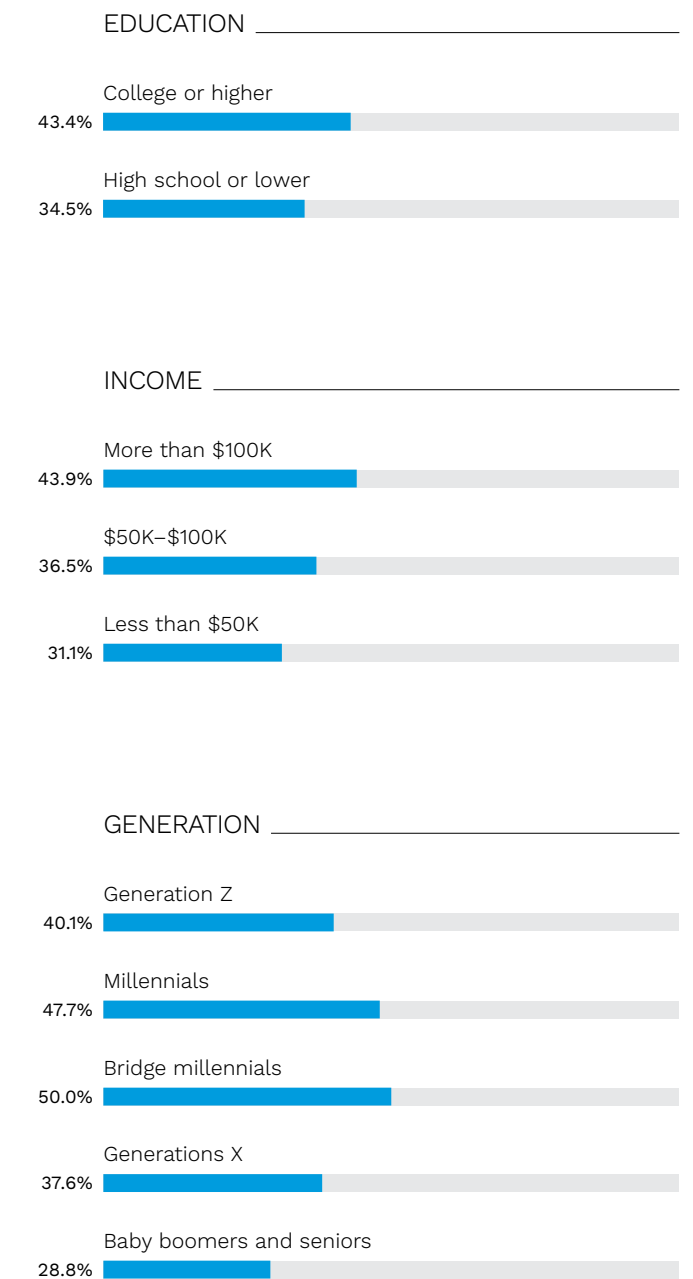
**ENTIRE SAMPLE**

37.4 percent of consumers are “very” or “extremely” interested in shopping directly from brands.



**BRIDGE MILLENNIALS**

Half of bridge millennials are “very” or “extremely” interested in shopping directly from brands.



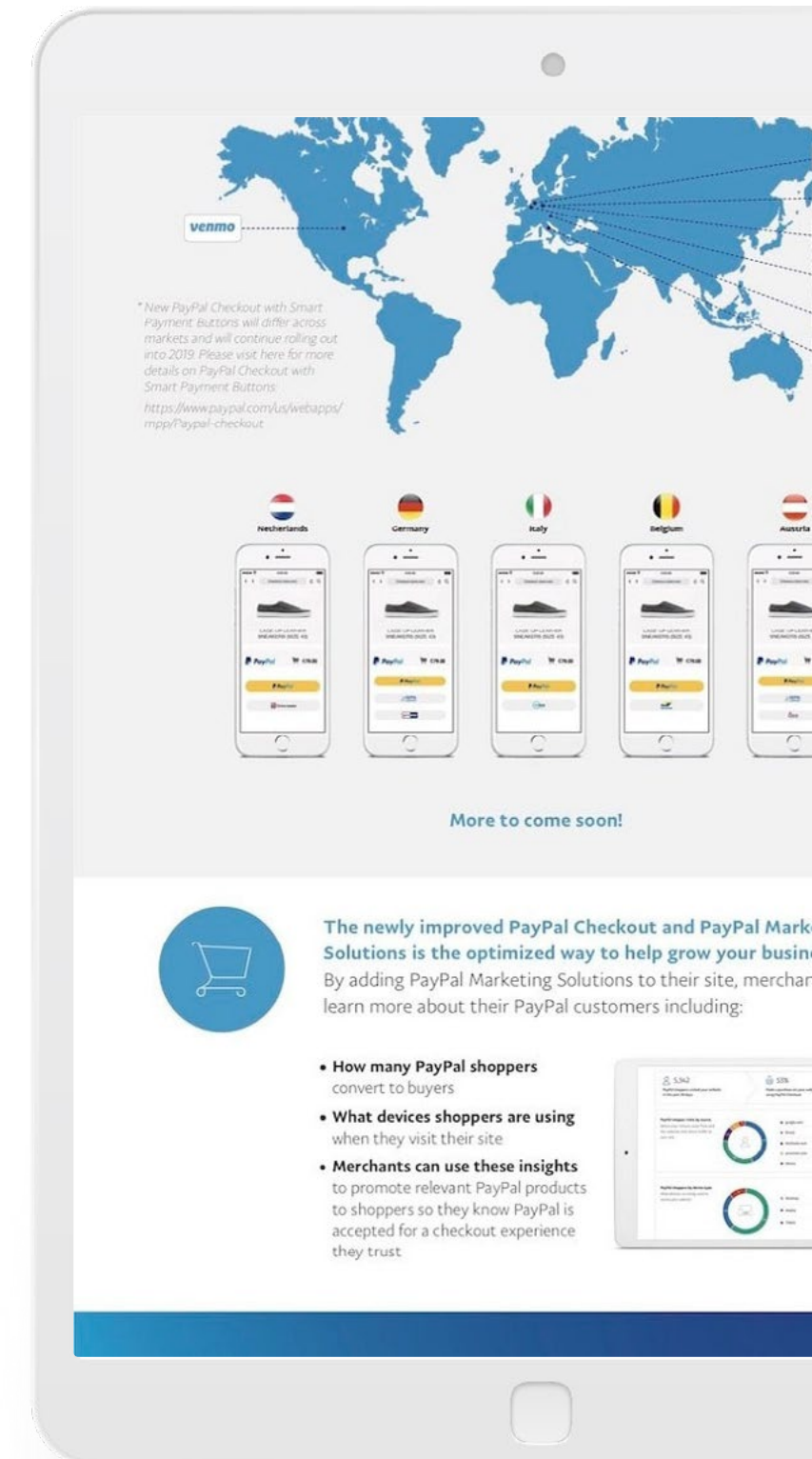
Source: PYMNTS.com

# CONCLUSION

U.S. consumers have migrated from brick-and-mortar stores to digital shopping channels, and many have no intention of going back. It is increasingly less likely that consumers will revert back to their prepandemic lifestyles as the pandemic continues, and the digital shift will become stronger and more permanent. The notable exception is dining in restaurants, which consumers seem eager to experience again. Merchants looking to succeed in this digital-first environment will need to provide services and payment features that can help facilitate the digital shopping experiences their current and potential customers demand. This means not only adopting touchless payment options such as contactless card readers, QR codes and digital wallets that can help them securely shop but also providing money-saving features such as rewards programs that can help them enjoy digital shopping experiences without having to spend beyond their means.

## METHODOLOGY

PYMNTS issued its first study on consumers' behavioral changes in the wake of the COVID-19 pandemic on March 23, 2020. We have since surveyed more than 16,000 consumers to gain a first-hand, real-time account of how their routines have continued to change with the passage of time. Our latest research, done in collaboration with and supported by PayPal, examines survey data collected from 2,163 U.S. consumers to understand how many of their newfound shopping habits might persist, even after their local economies reopen.




# ABOUT

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DISCLAIMER ■

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