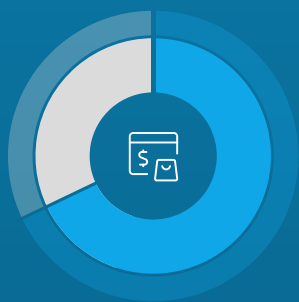

1600+ consumers

Speak out about online shopping habits

In fall 2021, FullStory polled a cross-section of more than 1600 U.S. consumers about their online shopping habits and how they plan to shop for the upcoming holiday season.

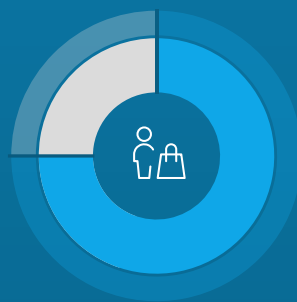
The results pointed toward one common truth: ecommerce is growing, and consumer preferences are leaning toward ecommerce over in-person retail.

Find a quick overview of the survey results below.



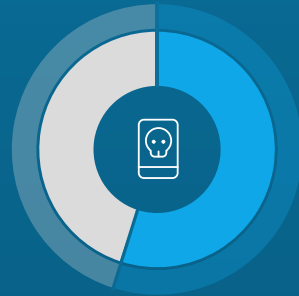
68%

of consumers think the digital shopping experience today is the same or worse compared to before COVID-19



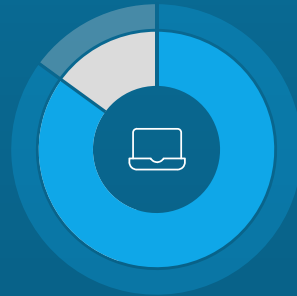
75%

of consumers are interested in or would prefer hybrid or omnichannel retail experiences



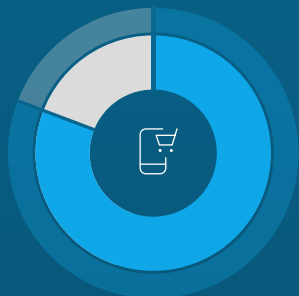
55%

of consumers aren't likely to shop again with a retailer who provides a frustrating digital experience



85%

of consumers think a great digital shopping experience is as or more important than a great in-store experience



81%

of consumers will do at least some of their holiday shopping from their phones



90%

of consumers plan to shop online the same or more compared to last year

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