In-store and online shopping has declined this year

Social media influencers are on the rise

How brands and retailers can ride through ongoing shifts in consumer behavior

### 2023 consumer behavior insights for the consumer products and retail industries

#### Consumers expect companies to help them through the post-pandemic shift

- **In-store**
  - Consumer interaction with online channels has decreased but stabilized in the long term.
  - Consumers expect companies to help them through the post-pandemic shift.

- **Online**
  - Social media influencers are impacting consumer’s search and purchasing processes.
  - Consumers expect companies to help them through the post-pandemic shift.

#### Stockouts are a concern for many consumers

- 41% of consumers globally say they feelitions, they feel

- 60% of consumers say they feel

- 48% of consumers say they feel

#### Delivery and fulfillment continue to take precedence over in-store experiences

- 36% of consumers say they feel

- 32% of consumers say they feel

#### Social media influencers are on the rise

- 32% of consumers say they feel

- 22% of consumers say they feel

- 16% of consumers say they feel

### How brands and retailers can ride through ongoing shifts in consumer behavior

#### Start by understanding the

- **Consumer segments**
  - Consumer segments to optimize

- **Customer interactions**
  - Customer interactions with physical stores to decrease in the long term.

- **Customer interactions**
  - Customer interactions with online channels to decrease in the long term.

#### Technology

- **Leverage technology in the consumer experience**
  - Leverage technology in the consumer experience.

- **Diversify content strategy**
  - Diversify content strategy to

#### Exercise social responsibility

- **Offer loyalty programs with a purpose**
  - Offer loyalty programs with a purpose.

- **Lead with technology**
  - Lead with technology.

#### Conclusion

- **Prepare for the post-cost-of-living crisis**
  - Prepare for the post-cost-of-living crisis.

- **Understand the consumer**
  - Understand the consumer.

- **Leverage technology**
  - Leverage technology.

- **In-market experience**
  - In-market experience.

- **Customer interactions**
  - Customer interactions.

- **Enable digital transformation**
  - Enable digital transformation.

- **Social media influencers**
  - Social media influencers.

- **Customer interactions**
  - Customer interactions.

- **Prepare for the post-pandemic shift**
  - Prepare for the post-pandemic shift.

#### Notes

- **Note:** Question asked was “Please indicate your frequency of using online channels when shopping with retailers. Please rate on a scale of 1 to 7, where 1=very low interaction and 7=very high interaction.” Post-pandemic refers to when consumers were asked in November 2021 of their expectations for online interactions during the post-pandemic period, i.e., at some point in the future when they believe the pandemic was over.

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- **Source:** Capgemini Research Institute, Consumer demand survey, October–November 2022, N=11,300 consumers; Capgemini Research Institute, The great consumer reset: COVID-19 and the consumer products and retail consumer, November 2020.

- **Source:** Capgemini Research Institute, What matters to today's consumer, January 2022; Capgemini Research Institute, The great consumer reset: COVID-19 and the consumer products and retail consumer, November 2020.