

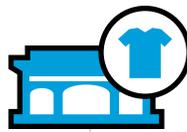


13th Annual Zebra Global Shopper Study Reveals Retailer Opportunities

COVID-19 has changed the retail landscape faster than anyone expected and consumer demands have followed suit. Volume 1 of Zebra's Shopper Study, shows that safety, speed and convenience are among consumer's top priorities, revealing an immediate need to increase technology investments for your retail operations to stay ahead of the game.

Shopper Study Volume 1
Read insights from shoppers.

74% of shoppers agree technology provides a safe, comfortable and convenient experience.



3 Key Shopper Trends Essential to Retail Now

1. Shoppers Want More Safety

The Experience of Now

Safety is the new standard based on shoppers' top needs and concerns.

67%

of shoppers are concerned with surface sanitation or social exposure to others in stores.

76%

of shoppers want to get in and out of the store quickly.



2. Shoppers See In-Store and Online as One Experience

Motivations for Channel Choice

Shoppers' motivations for shopping in-store or online are virtually the same.

	In store	Online
Product availability	54%	56%
Product selection	46%	48%
Price comparison	37%	42%



3. Shoppers Demand Greater Convenience

Turn to Technology

As shoppers affinity for technology and demands for hyper-convenience has grown, so has their use of in-store and mobile technology.

63%



54% → **88%**
Today Future
Grocery Delivery App

72% → **82%**
Today Future
Mobile Ordering

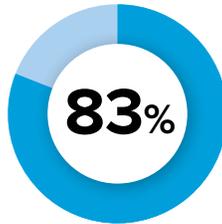


Retail Digital Transformation Trends

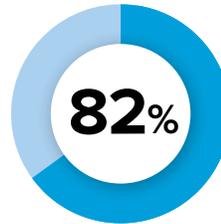
What does digital transformation mean for your business? Zebra's Global Shopper Study, Volume 2: The Retail Imperative, reveals insights on how empowered associates help exceed expectations to create loyal customers.

1. Top Tech Emerging by 2025

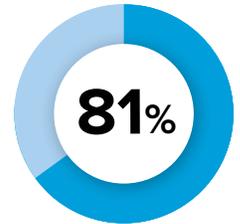
The future of retail is tied to technology. And retailers believe these are the most important solutions over the next five years.



Workforce Software



Smart Check-Out



Prescriptive Analytics

2. Empowering Associates with Tech

70% of associates agree that minimizing fraud/shrink and maintaining real-time visibility of out-of-stocks are significant challenges.

Associates agree these would help them provide a better customer experience



3. Retail Executives Embracing Tech



61% say the pandemic accelerated technology investment plans



77% say the pandemic increased implementation plans for devices and solutions



+70% have already, or plan to implement employee texting, smartphone self-checkout and personal shopping



Shopper Study Volume 2

Gain insights on digital transformation.

85% of retail executives agree shoppers have a better experience in stores where associates use the latest technology to assist them.

Use the key findings of Zebra's 2021 Shopper Study to make strategic buying decisions, for more info visit zebra.com/retail

