## As supply chain issues lead to inventory shortages and shipping delays,

The New "Normal" in Retail Shopping

leading retailers are expanding their shopping and fulfillment options to meet the expectations of the Hybrid Shopper.



# **Consumers Rank Their Shopping Preferences**

**Shopping Preferences** 

### Legend



Online 51% 27% Shopping

10%

34%

9% 3%



### As a result of recent inflation and supply chain delays, what changes have you made in your purchasing habits?

40%

35%

30%

25%

out-of-stocks.

Impact of Inflation

how, and when consumers buy.

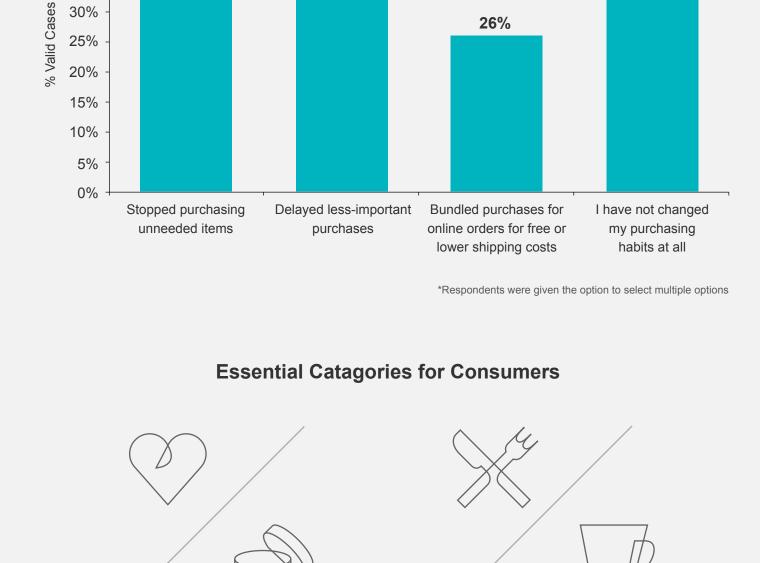
% Valid Cases (Mention / Valid Cases) 45% 40%

26%

Food and Beverage

34%

The impact of supply chain constraints and inflation are further shaping what,



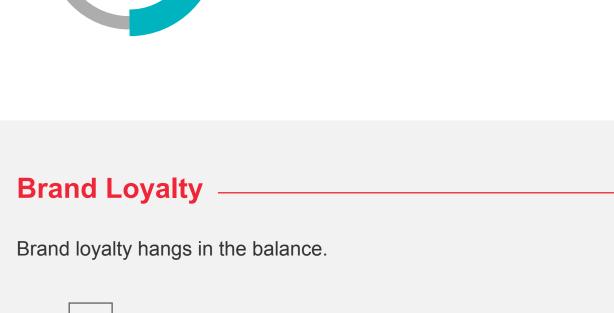
# **Delivery Expectations**

As most consumers adjust their delivery expectations, brands strive to maintain

Health and Beauty

of Americans surveyed now consider 3-4 days a reasonable timeframe for online orders to be delivered

proper inventory levels, meet reasonable delivery times, and reduce



of millennials are most likely to switch brands if their items are out-of-stock or delayed

of consumers say they have sought out different brands to

receive products faster

of respondents said they would forego

free shipping and pay for next-day shipping to receive products faster

of Generation Z consumers are willing to switch brands if faced with longer delivery times or

Generation Z is the most undecided in terms of brand loyalty.



**Download "The Emergence of the Hybrid Shopper** 

out-of-stock items

analysis of all the survey results.

Radial commissioned a survey in March 2022 of 1,000 U.S. respondents to understand consumer sentiment as the pandemic eases, obtain insight into evolving behaviors and expectations from 2020, and gauge consumer reactions and impact on purchasing decisions. Visit Radial.com to learn more.

Radial

a bpost company