

# 8 ways consumers in the Nordics and Benelux adapted their shopping behaviour this year

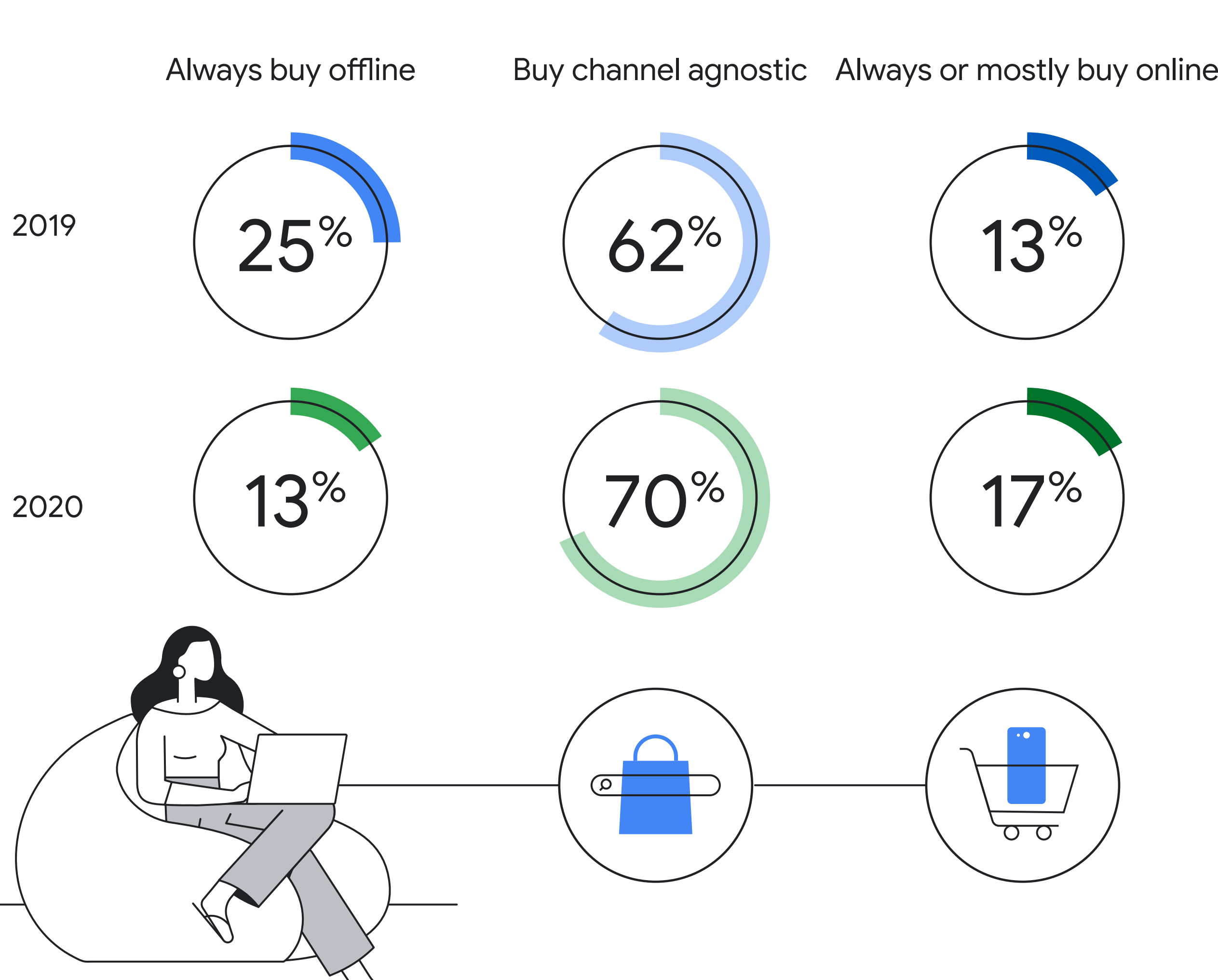
What can retailers do to overcome the challenges brought by COVID-19? Smart Shopper, a study commissioned by Google and conducted by KANTAR in May 2020<sup>1</sup>, shines a light on shopping behaviours during the pandemic to help inform brand, marketing, and consumer strategies – now and in the future.



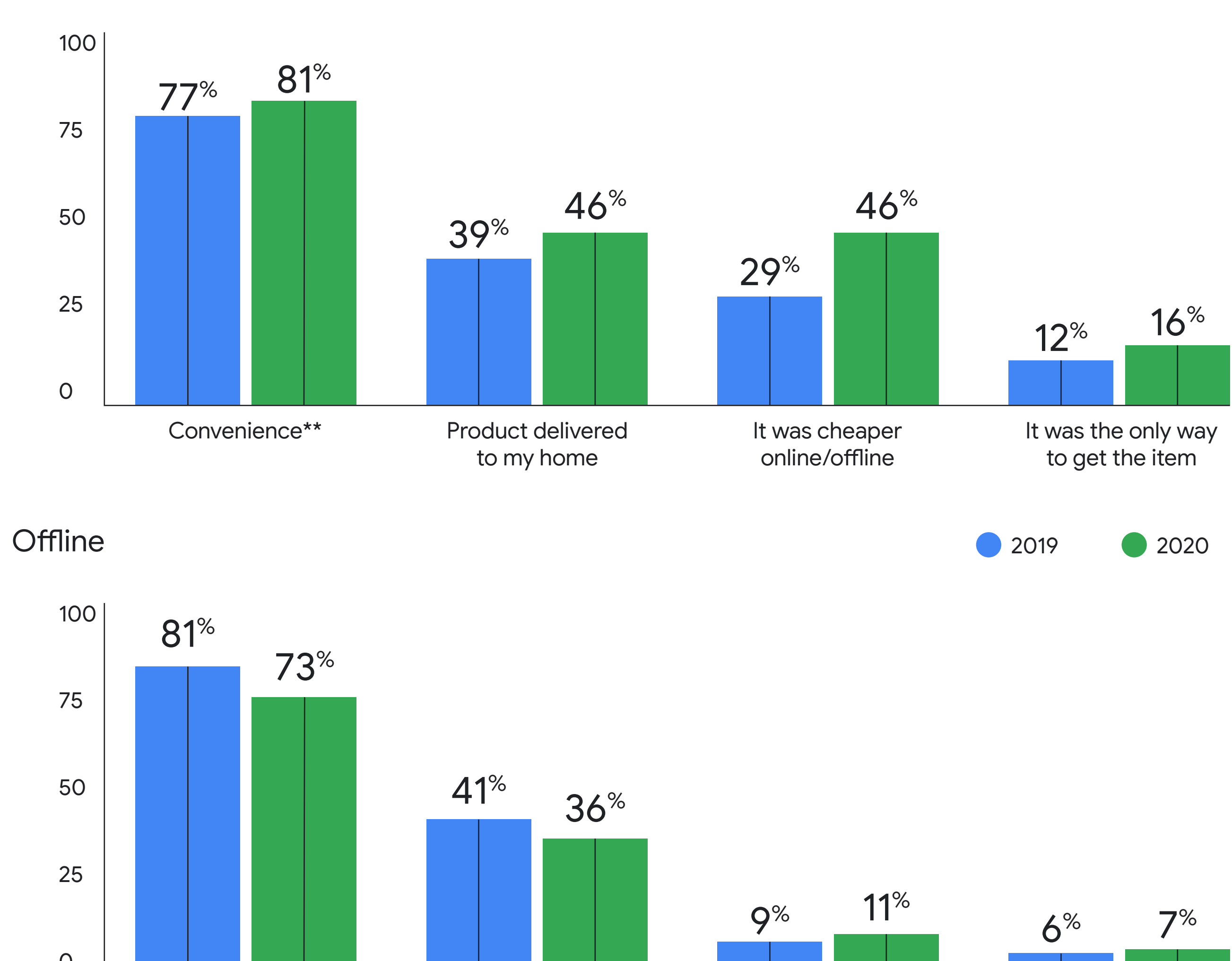
## The majority of purchases took place online in a number of verticals



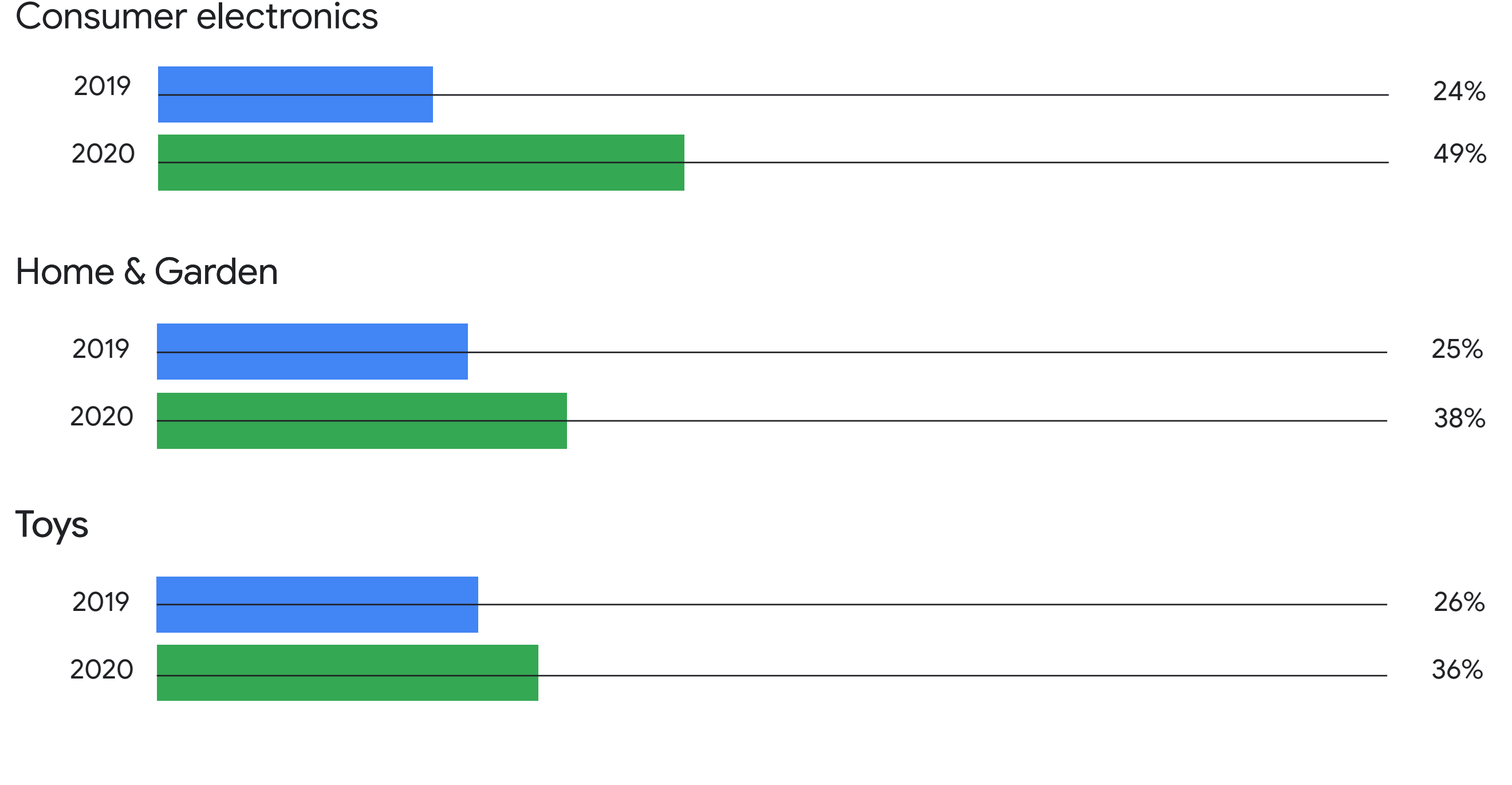
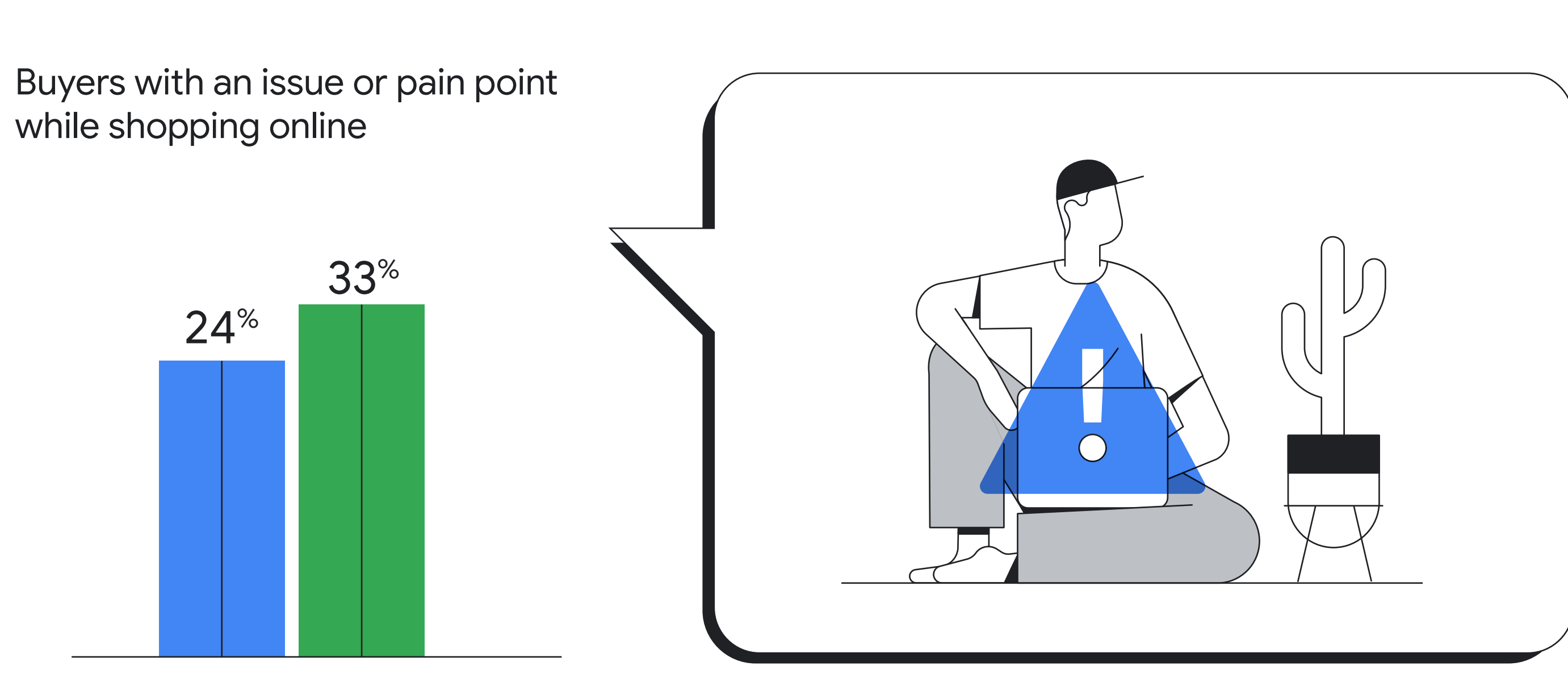
## Shoppers are making increasingly online and channel-agnostic purchases



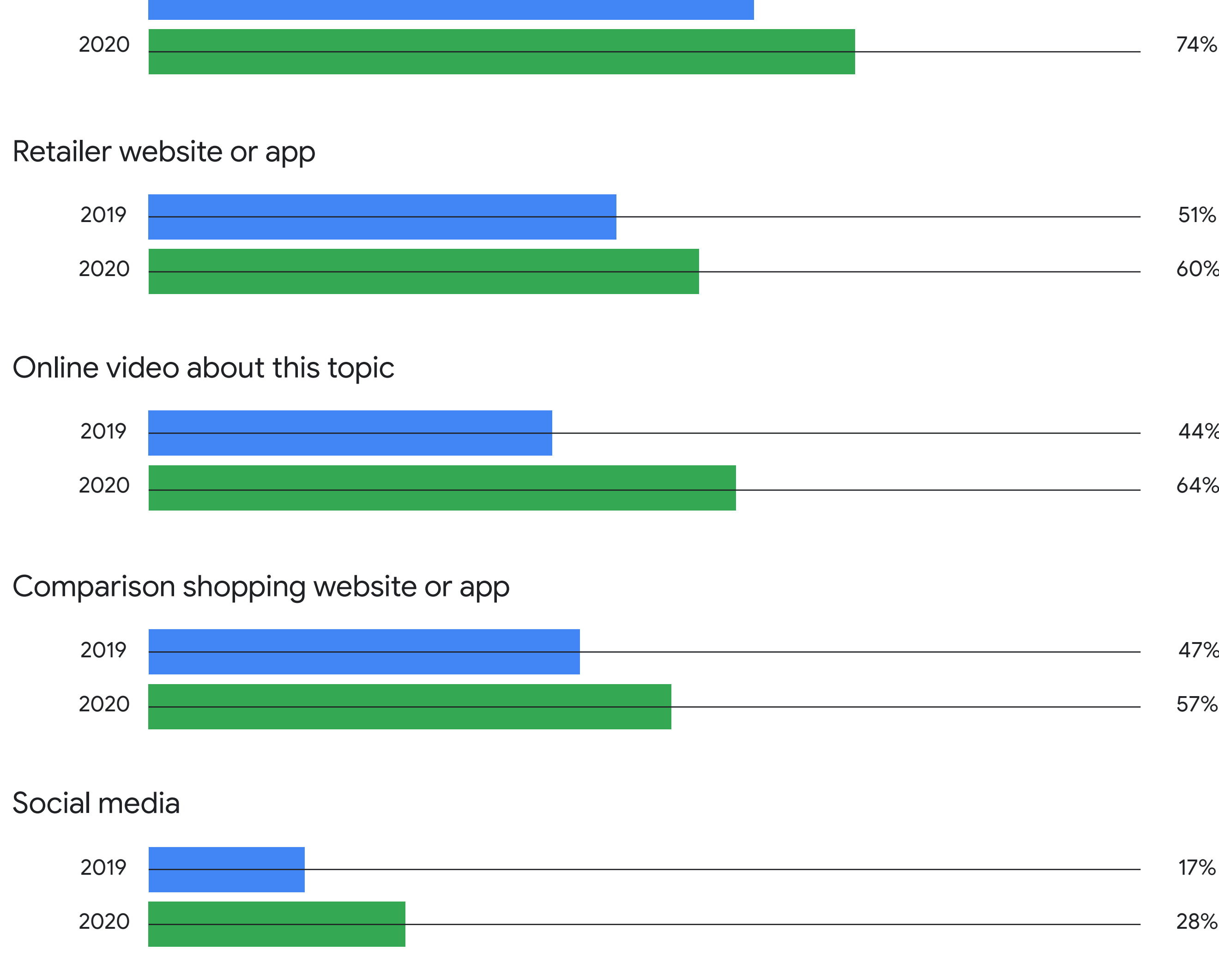
## Convenience is the biggest driver of purchases online and offline



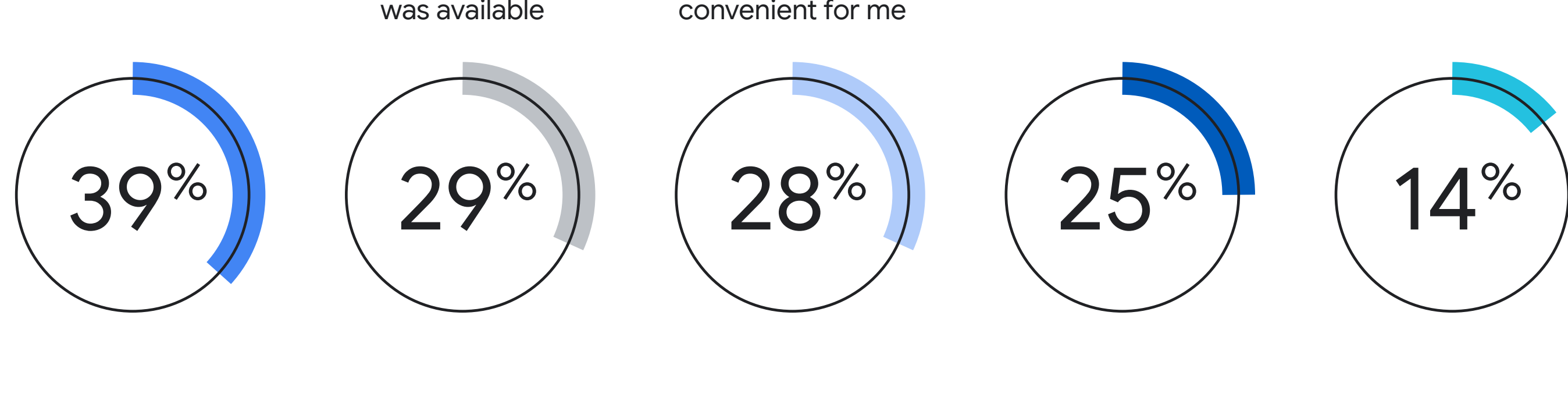
## More online shopping has led to more pain points



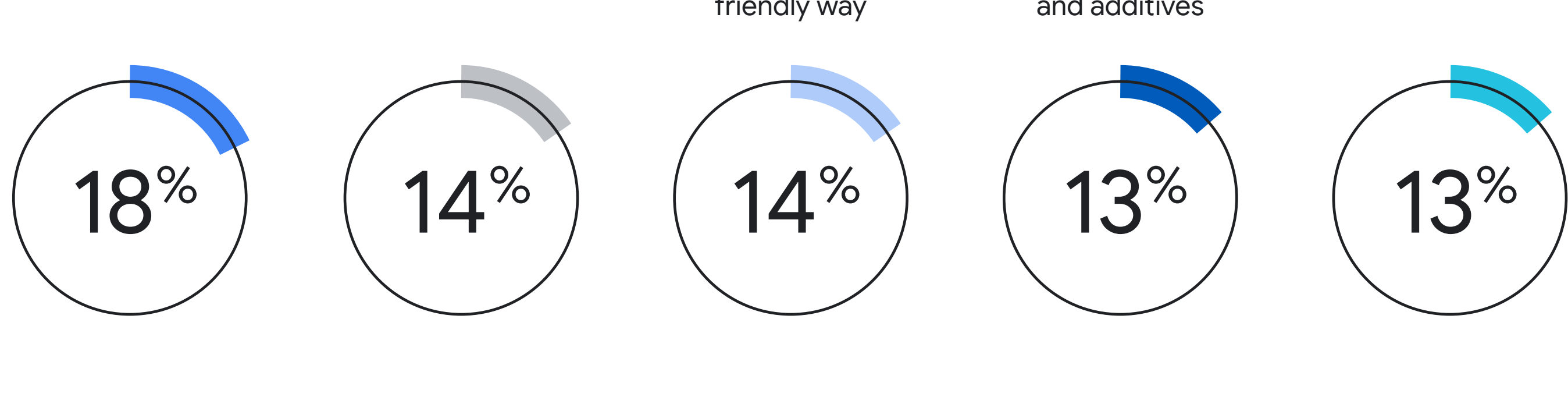
## Search is the main touchpoint hit by shoppers as they research



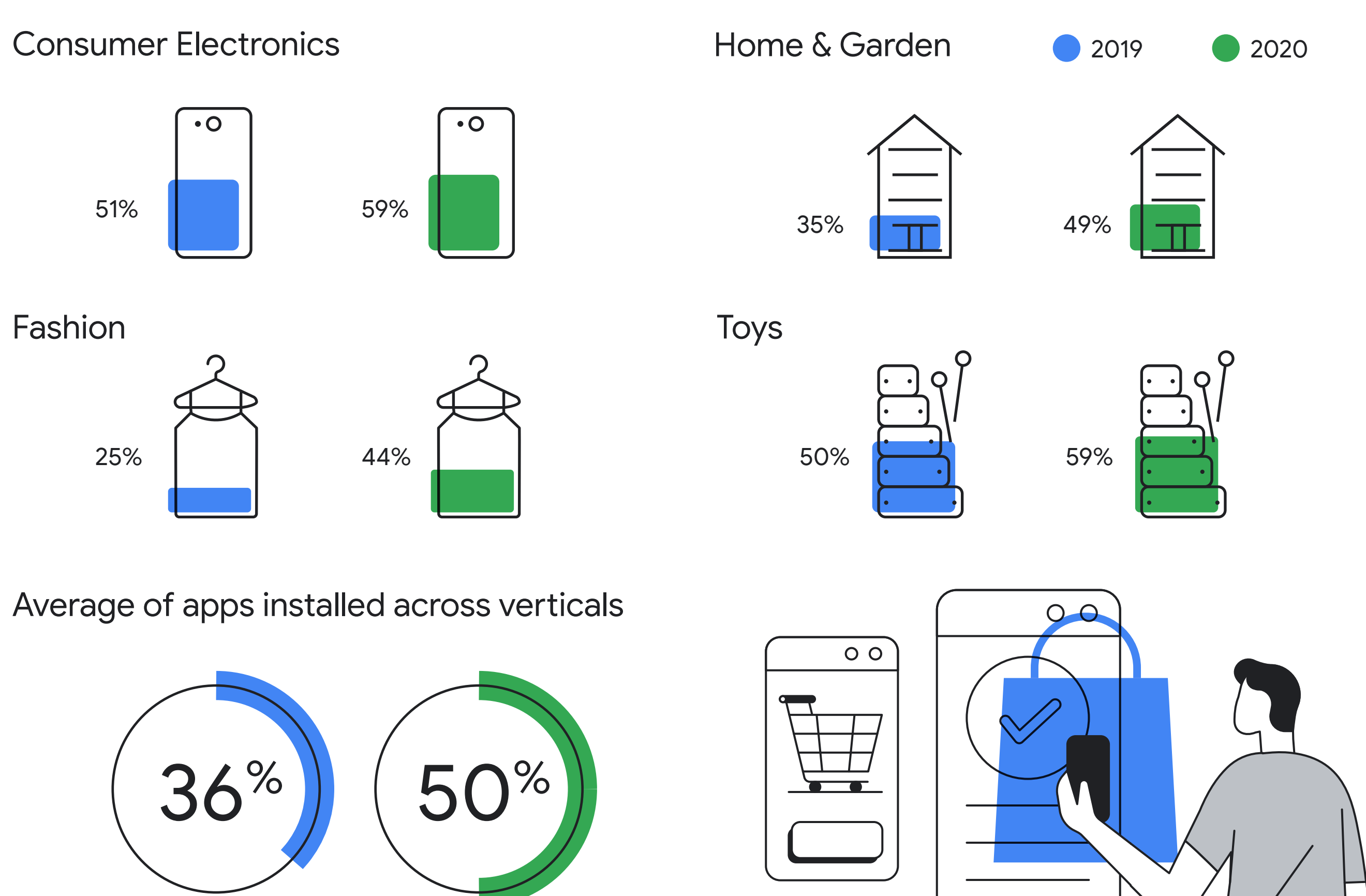
## Price, availability, and speed are the main reasons shoppers switch retailers



## Consumers expect brands to care about sustainability and social issues



## Consumers have more shopping apps installed



Sources: 1. Google Data/KANTAR, Smart Shopper 2020 Study, Netherlands, Sweden, May 2020. n=1,500 per market, equally distributed per product category