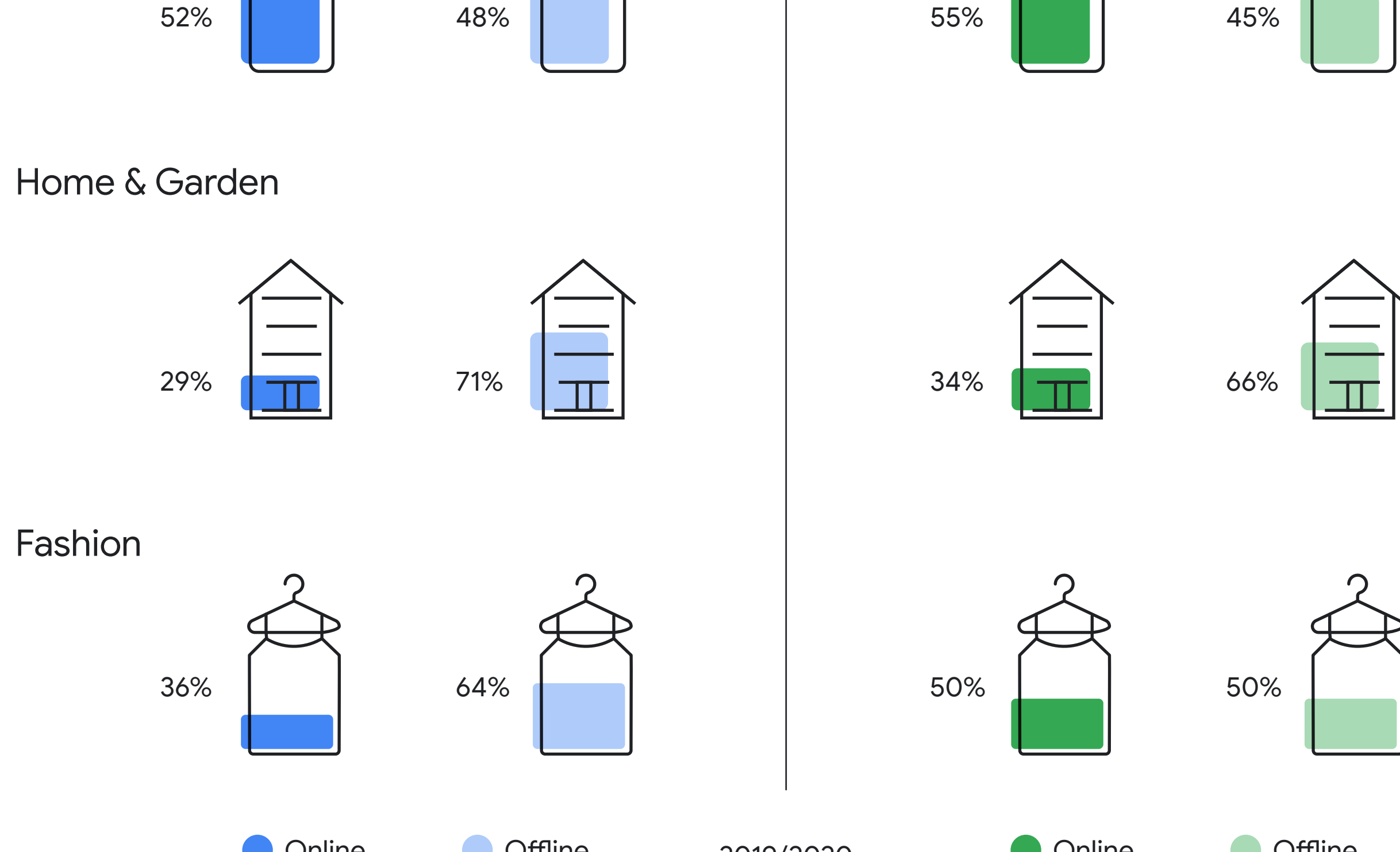


8 ways consumers in the Nordics and Benelux adapted their shopping behaviour this year

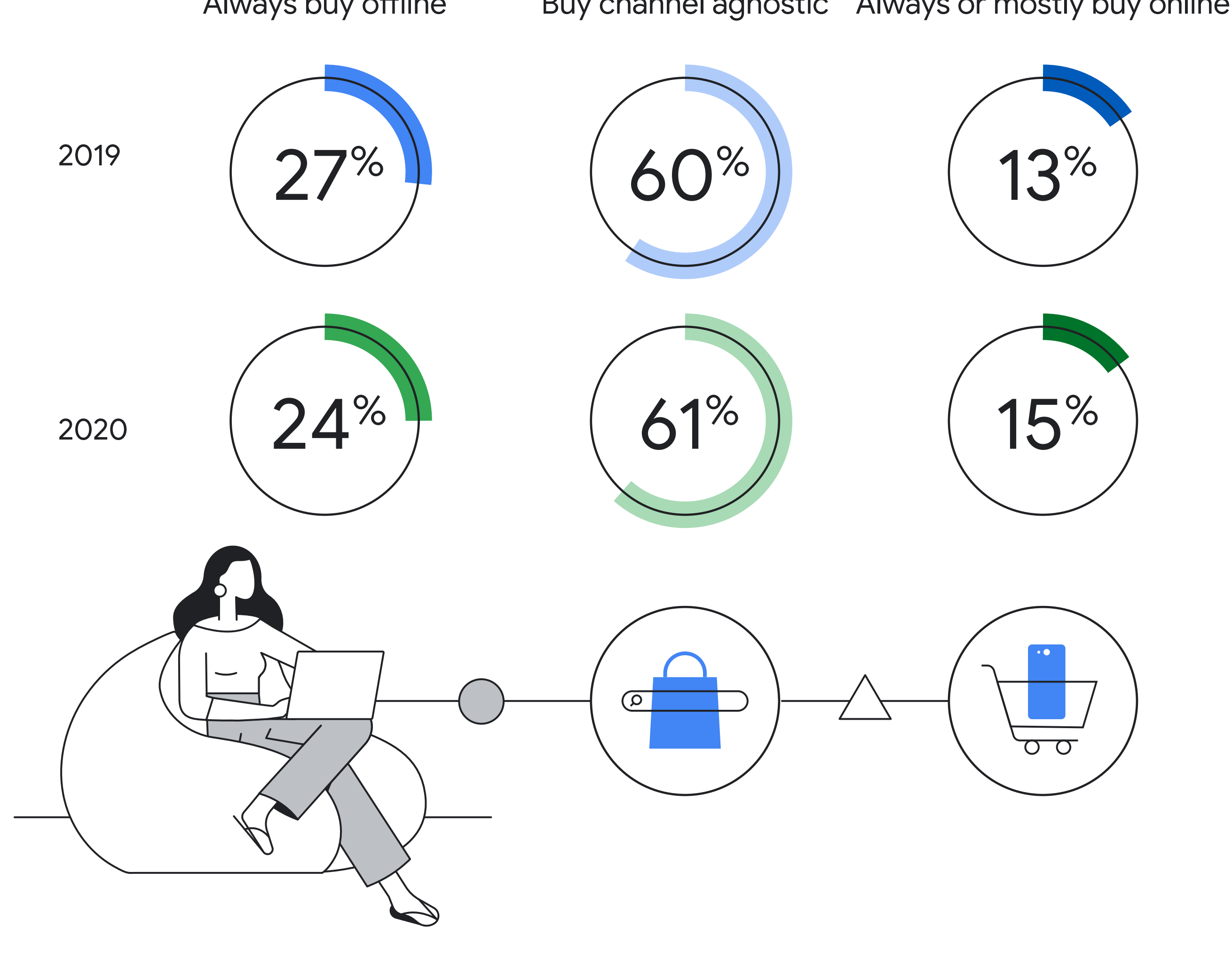
What can retailers do to overcome the challenges brought by COVID-19? Smart Shopper, a study commissioned by Google and conducted by KANTAR in May 2020¹, shines a light on shopping behaviours during the pandemic to help inform brand, marketing, and consumer strategies — now and in the future.



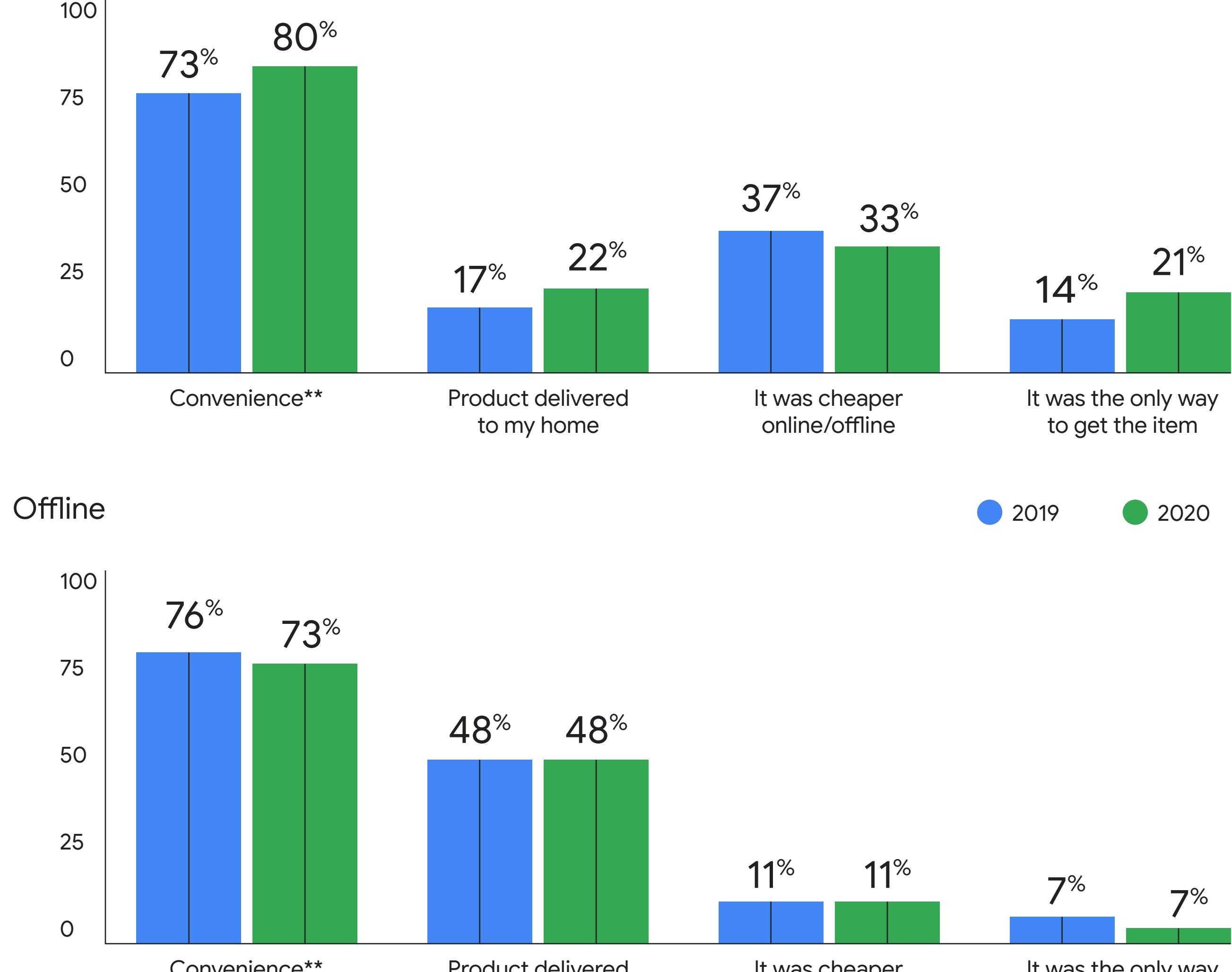
The majority of purchases took place online in a number of verticals



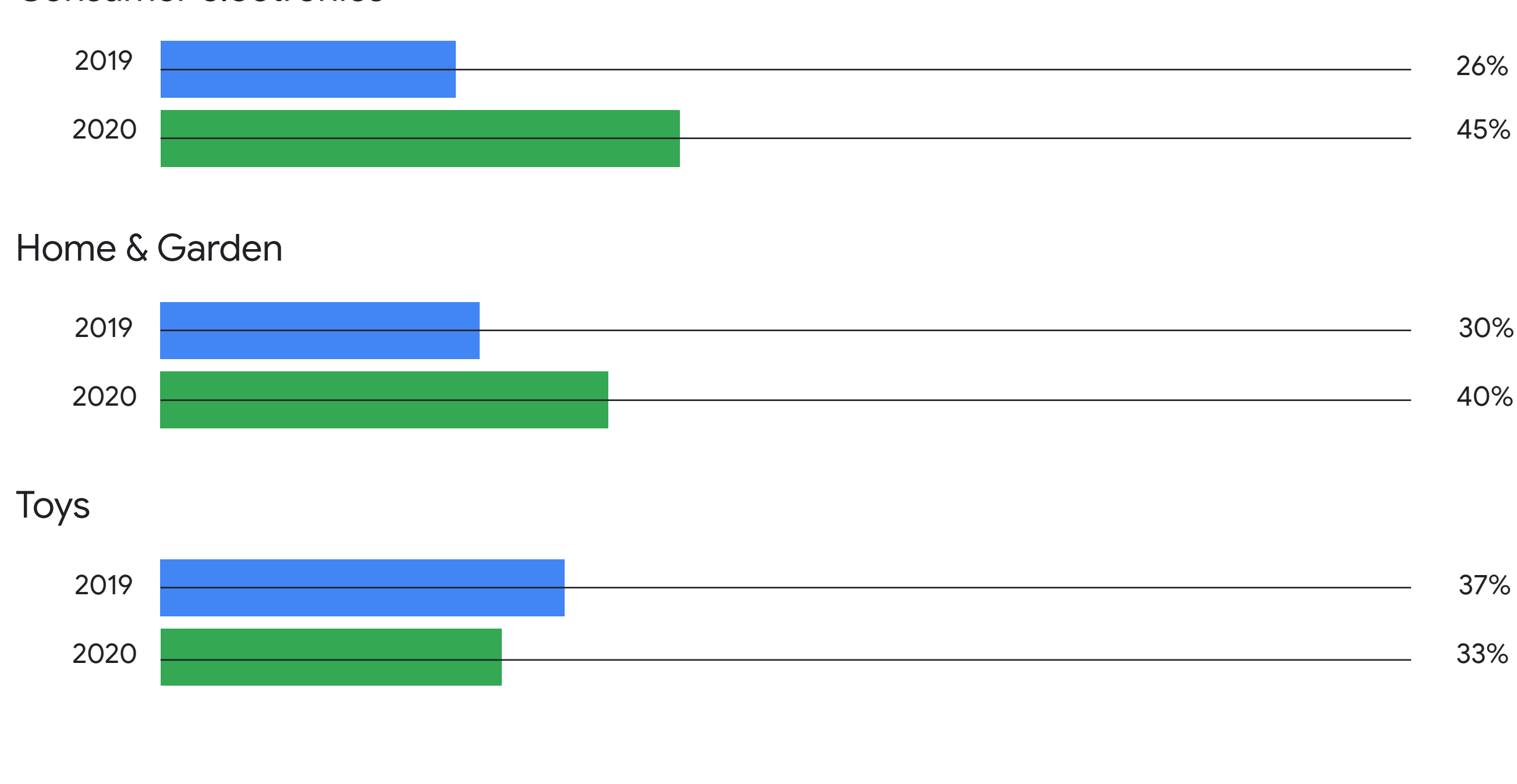
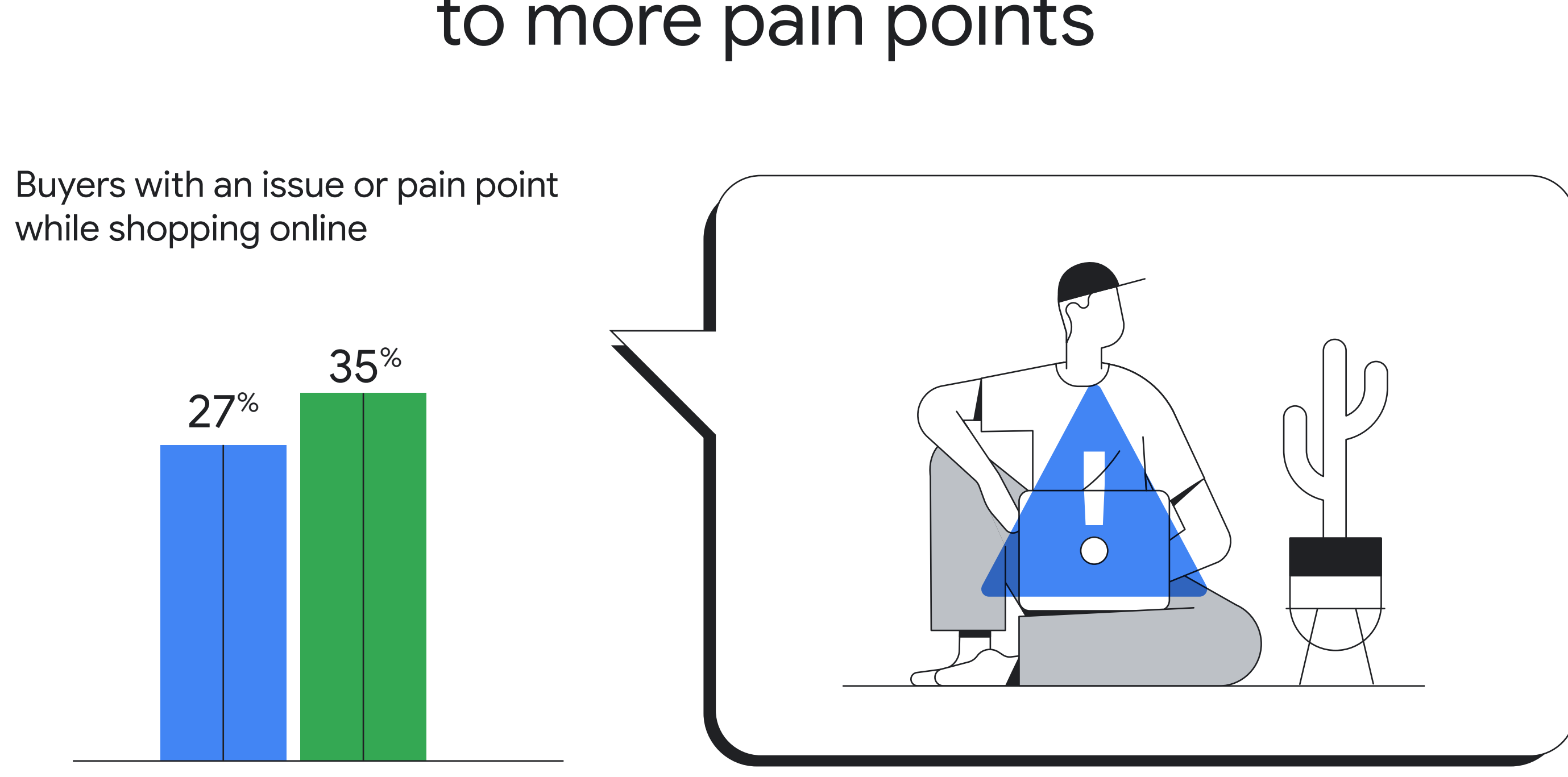
Shoppers are making increasingly online and channel-agnostic purchases



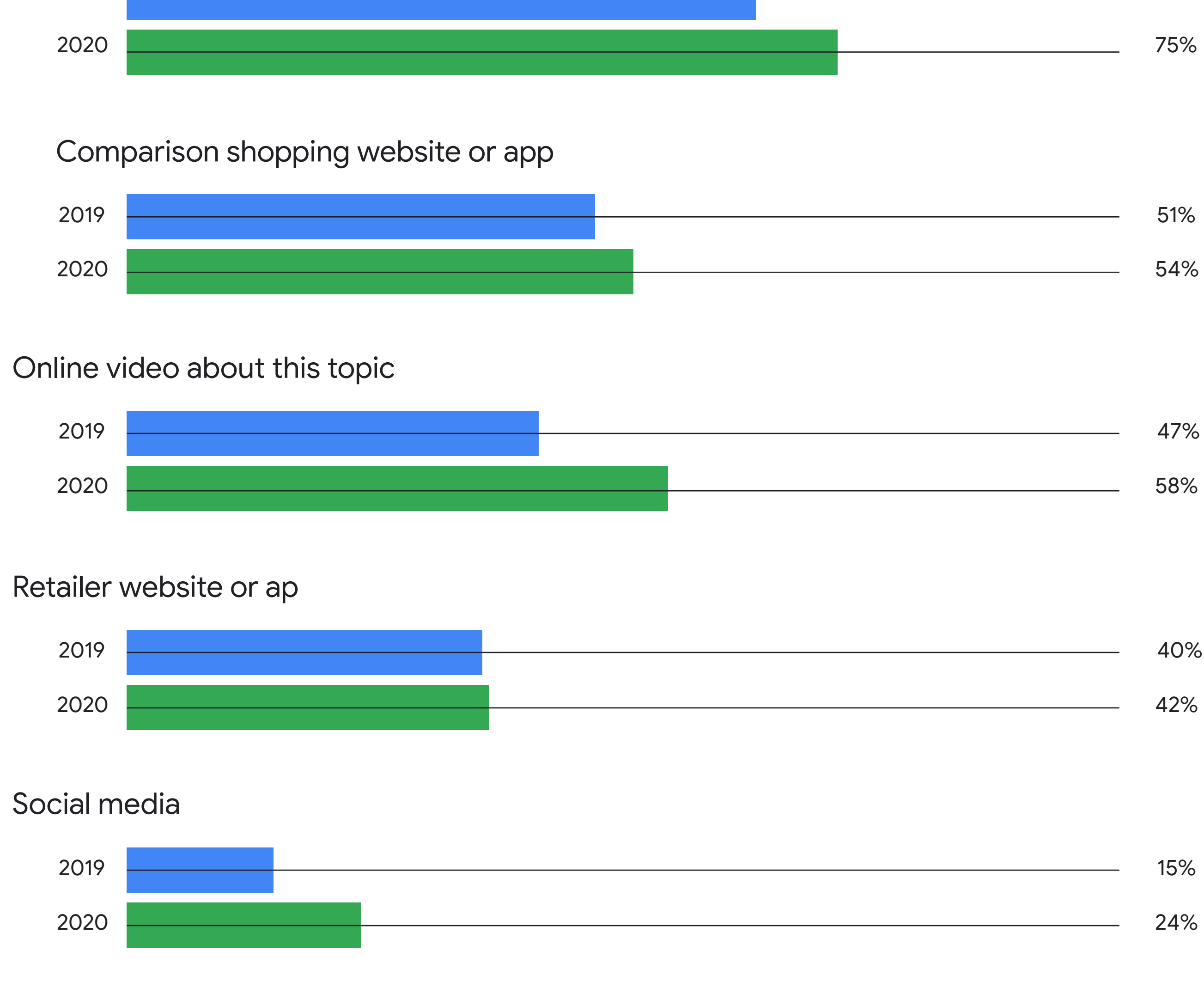
Convenience is the biggest driver of purchases online and offline



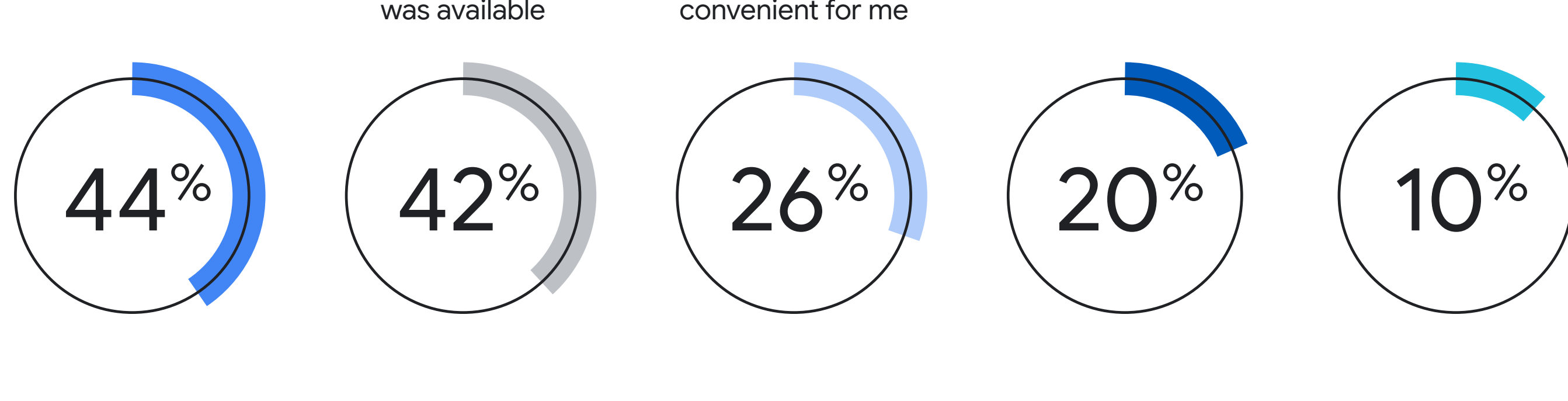
More online shopping has led to more pain points



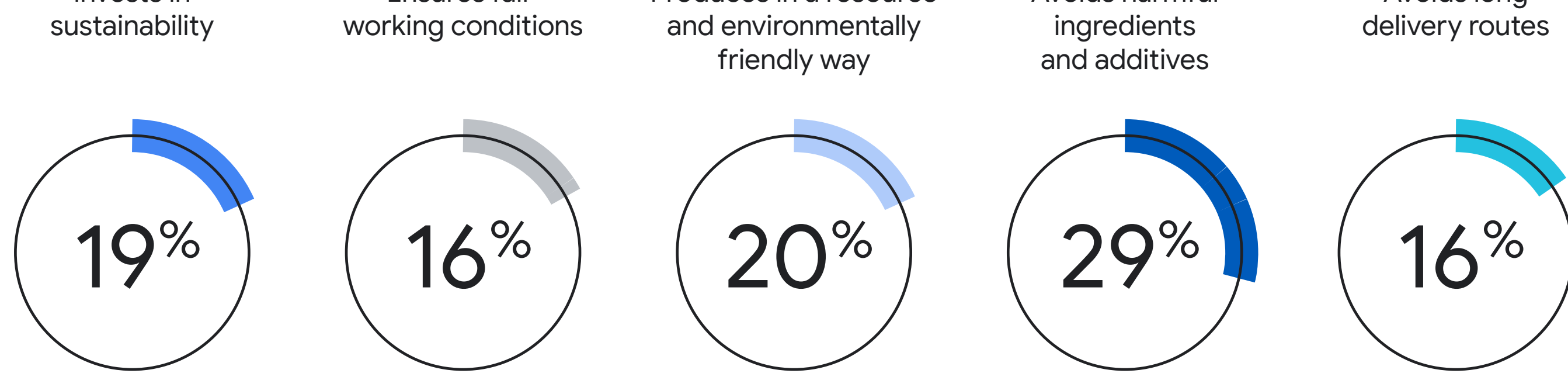
Search is the main touchpoint hit by shoppers as they research



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

Shopping apps installed 2019/2020

