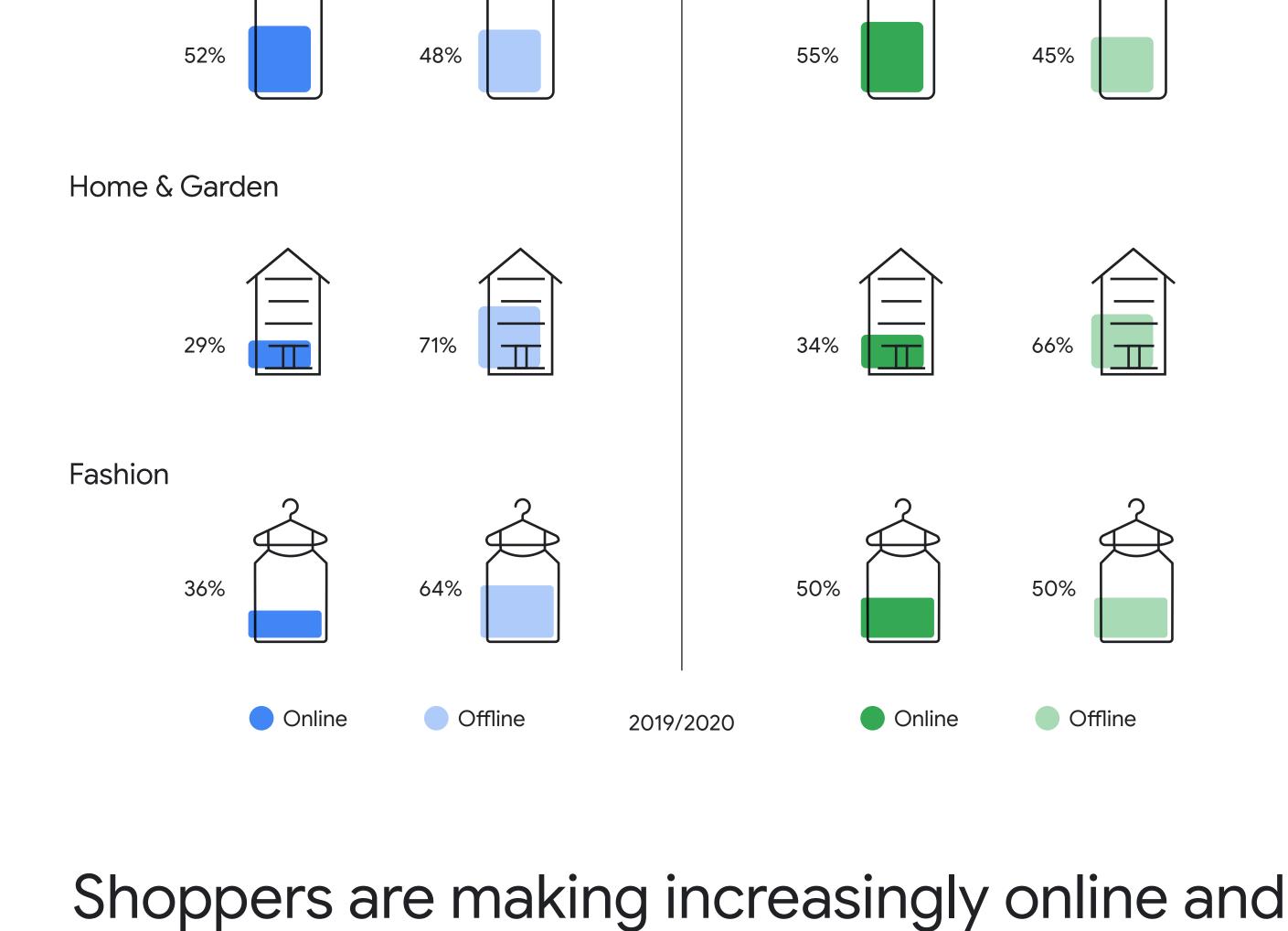
8 ways consumers in the Nordics and Benelux adapted their shopping behaviour this year

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.



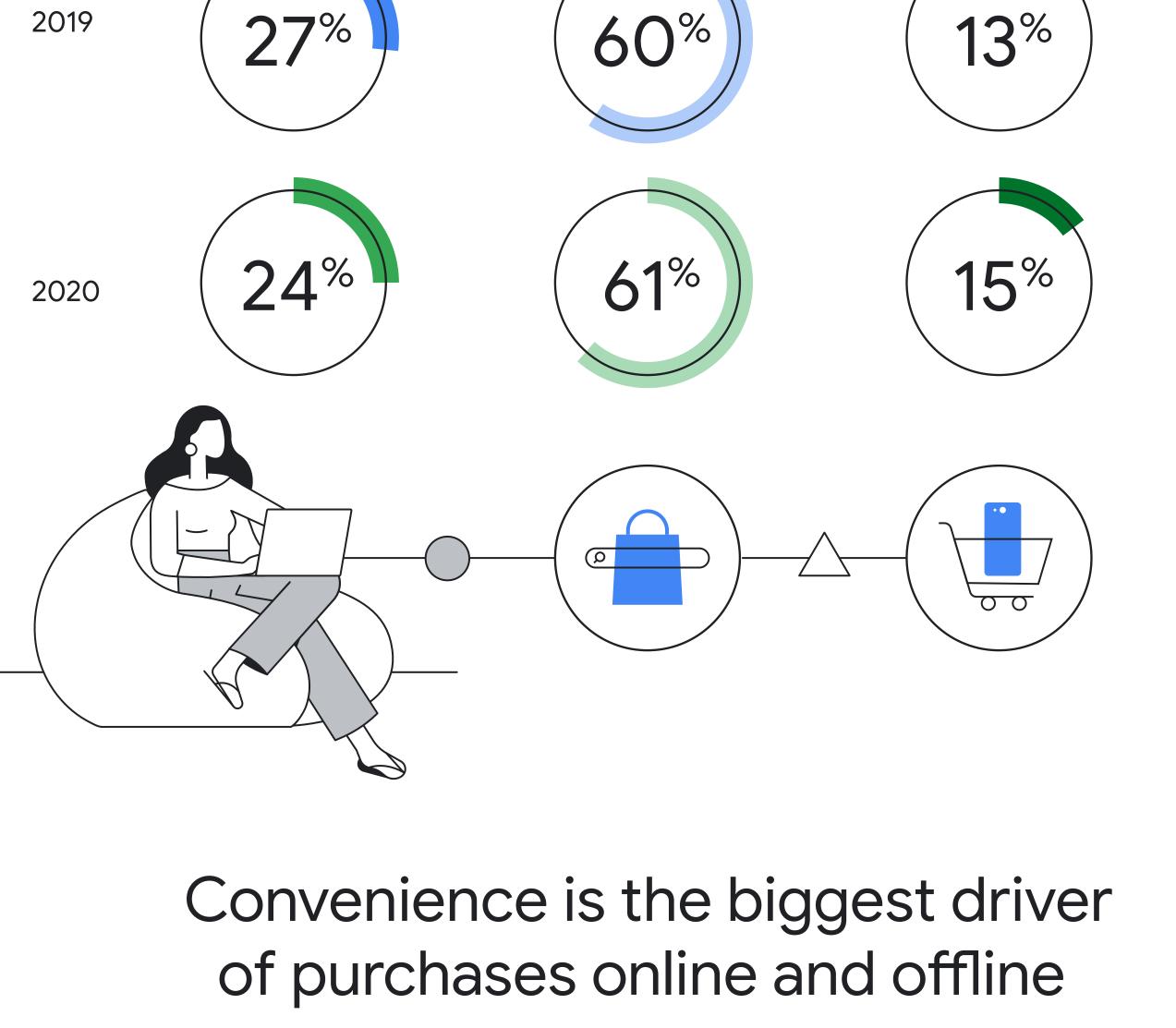
in a number of verticals **Consumer Electronics**

The majority of purchases took place online



Always buy offline Buy channel agnostic Always or mostly buy online

channel-agnostic purchases



37% 33% 22% 17% 14%

2019

2020

21%

26%

45%

58%

40%

42%

15%

24%

Avoids long

delivery routes

Online

100

75

50

25

80%

73%

27%

2019

2020

2020

2019

2020

Social media

2019

2020

Invests in

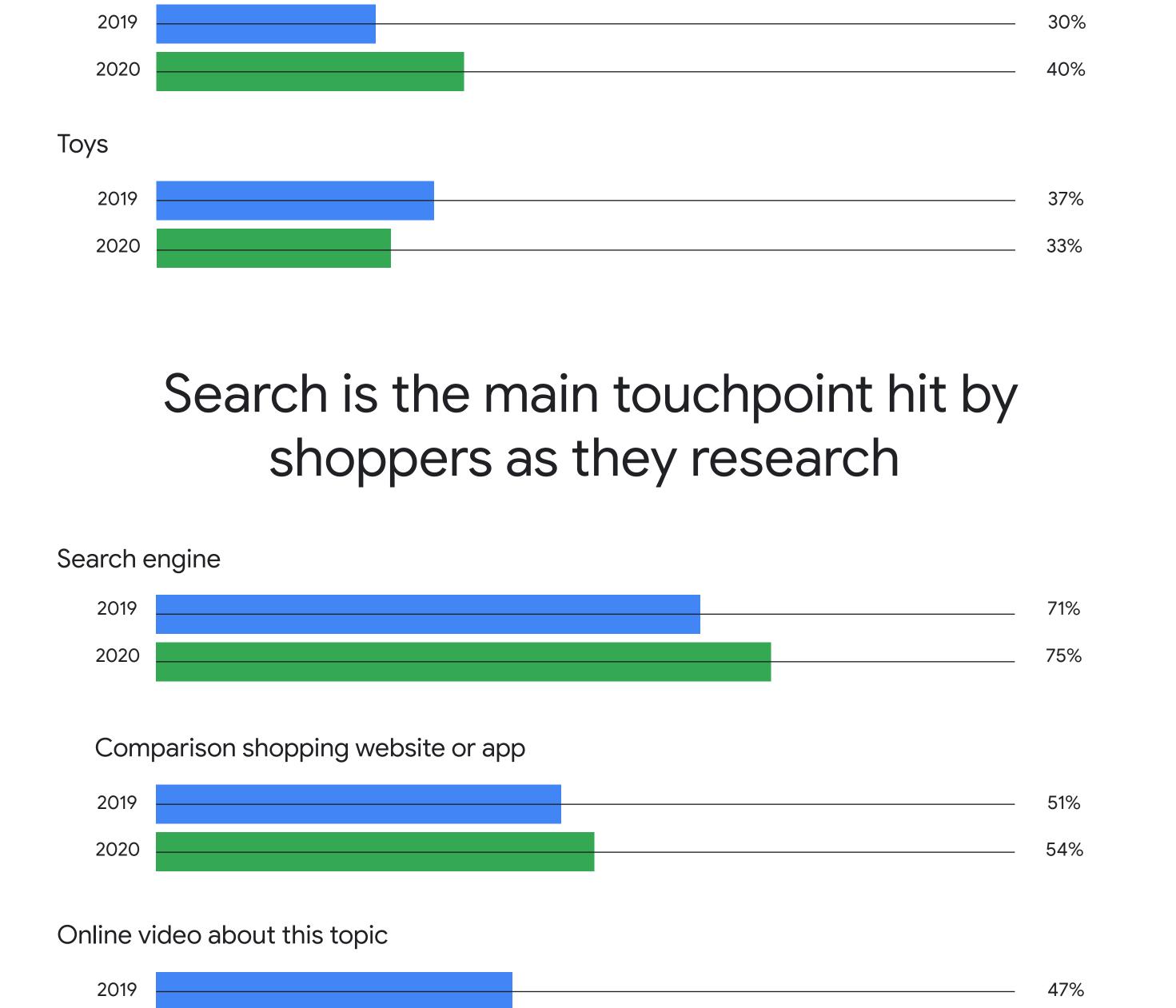
sustainability

Retailer website or ap

Home & Garden



Consumer electronics



Price, availability, and speed are the main reasons shoppers switch retailers The product It was faster Better quality It was cheaper It was more was available convenient for me

Consumers have more shopping

apps installed

Shopping apps installed 2019/2020

Consumers expect brands to care about

sustainabilityand social issues

Produces in a resource

and environmentally

friendly way

Avoids harmful

ingredients

and additives

Ensures fair

working conditions

Average of apps installed across verticals

