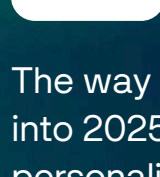


US Consumer Expectations for Retail Shopping in 2025



The way consumers shop has transformed dramatically. As we step into 2025, eCommerce is no longer just about convenience—it's about personalization, speed, and seamless experiences. To better understand the dynamics shaping the shopping experience, we conducted a comprehensive survey with the US shoppers exploring the growing demand for seamless omnichannel journeys.

Dive into the insights that highlight emerging behaviors, favored subscription models, and what modern consumers value most in their interconnected shopping experiences.



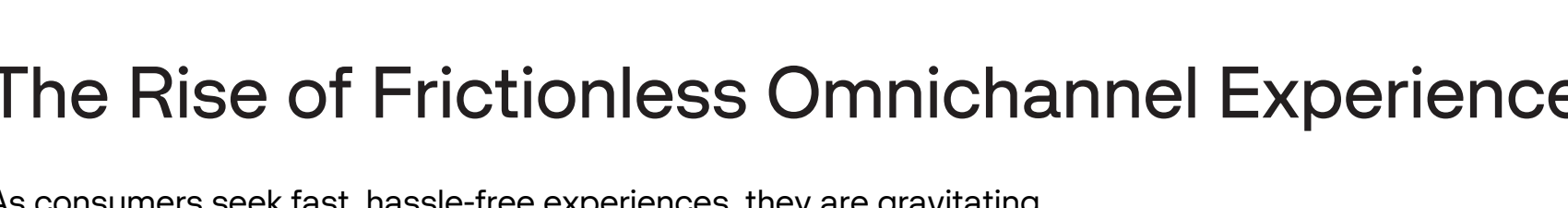
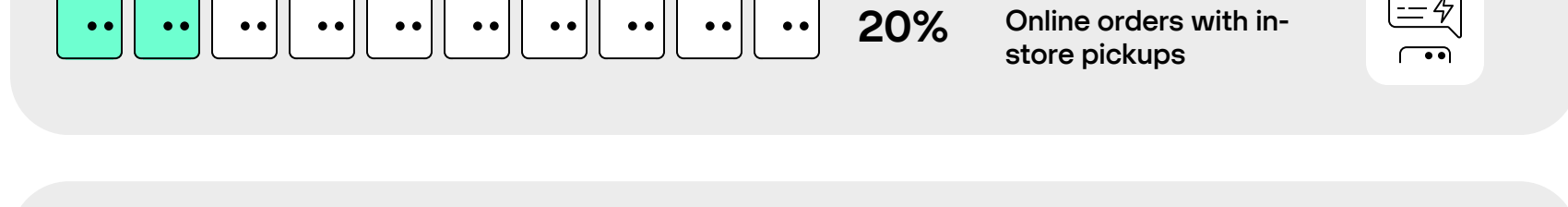
The Shift to Hybrid Experiences

The Verifone Survey reveals a clear shift toward hybrid shopping experiences, with consumers increasingly blending online and in-store journeys. Convenience reigns supreme as 67% of shoppers prefer click-and-collect services, while 50% embrace pickup points and smart lockers.

Digital entertainment leads product preferences, yet traditional categories like beauty maintain a balanced demand across channels. As high-income, tech-savvy shoppers drive trends, the future belongs to retailers who seamlessly integrate digital and physical touchpoints.

How have shopping habits changed in the last year?

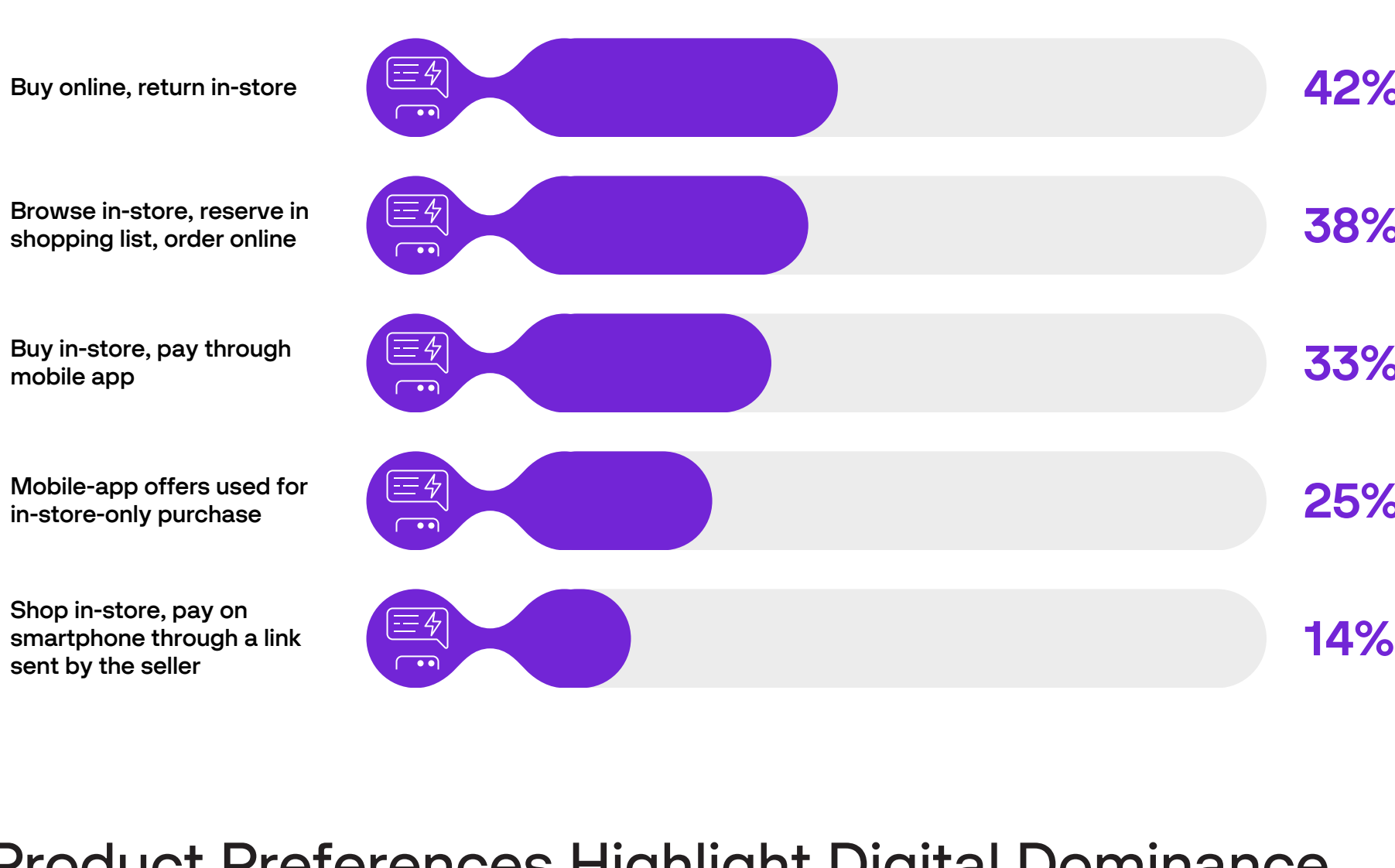
Shoppers are no longer choosing between online and in-store — they're blending both. The desire for flexibility is reshaping how retailers approach the customer journey. Hybrid experiences, such as buy online and pick up in-store (BOPIS) or self-service lockers, are becoming essential to meet customer needs.



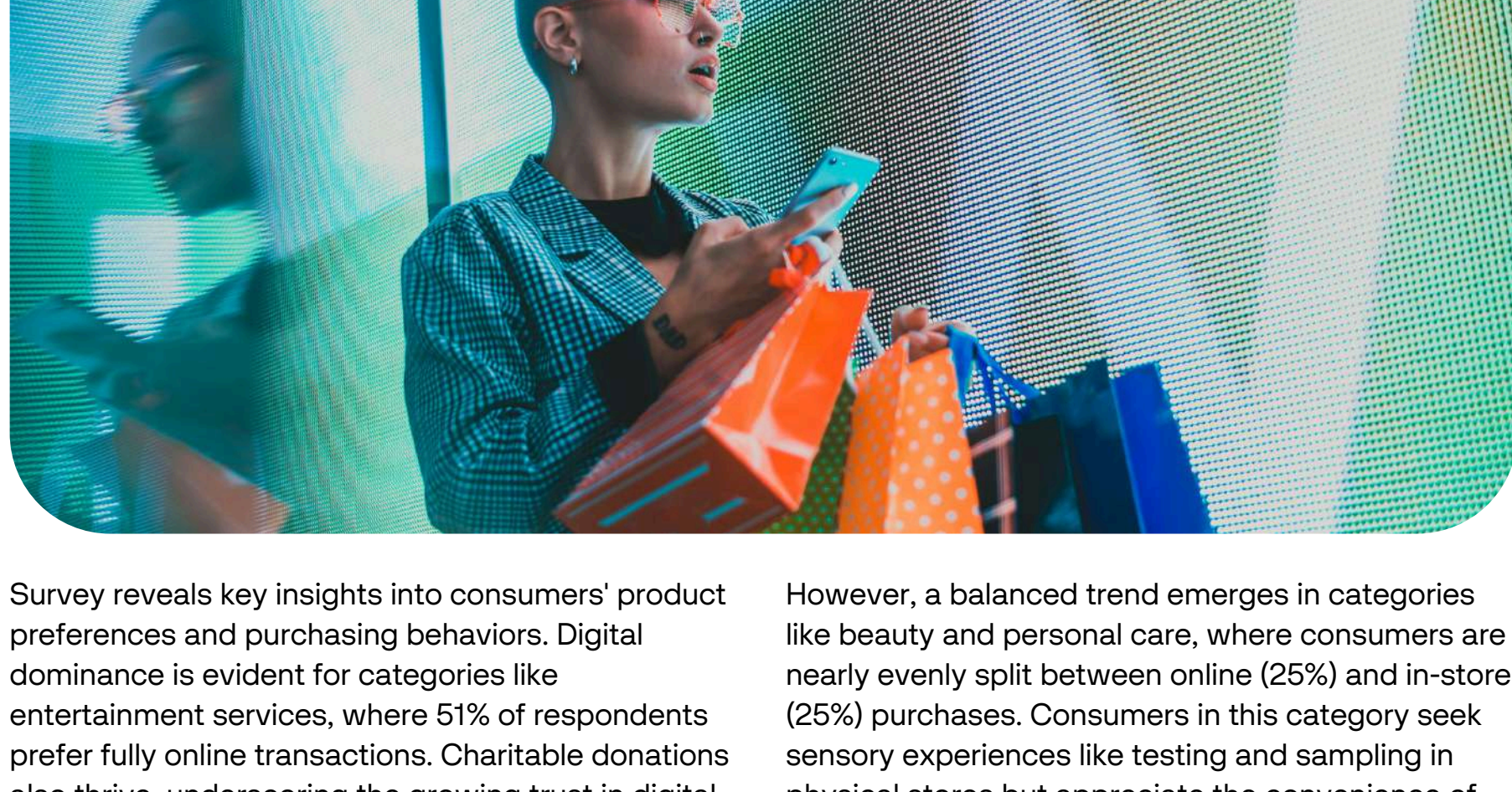
The Rise of Frictionless Omnichannel Experiences

As consumers seek fast, hassle-free experiences, they are gravitating toward flexible fulfillment options. Pickup points, lockers, and efficient click-and-collect services are emerging as customer favorites. Retailers will need real-time inventory systems to support these preferences.

Cross-channel shopping options experienced in the past year.



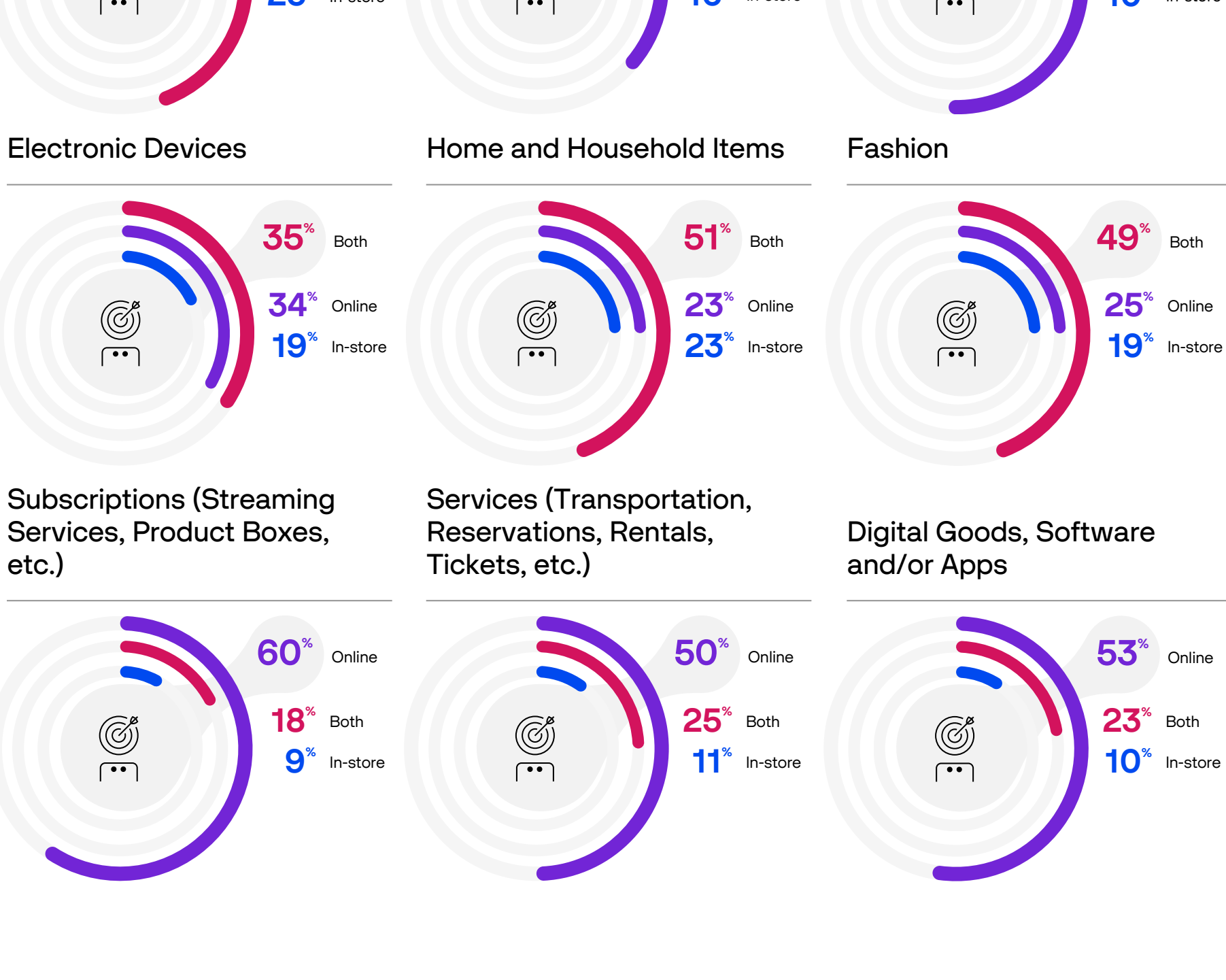
Product Preferences Highlight Digital Dominance



Survey reveals key insights into consumers' product preferences and purchasing behaviors. Digital dominance is evident for categories like entertainment services, where 51% of respondents prefer fully online transactions. Charitable donations also thrive, underscoring the growing trust in digital commerce for sensitive transactions.

However, a balanced trend emerges in categories like beauty and personal care, where consumers are nearly evenly split between online (25%) and in-store (25%) purchases. Consumers in this category seek sensory experiences like testing and sampling in physical stores but appreciate the convenience of reordering online.

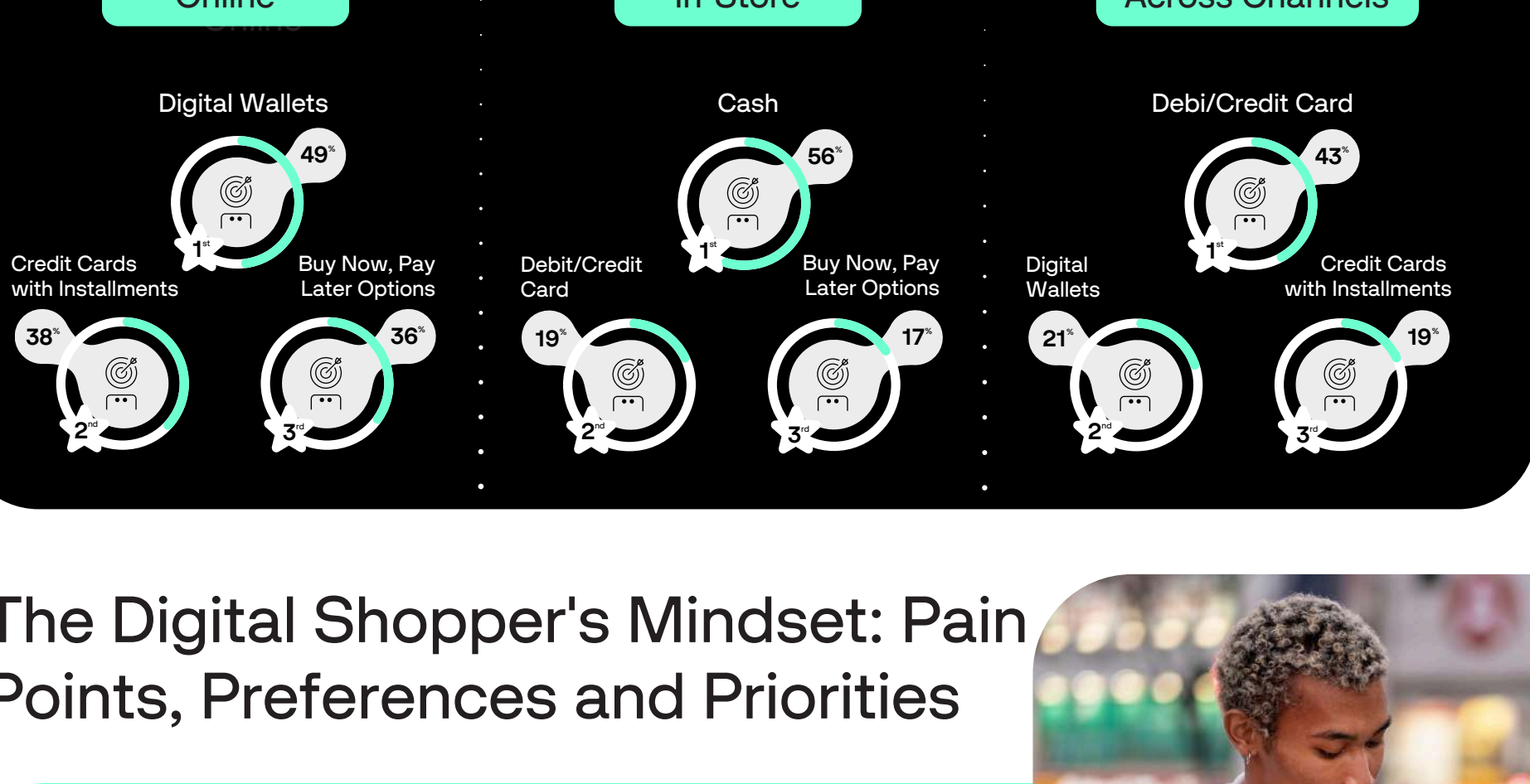
What types of goods or services have shoppers bought in the last 12 months and from where?



Payment Preferences Across Channels in US

Digital wallets and BNPL options are transforming online shopping by offering trusted and flexible payment solutions to US shoppers. While these modern methods gain momentum, cash remains the dominant choice for in-store transactions despite ongoing efforts to encourage cashless payments.

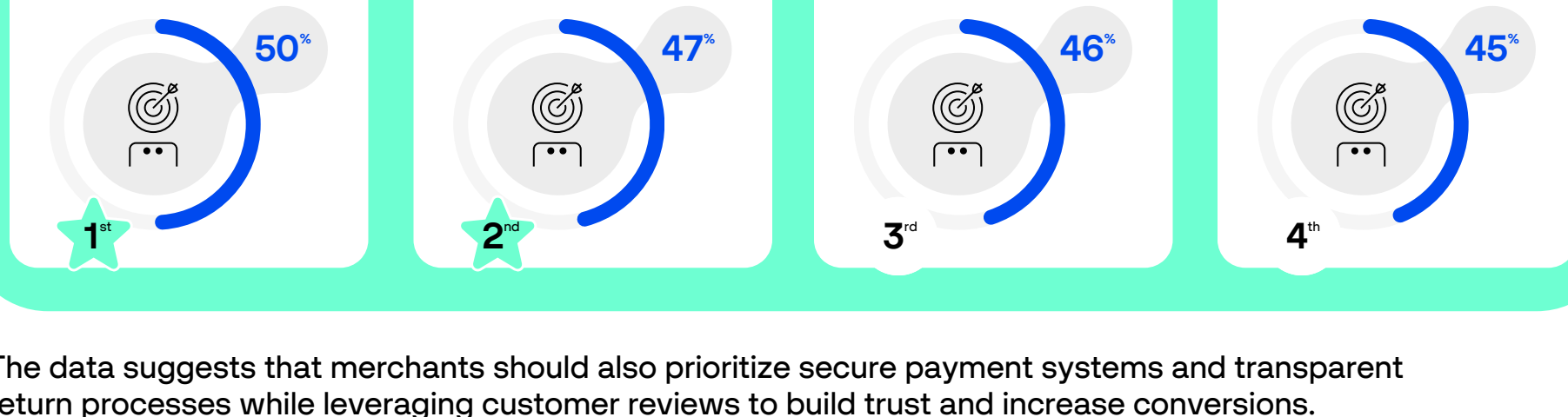
What payment methods do shoppers prefer to use when buying on different channels?



The Digital Shopper's Mindset: Pain Points, Preferences and Priorities

What Matters Most to Online Shoppers?

Consumers are increasingly drawn to online shopping for its convenience, with 47% highlighting time-saving as a key motivator. The ability to research products through reviews and feedback (50%) and compare deals across sellers (45%) reflects a desire for informed, value-driven purchasing. Shoppers also value broader product variety (46.36%) and avoiding crowds (40.55%), highlighting the demand for efficient, stress-free experiences.



The data suggests that merchants should also prioritize secure payment systems and transparent return processes while leveraging new reviews to build trust and increase conversions.

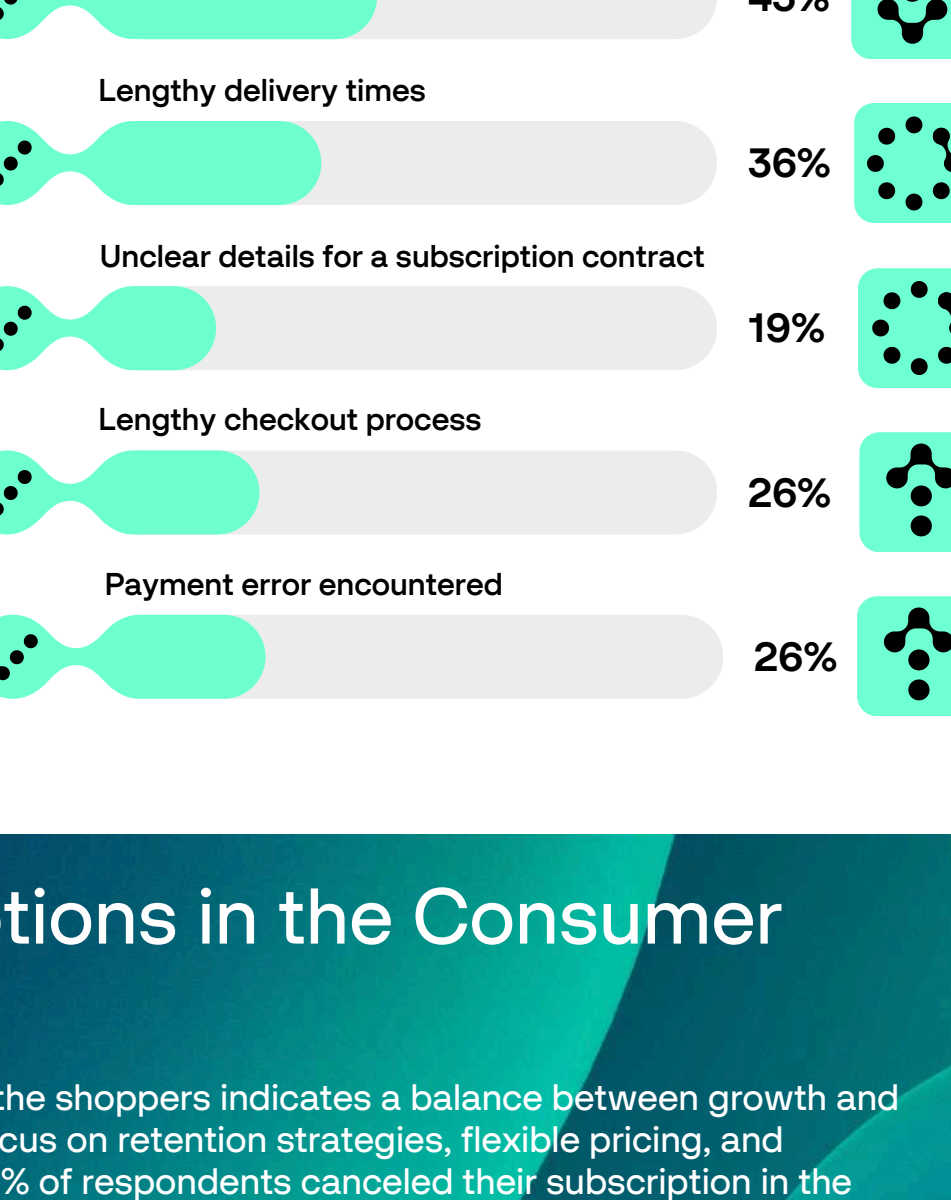
Why Shoppers Abandon Online Purchases?

When shopping online, high delivery costs remain the most disruptive reason for abandoned online purchases. However, compared to the last survey conducted, this percentage considerably dropped from 57% to 45%.

When buying subscriptions, options like unclear details for a subscription contract ranked among the highest reasons why a shopper did abandon an online purchase, emphasizing the need for transparency.

A frustrating checkout experience also plays a significant role, as clunky processes and payment errors lead over a quarter of shoppers to give up.

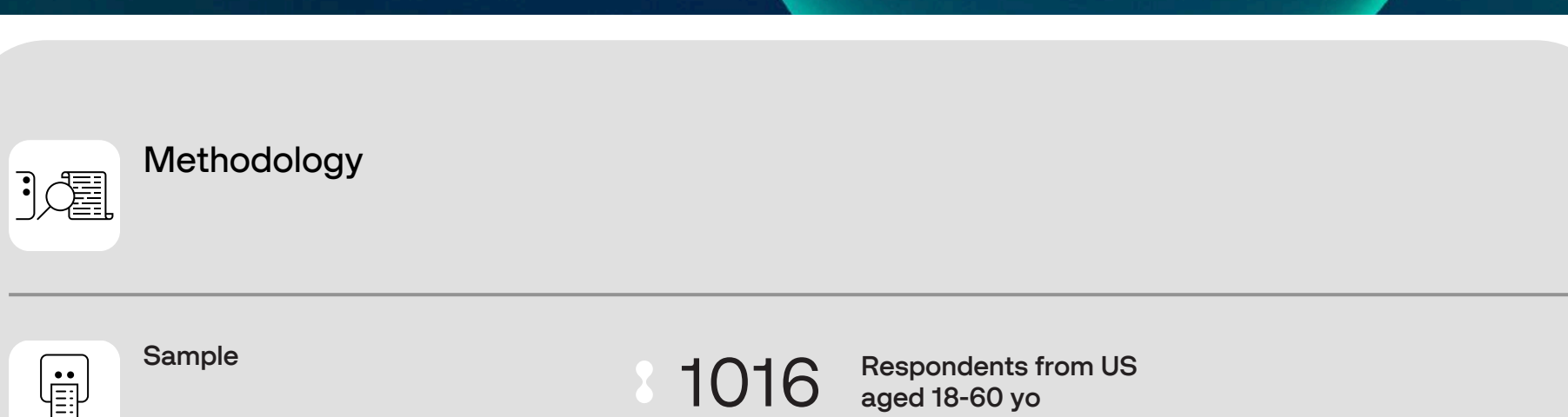
Notably, the absence of a guest checkout option frustrated nearly 1/5, highlighting the importance of streamlined purchasing, keeping it steady compared to last year's results.



The Evolution of Subscriptions in the Consumer Journey

The data collected on the subscription preferences of the shoppers indicates a balance between growth and cost-conscious decision-making. Businesses should focus on retention strategies, flexible pricing, and bundling options to attract and retain customers, as 16% of respondents canceled their subscription in the past year. Consumers can optimize their subscriptions by assessing value, seeking discounts, and exploring bundled deals, which is reflected in 17% that consolidated their subscriptions and 21% who signed up for more. Understanding these trends empowers businesses to adapt and thrive while helping consumers make smarter, budget-friendly choices—because in the world of subscriptions, value is king!

How have subscription preferences changed in the past year?



Methodology

Sample: 1016 Respondents from US aged 18-60 yo
 Responses collected in the timeframe August-November 2024.