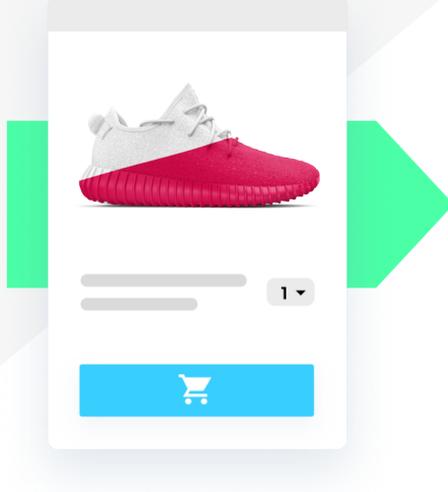


# What can we expect of consumers and their shopping behaviors in 2021

We used the **Toluna Start platform**, the world's first end-to-end, real-time consumer intelligence platform to access consumer insights to understand shopping preferences. The Toluna Start platform makes it easy to analyze data.



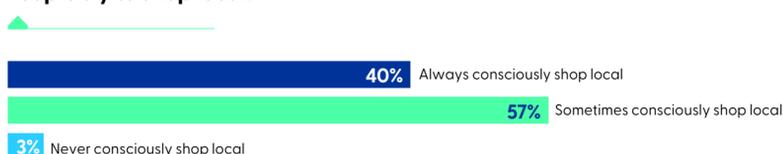
**65%** of people use contactless payment when making purchases.

The following methods of contactless payment are used;



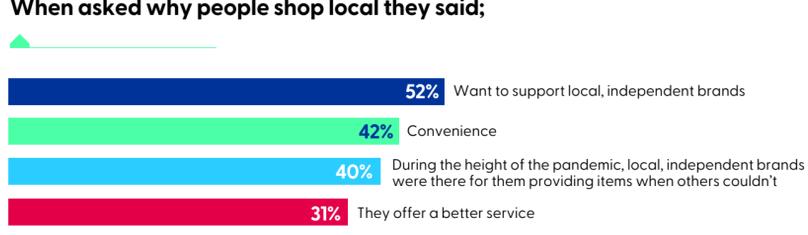
## Shopping small is big again

People try to shop local:



Of consumers that shop local: **58%** are shopping local more than they did before the pandemic.

When asked why people shop local they said;



When shopping online **46%** of people prioritize buying from small, independent brands.

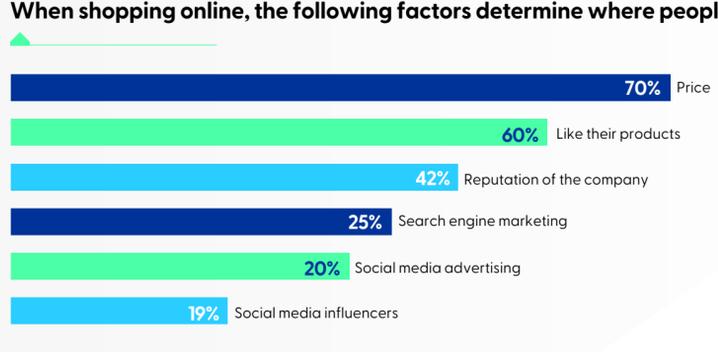
## Online shopping has its perks.

**58%** of people enjoy online shopping.

They enjoy shopping online for the following reasons;



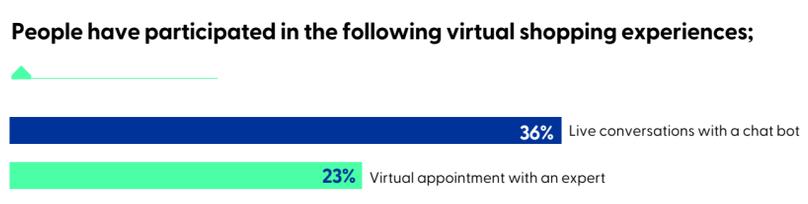
When shopping online, the following factors determine where people shop;



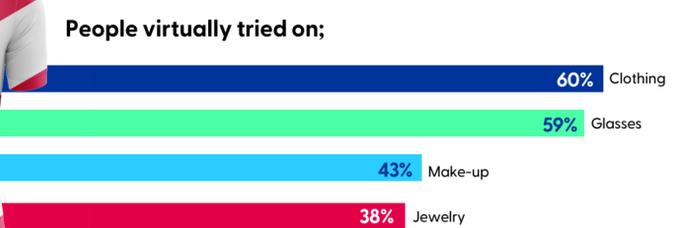
When shopping online, the following factors determine if people make a purchase;



People have participated in the following virtual shopping experiences;

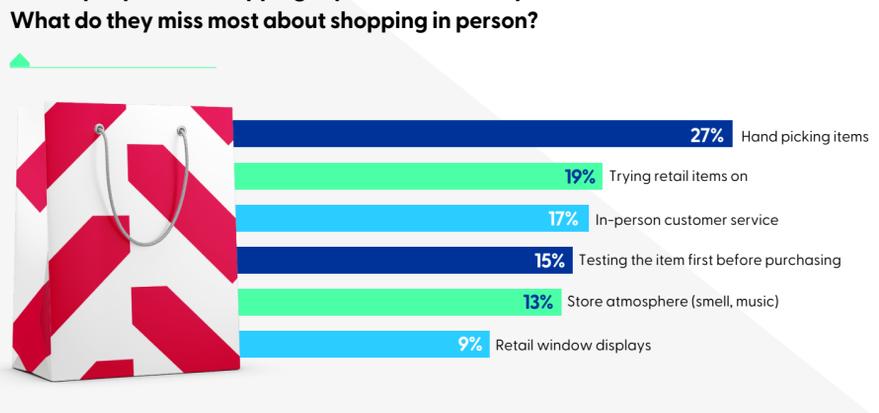


People virtually tried on;



## We miss in person shopping!

44% of people miss shopping in person, 40% it depends. What do they miss most about shopping in person?



**89%** of people are very to somewhat likely to return to in person shopping.

## Interested in these results?

Demo the Toluna Start Platform to see how real time access to insights can work for you.