INNOVATING TO IMPACT

dentsu

US EDITION

# SHOW/BUSINESS:
# RETAIL & SHOPPING 2026

DECEMBER 2025

PART OF THE DENTSU CONSUMER NAVIGATOR SERIES

# ABOUT THIS STUDY

## Survey Methodology

- The survey was conducted by dentsu via Toluna, an online research panel.
- Administered on November 11th, 2025.
- Distributed among a random sample of 800 U.S. respondents 18 years of age or older.
- Controls for nationally representative weighting across age, gender, region, race and ethnicity (using the latest publicly available U.S. Census numbers)

# CONTENTS

# TOP CONSUMER INSIGHTS

### AI IS BECOMING A RECURRING SHOPPING PARTNER

1 in 3 U.S. consumers are using AI shopping tools, and the share grows to half with those planning to use them. AI tools are especially appreciated as an aid to discover new products and offers. However, some still feel at unease about the prospect of AI becoming a more pervasive fixture in shopping environments.

### CONSUMERS ARE BECOMING MORE AD-SAVVY

Consumers say they are paying more attention to both online and in-store ads compared to a year ago. However, they feel that marketers are not really living up to their personalization ambitions. Social media is becoming the primary battlefield for discovery, which is making it markedly overcrowded.

### MEMORABLE EXPERIENCES TURN CONSUMERS INTO ADVOCATES

While shopping is still seen by most as a functional task, consumers – especially younger ones – crave delightful experiences from brands and retailers, and are willing to use social media to advocate for the brands that deliver to them something unique and worth immortalizing.

### RETAILERS ARE ON THE HOOK FOR EXPERIENCES DELIVERED BY 3RD-PARTY SELLERS

Even though at times consumers are not sure who's doing what, they fundamentally believe retailers need to vouch for the sellers surfaced on owned marketplaces, and they will keep retailers accountable for bad experiences they may encounter.

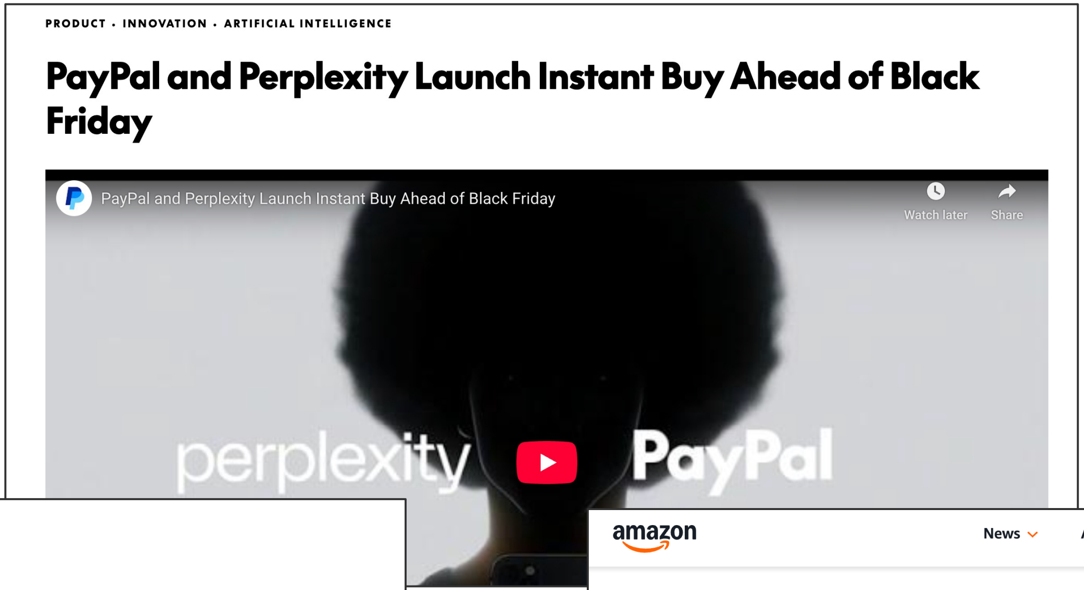
### CONSUMERS WELCOME THE SHOPPING/ENTERTAINMENT CROSSOVER

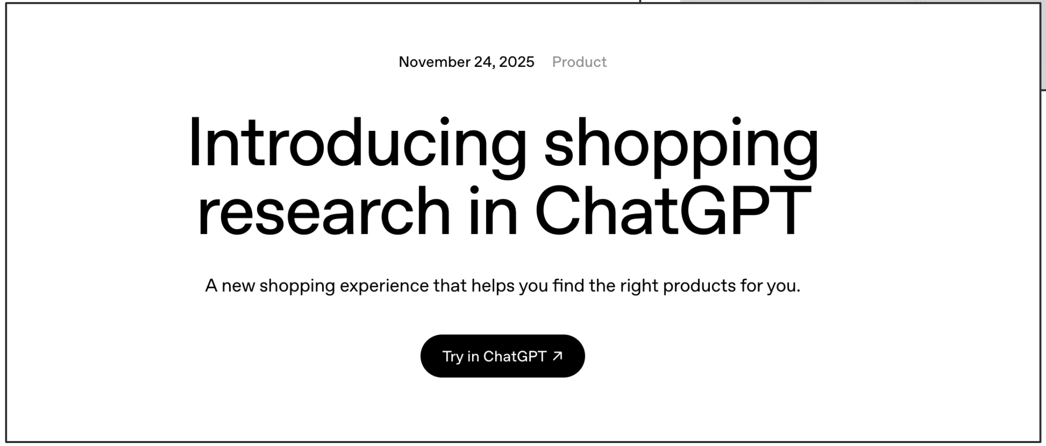
However, there is a concern that entertainment is being brought in at the expense of convenience and lower prices. Beyond connecting with their favorite IP, consumer want to be given the opportunity to become part of the storytelling.

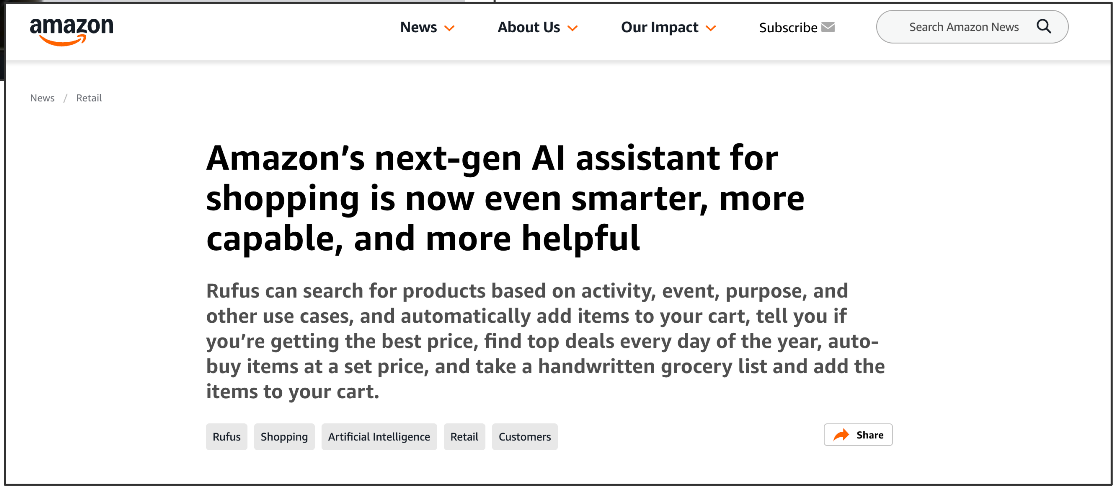
# USING AI TO BROADEN SHOPPING HORIZONS

# AI IS INVESTING IN COMMERCE, COMMERCE IN AI

The integration of the two us strengtheningg by the day.

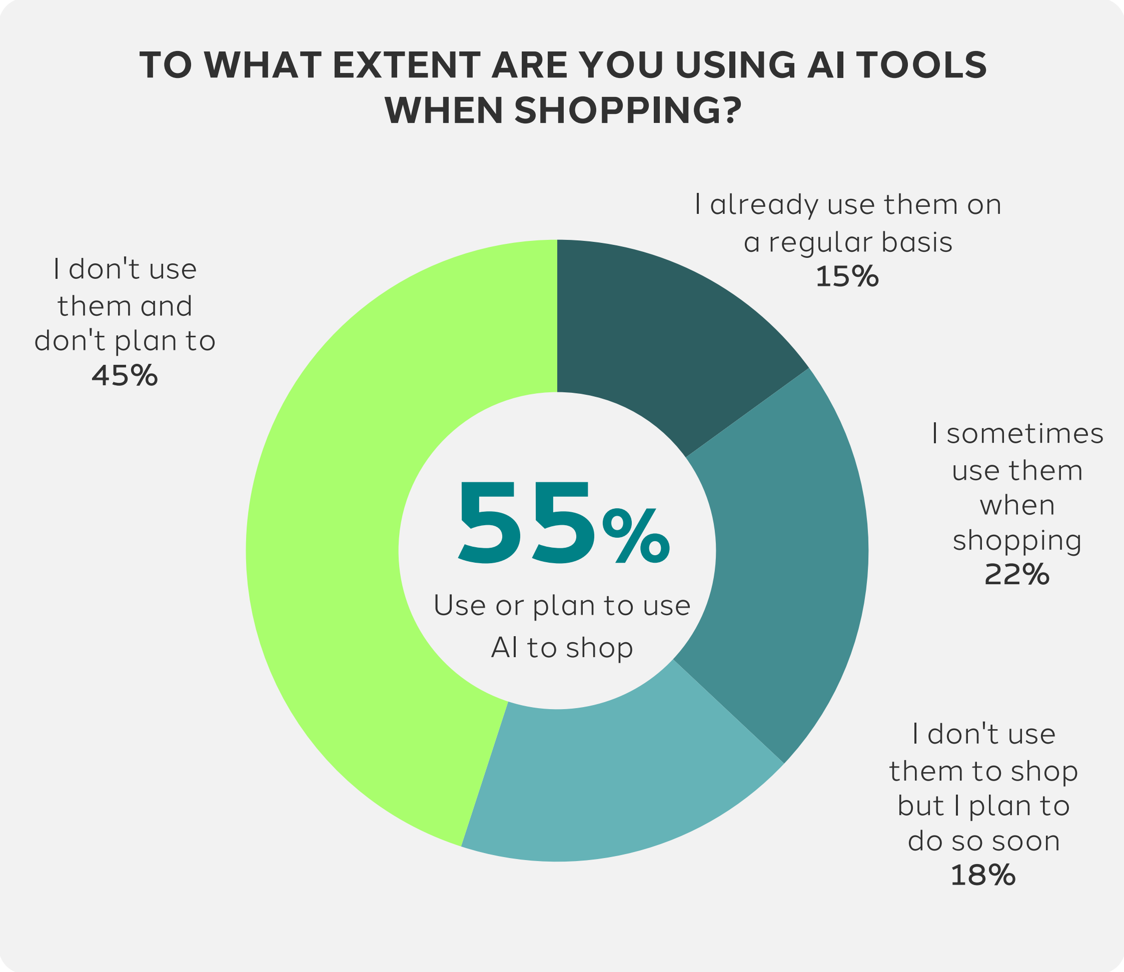


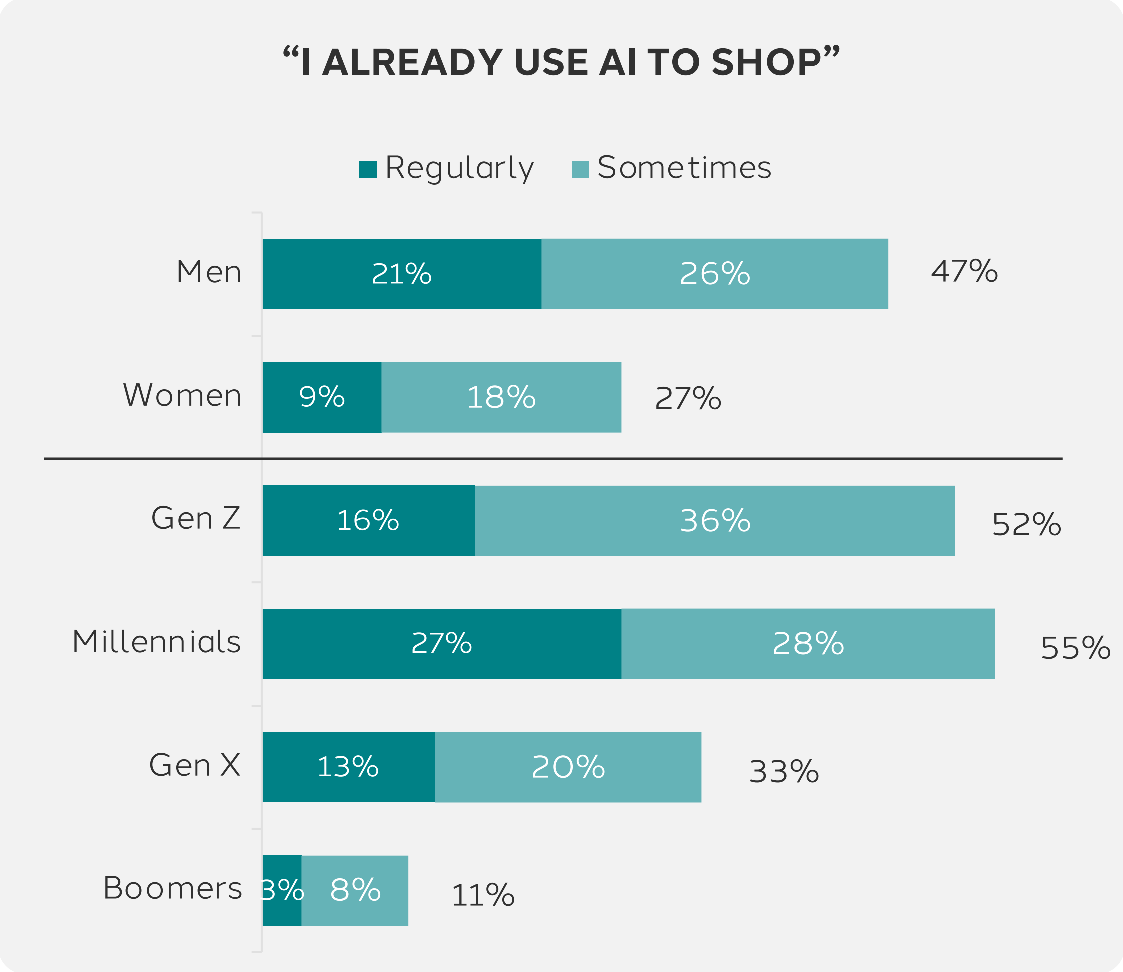



# AND AMERICANS ARE LEANING IN: AI I IS BECOMING A RECURRENT SHOPPING PARTNER FOR US SHOPPERS

More than half of Americans are either using it or planning to use it to shop. Men and younger generations are more likely to already use.

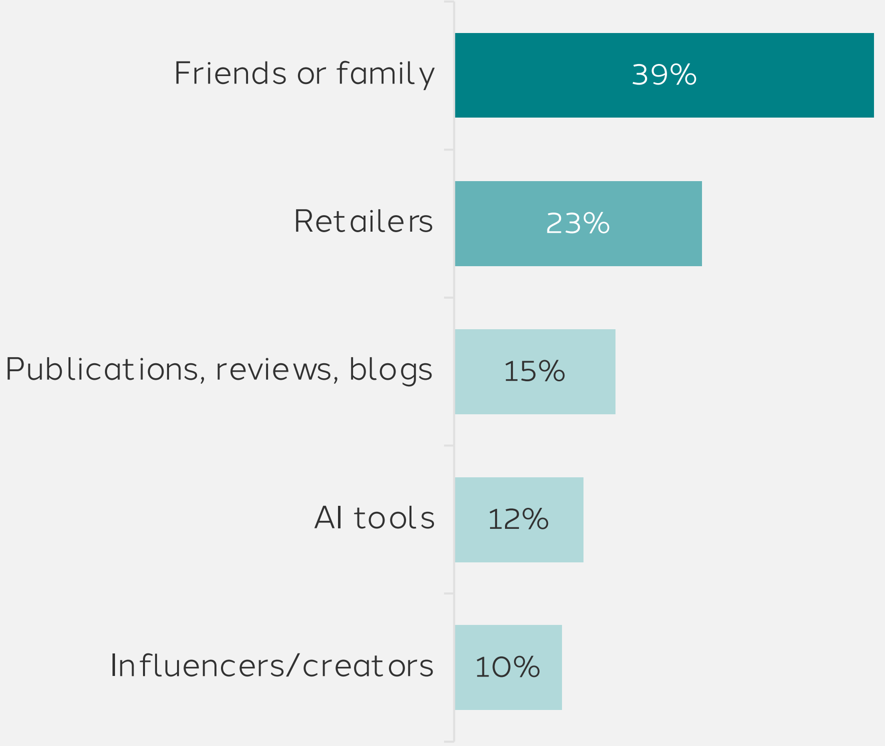


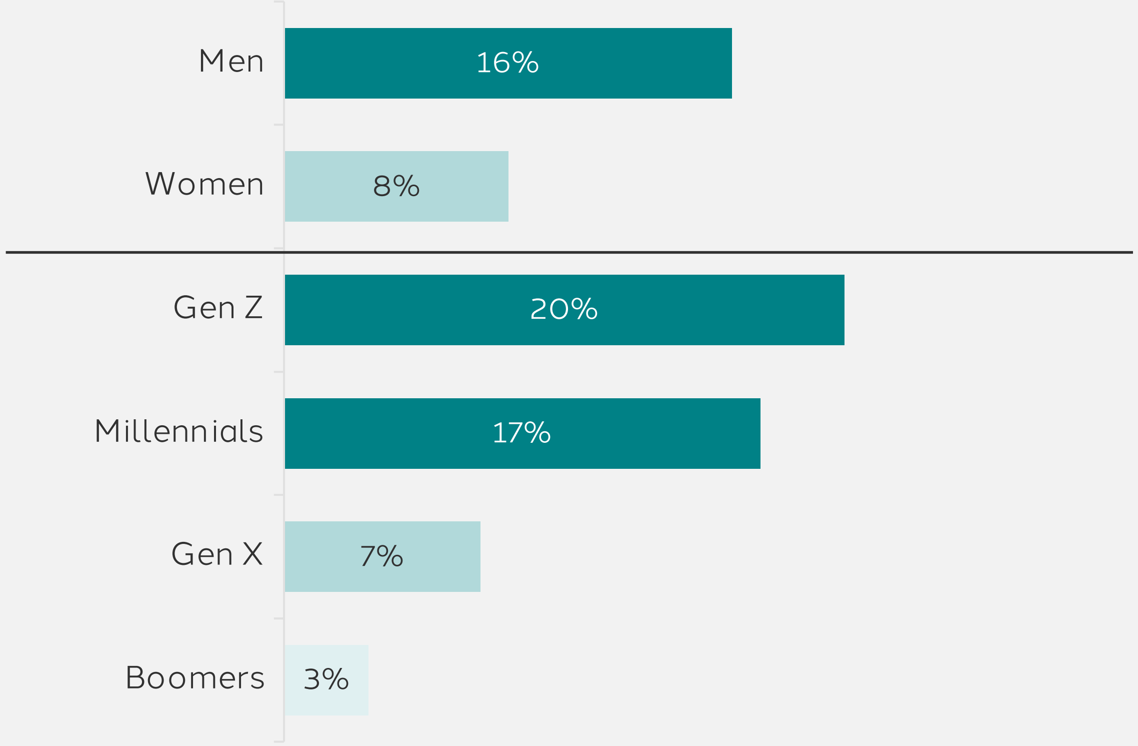
# AI IS EMERGING AS A SOURCE OF INFLUENCE ON AMERICANS' PURCHASING DECISIONS

Friend and retailers continue to be the most trusted influences, but AI tools are reportedly more trusted than influencers.

## WHICH OF THE FOLLOWING RECOMMENDATIONS INFLUENCE YOUR PURCHASES THE MOST?



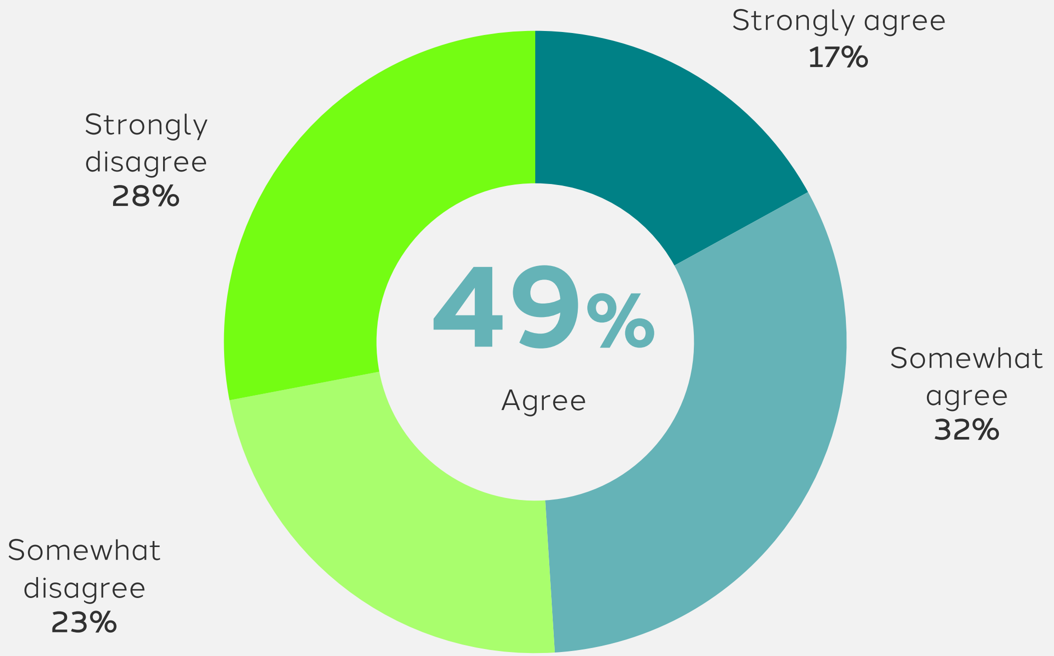

## "AI TOOLS INFLUENCE MY PURCHASES THE MOST"



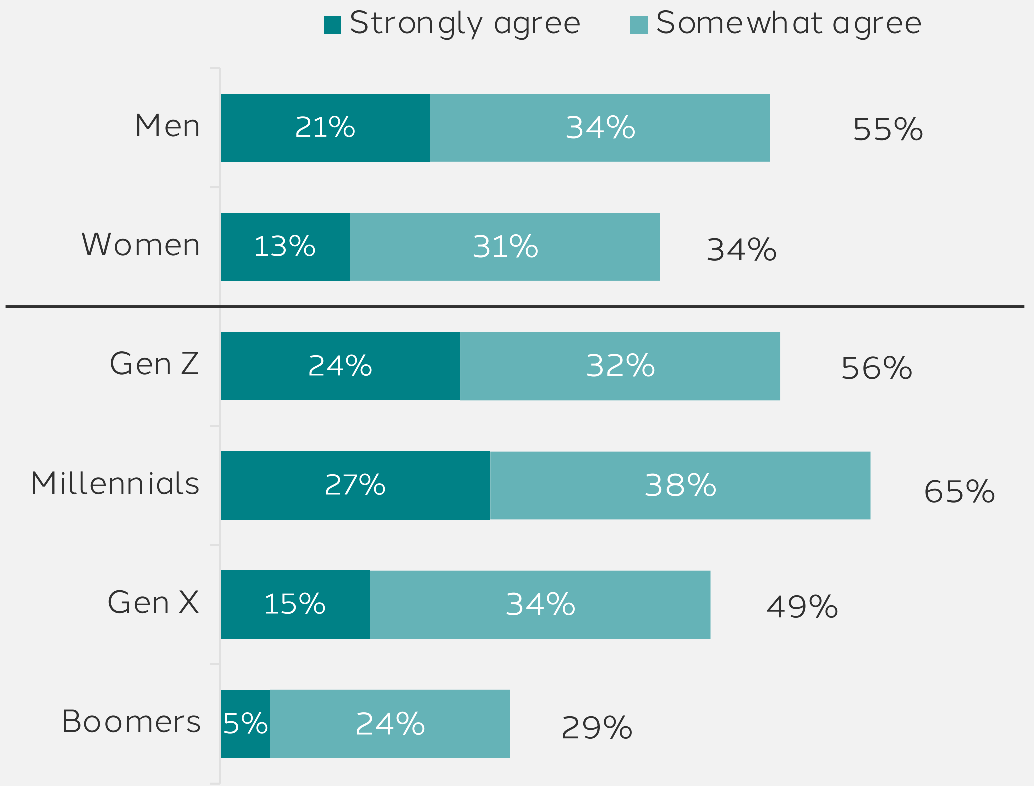
# AI IS BROADENING AMERICANS' SHOPPING HORIZONS

Half of respondents say it's helpful to discover new products and offers. Men and Millennials are most likely to agree.

## "I FIND AI TOOLS HELPFUL TO DISCOVER NEW PRODUCTS AND OFFERS"




## "I AGREE THAT AI SHOPPING TOOLS ARE HELPFUL FOR DISCOVERY"



# AMERICANS ARE SPLIT ON WHETHER AI SHOPPING TOOLS SHOULD BECOME A REGULAR FIXTURE OR NOT

Half of respondents would like to see AI shopping tools more often or as much as they do now, however 3 in 10 are completely against this type of experience. Men, Gen Zers and Millennials are more likely to want more, while Women and Boomers over-index on rejecting AI.

## TO WHAT EXTENT ARE YOU HOPING TO ENGAGE WITH AI TOOLS THAT HELP YOU QUICKLY DISCOVER PRODUCTS AND OFFERS WHEN SHOPPING ONLINE?

**23%**

“I WOULD LIKE IT TO SEE THESE TOOLS BEING AVAILABLE TO ME MORE OFTEN THAN I DO NOW”

Men = 28%

Gen Z = 28%

Millennials = 32%

**32%**

“I’M HAPPY TO SEE THESE TOOLS BEING AVAILABLE TO ME AS MUCH AS I DO NOW”

**16%**

“I WOULD PREFER TO SEE THESE TOOLS BEING AVAILABLE TO ME LESS OFTEN THAN I DO NOW”

**29%**

“I’M NOT OPEN TO THIS TYPE OF ONLINE SHOPPING EXPERIENCE AT ALL”

Women = 34%

Boomers = 47%

# IMPLICATIONS FOR MARKETERS

## MAKE YOUR OWNED DIGITAL PROPERTIES ALGORITHM-READY

As AI shopping tools increasingly become commoditized personal shopping assistance for consumers, brands and retailers need to surface information on product assortments, pricing, benefits that is easily indexable and 'crawlable' by these tools. Pivoting to an algorithm–ready approach does not only impact consumer search, but also retail media, sponsored listings, and any brand experience that is connected to how products are being indexed, and how they show up.

## USE AI TO BUILD GOAL ORIENTED SHOPPING EXPERIENCES

The proliferation of AI agents will get consumers accustomed to start shopping before they know specifically what they need or want, but rather only have a broader idea of what they are trying to accomplish (e.g., "I need to host a barbecue for 25 guests…") Retailers will need to build interfaces on their shopping environments that allow consumers to build shopping lists that are fit-for-purpose.

## PROVIDE CLEAR COMMUNICATIONS ABOUT AI GOVERNANCE

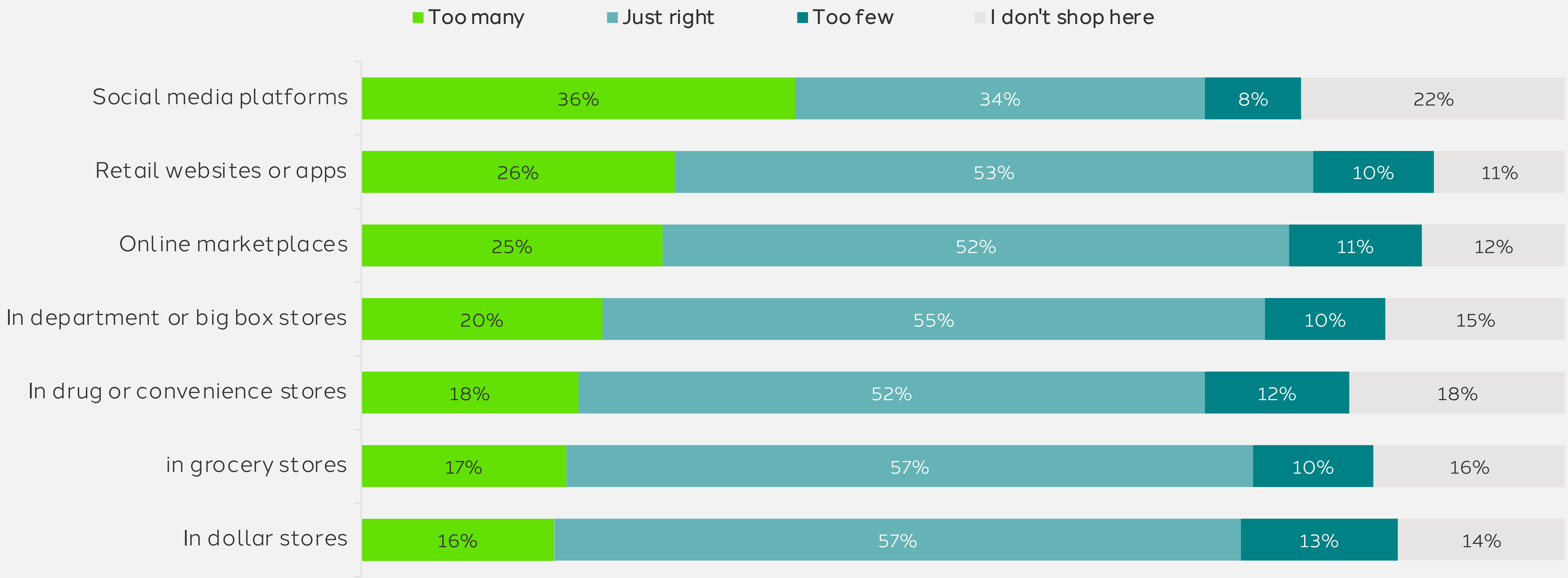
A significant share of consumers still feels uneasy about AI becoming part of their everyday lives. This is particularly true for Women, who are often holding a greater 'share of wallet' for purchases in several categories. Build an AI roadmap that leverages enterprise tools to propagate AI governance to any channel and touchpoint and develop crisp, reassuring communications to consumers about how you are using AI and what it means for their personal data.

# SCRUTINIZING ADS AND SHOPPING EXPERIENCES

# MOST AMERICANS ARE OK WITH THE QUANTITY OF ADS THEY ARE SHOWN, BUT SOCIAL MEDIA IS PERCEIVED TO BE OVERCROWDED BY THEM

Social media is also reported to be the channel most consumers are reticent to use to shop.

### HOW DO YOU FEEL ABOUT THE NUMBER OF ADS YOU SEE WHEN SHOPPING IN THE FOLLOWING CONTEXTS?



# CONSUMERS PAY ATTENTION TO ADS WHEN SHOPPING BOTH ONLINE AND IN-PERSON

And they expect personalization to be consistent across both shopping experiences.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**69%**

"WHEN I SHOP IN-STORE, I PAY CLOSE ATTENTION TO THE PRODUCTS BEING ADVERTISED BY THE RETAIL STORE WHERE I'M SHOPPING"

**66%**

"WHEN I SHOP ONLINE, I PAY CLOSE ATTENTION TO THE PRODUCTS BEING ADVERTIZED BY ONLINE RETAILERS / MARKETPLACES"

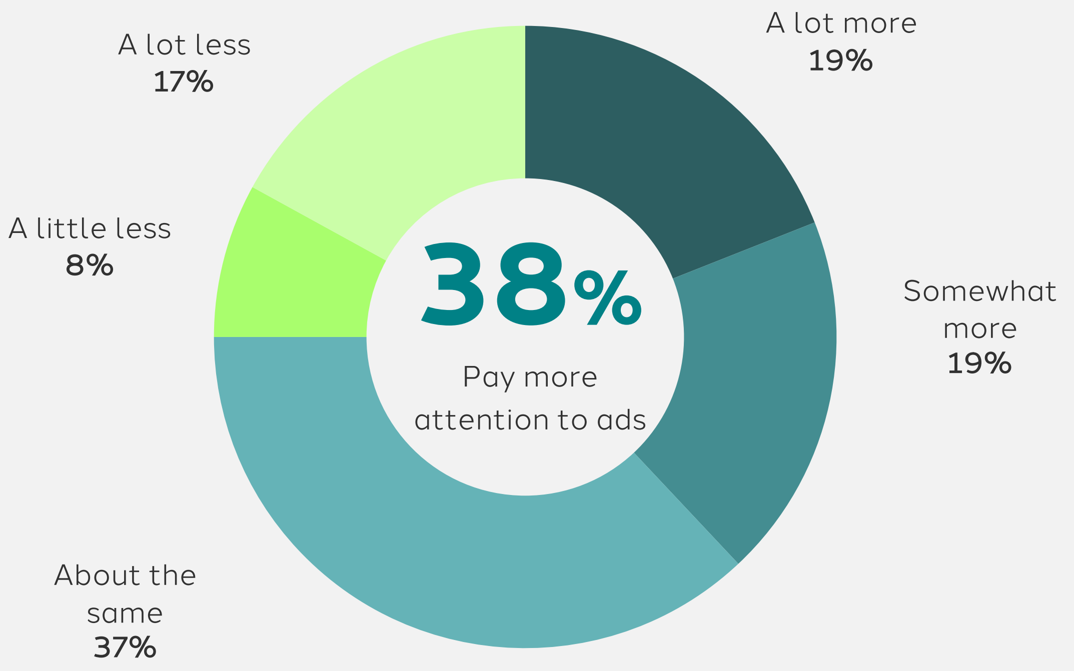
**62%**

"I EXPECT PERSONALIZED EXPERIENCES FROM BRANDS BOTH ONLINE AND IN-STORE"

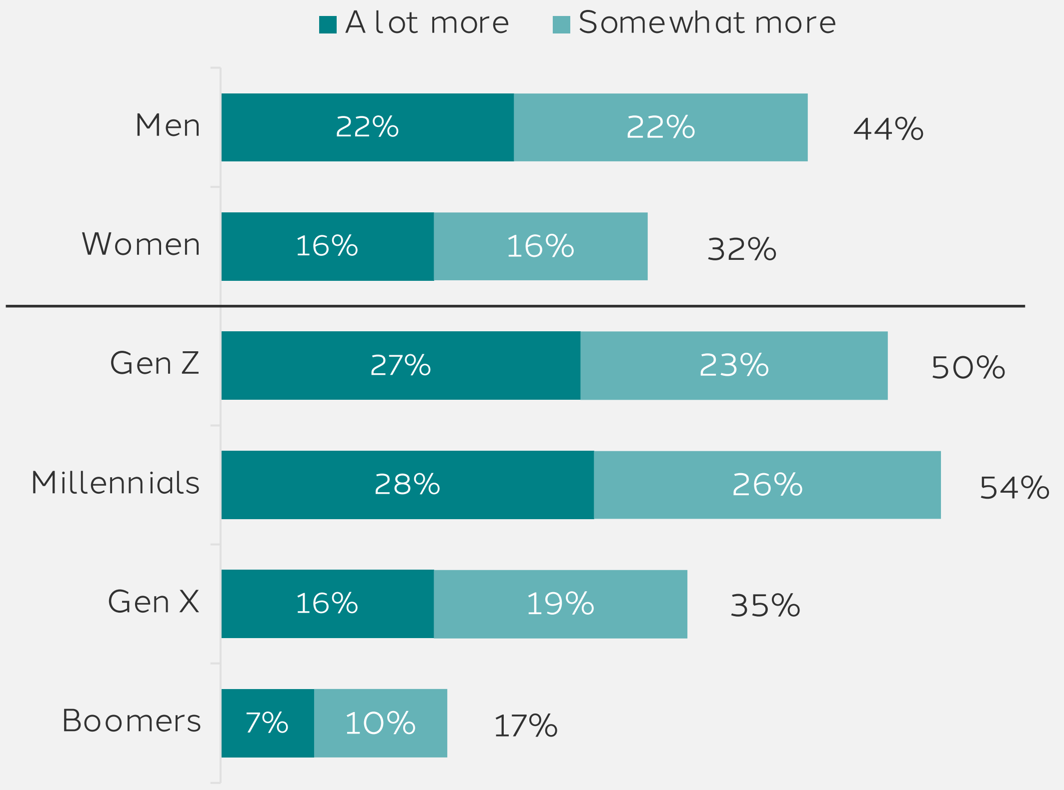
# IN FACT, CONSUMERS CLAIM THEY'RE PAYING MORE ATTENTION TO ONLINE ADS COMPARED TO LAST YEAR

Men, Gen Z, and Millennials over-index on saying they are paying more attention.

## HOW MUCH ATTENTION DO YOU PAY TO ADS YOU SEE ONLINE COMPARED TO LAST YEAR?



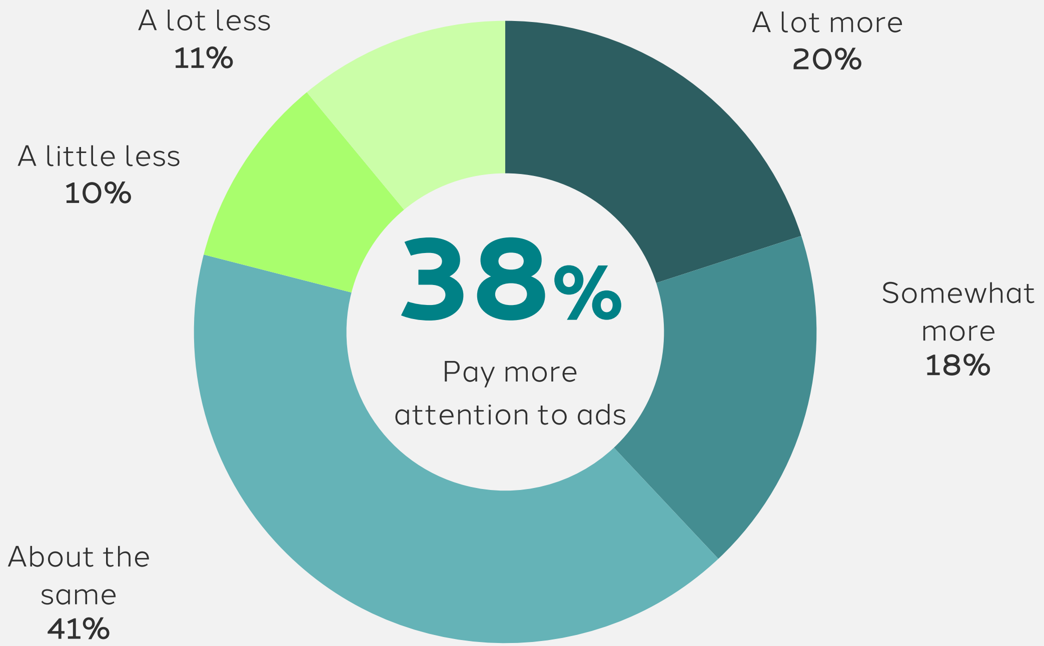

## "I PAY MORE ATTENTION TO ONLINE ADS COMPARED TO LAST YEAR"



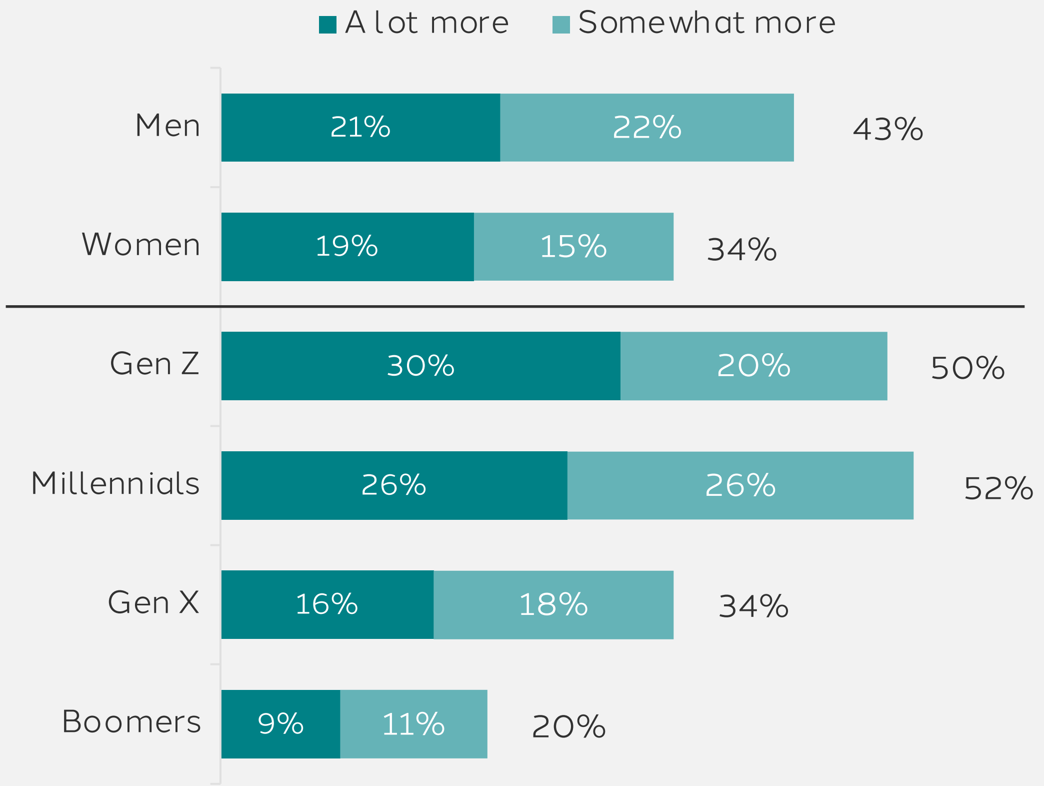
# SIMILARLY, THEY SAY THEY'RE ALSO PAYING MORE ATTENTION TO IN-STORE ADS

In fact, the share of those who say they pay less attention compared to last year is smaller than those who said so for online ads.

## HOW MUCH ATTENTION DO YOU PAY TO IN-STORE ADS COMPARED TO LAST YEAR?



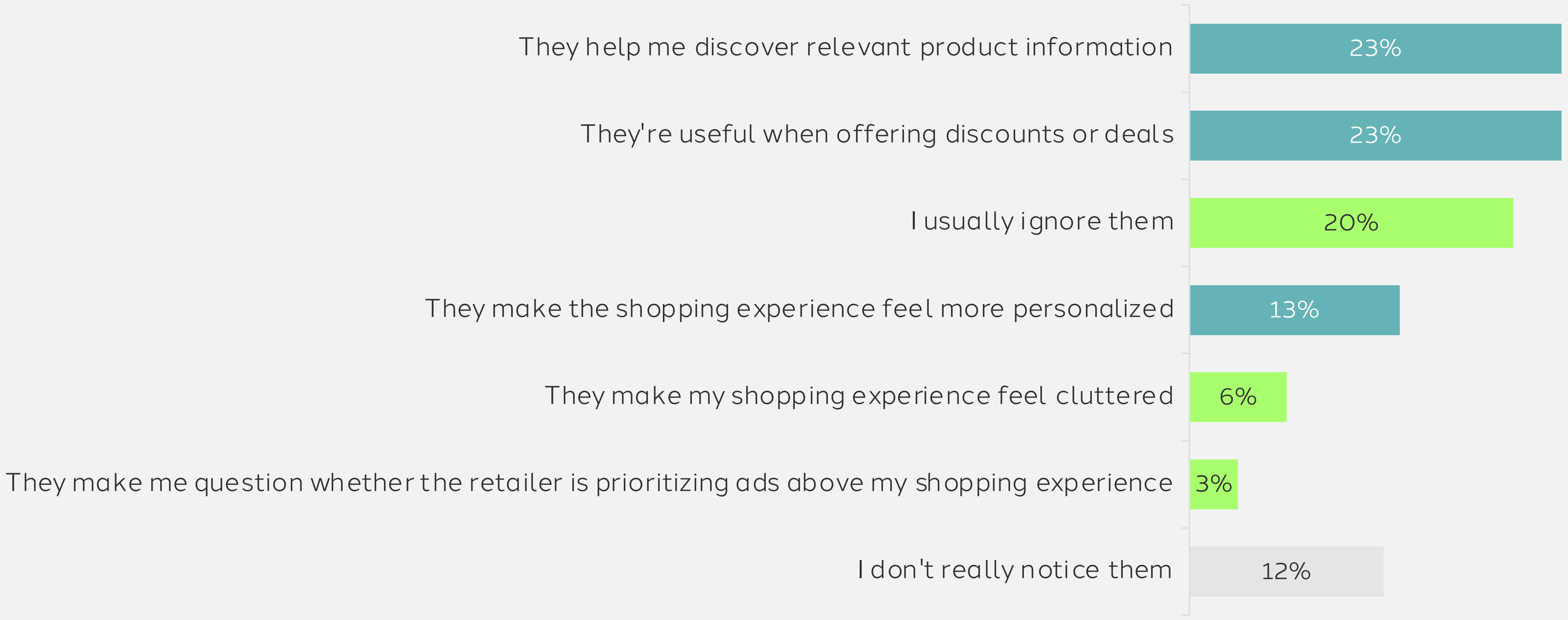

## "I PAY MORE ATTENTION TO IN-STORE ADS COMPARED TO LAST YEAR"



# AMERICANS FEEL GOOD ABOUT ADS AS AN OPPORTUNITY FOR DISCOVERY AND GETTING BETTER DEALS

Only 1 in 10 claim to not notice them. However, 2 in 10 actively ignore them.

## WHICH OF THE FOLLOWING BEST REFLECTS HOW YOU FEEL WHEN YOU SEE ADS WHILE SHOPPING?




**POSITIVE TOTAL**

**59%**

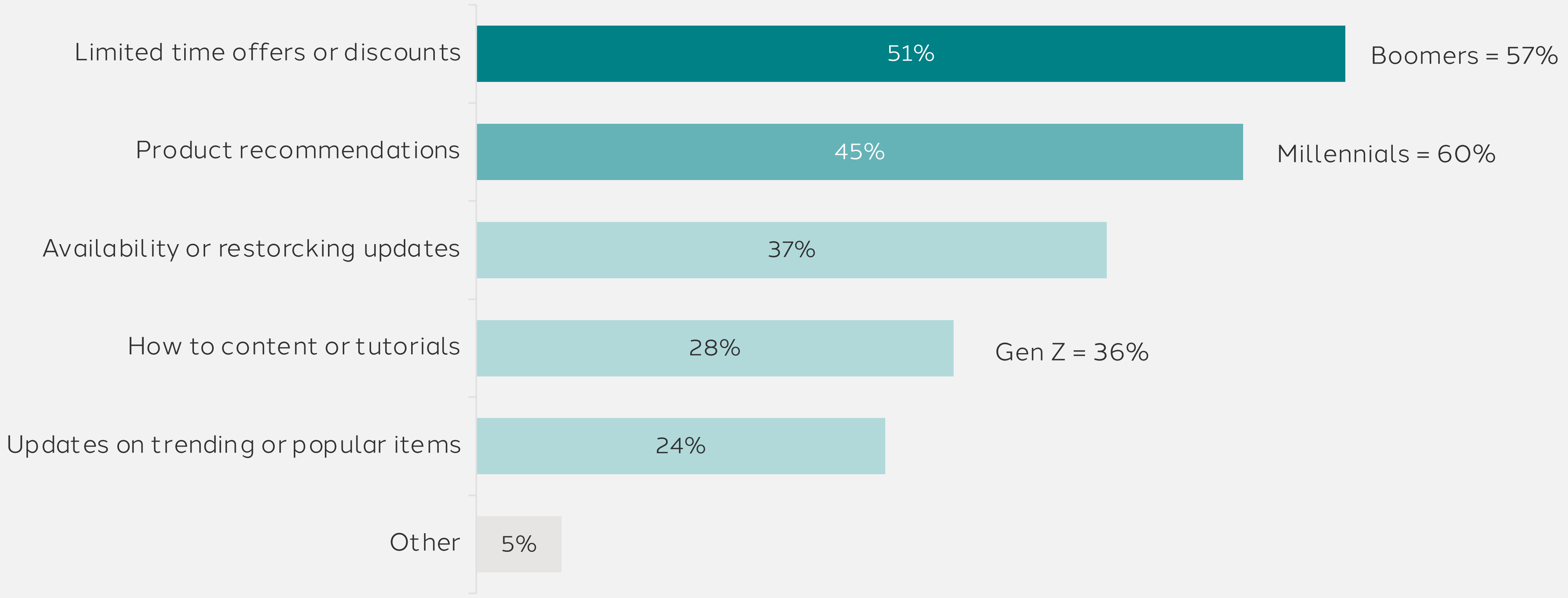
**NEGATIVE TOTAL**

**29%**

# WHEN ASSESSING COMMERCE-ORIENTED CONTENT, VALUE-BASED COMMUNICATIONS REIGN SUPREME

Boomers are particularly keen on discounts, while Gen Zers want to learn while they shop.

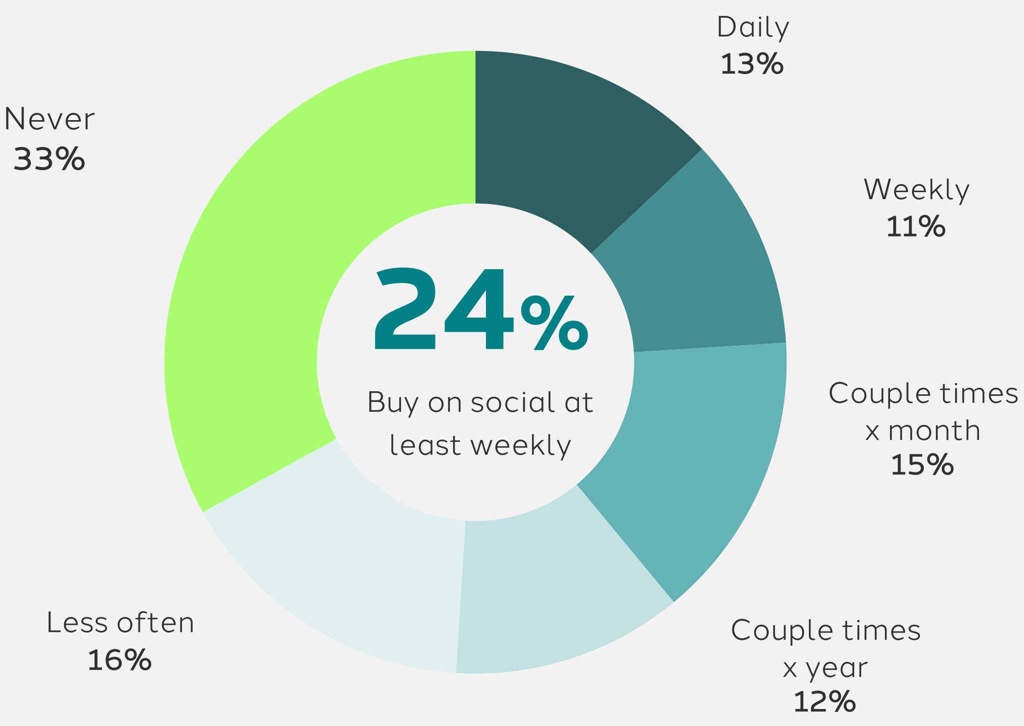
## WHAT TYPE OF CONTENT IS MOST HELPFUL WHEN DECIDING WHAT TO BUY?



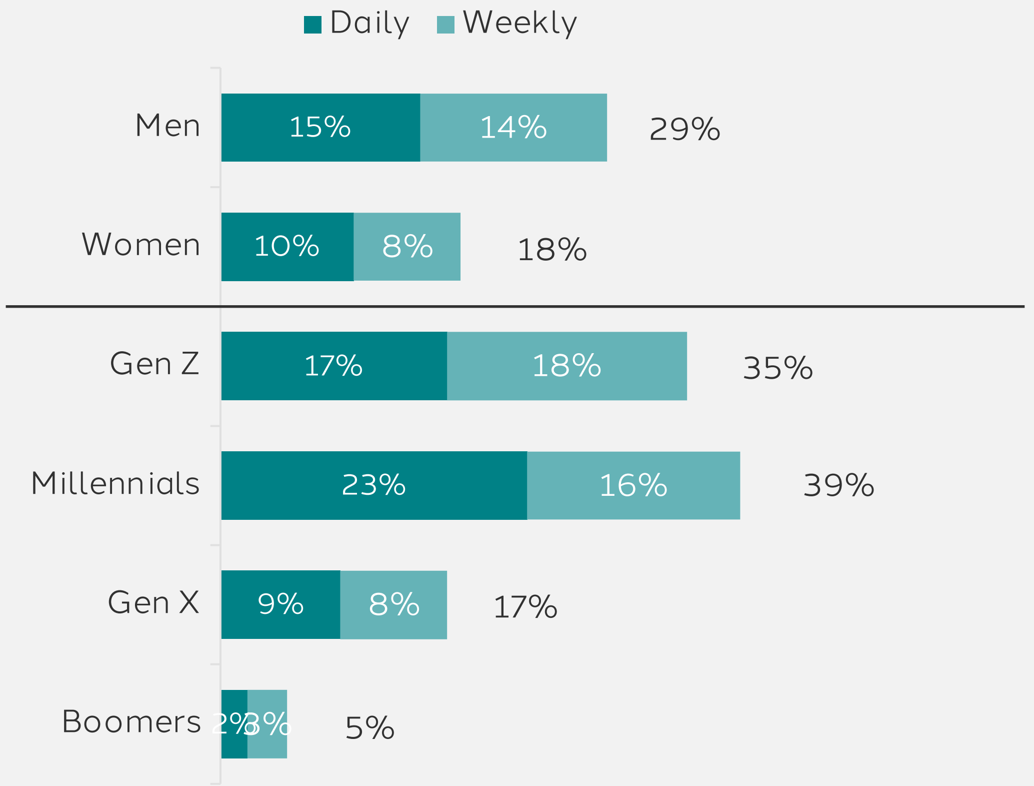
# MOST US SHOPPERS DABBLE IN SHOPPING THROUGH SOCIAL MEDIA

However, this is a regular fixture for only 1 in 4 Americans, most likely Millennials.

## HOW OFTEN DO YOU BUY DIRECTLY THROUGH SOCIAL MEDIA PLATFORMS?

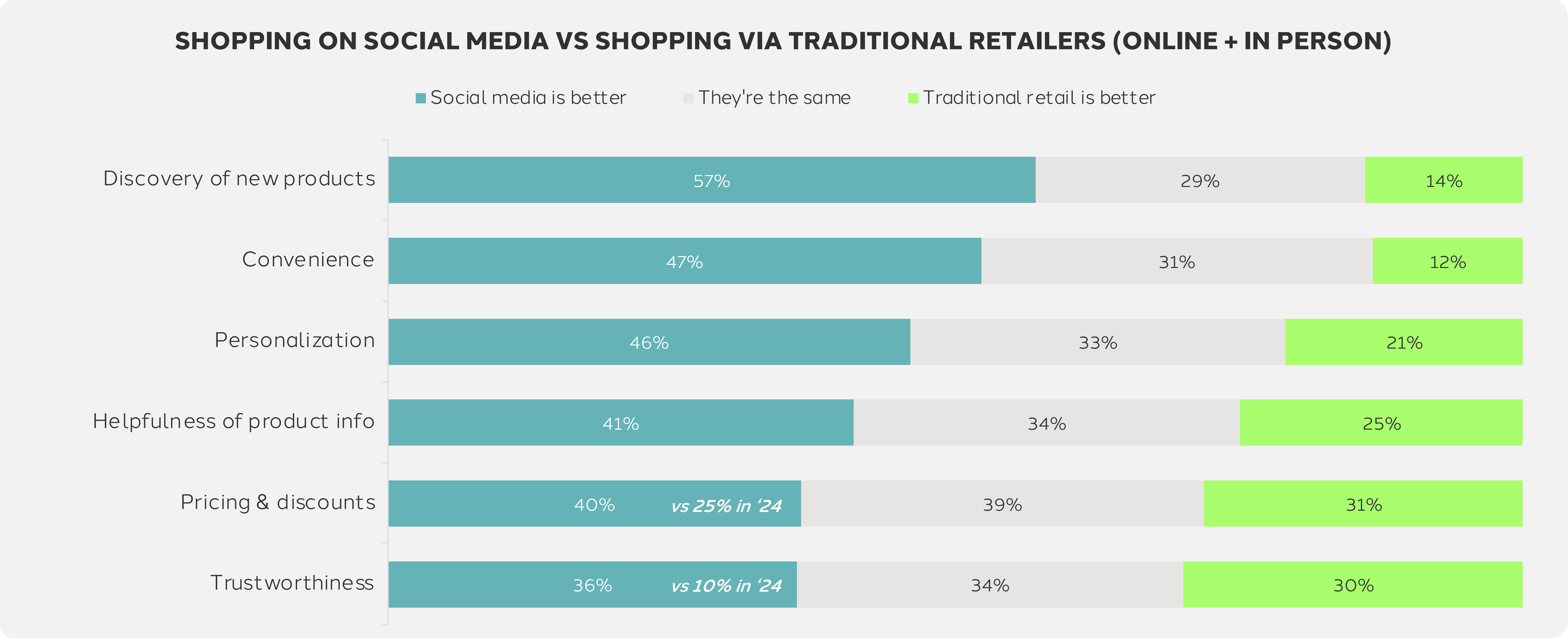



## "I BUY DIRECTLY THROUGH SOCIAL MEDIA PLATFORMS AT LEAST WEEKLY"



# ACROSS THE BOARD, SOCIAL MEDIA IS NOW BEING RATED A BETTER SHOPPING EXPERIENCE COMPARED TO RETAIL

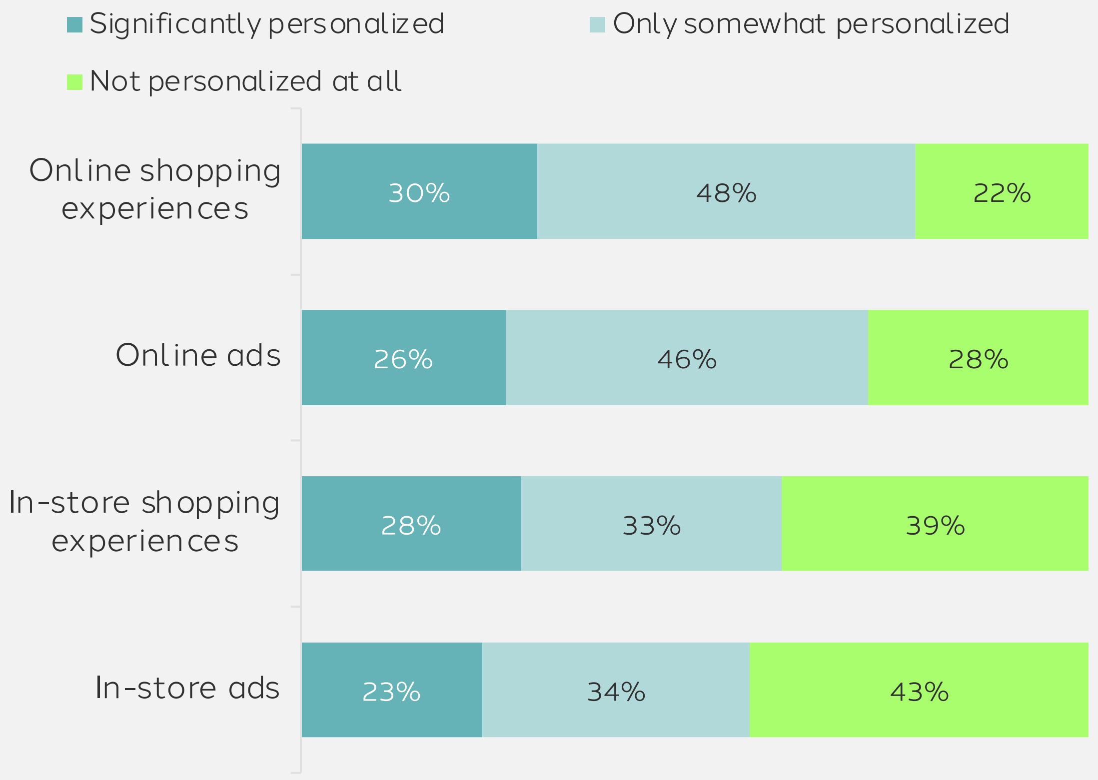
Last year, traditional retail channels prevailed on trustworthiness and pricing, but now social media is being preferred in those aspects as well.



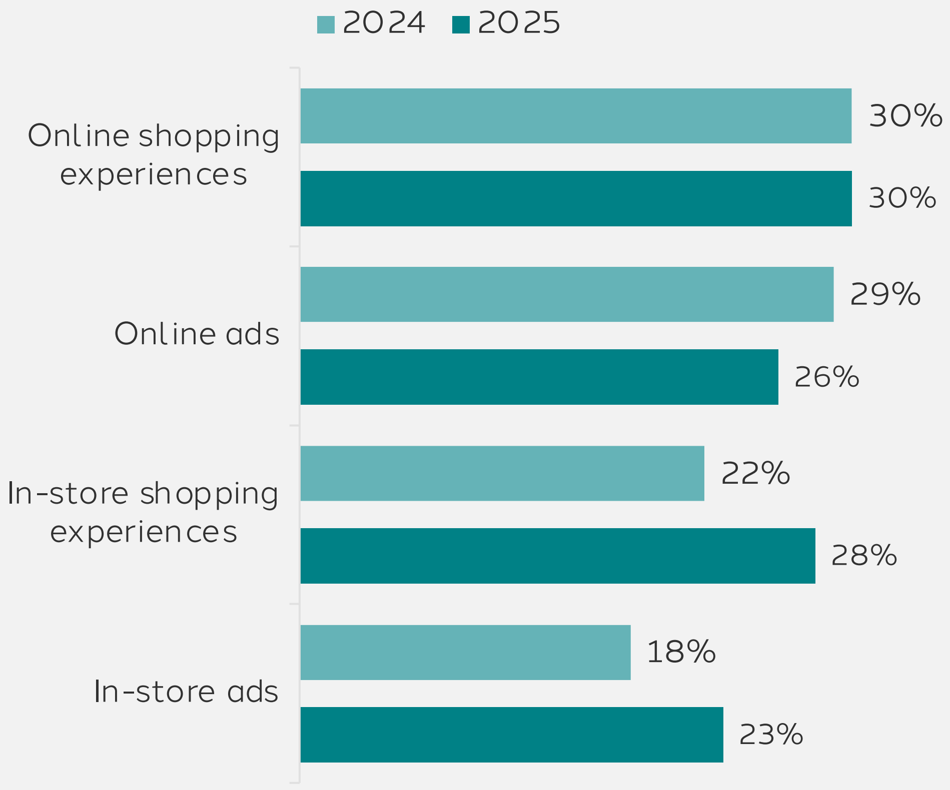
# AMERICANS FEEL THAT MARKETER'S PERSONALIZATION EFFORTS ARE FALLING SHORT

In most cases, they feel experiences and ads are only somewhat personalized. In-store experiences are perceived to be getting more personalized, while online ones are perceived to be getting more generic.

## TO WHAT EXTEND DO YOU FEEL THE FOLLOWING ARE PERSONALIZED TO YOUR PREFERENCES?




## "I FEEL THIS IS SIGNIFICANTLY PERSONALIZED"



# IN-PERSON PERSONALIZED INTERACTIONS ARE WELCOMED AS LONG AS THEY COME WITH A VALUE INCENTIVE

Loyalty card scanning and push notifications with deals are welcomed. Scanning experiences create a sense of unease.

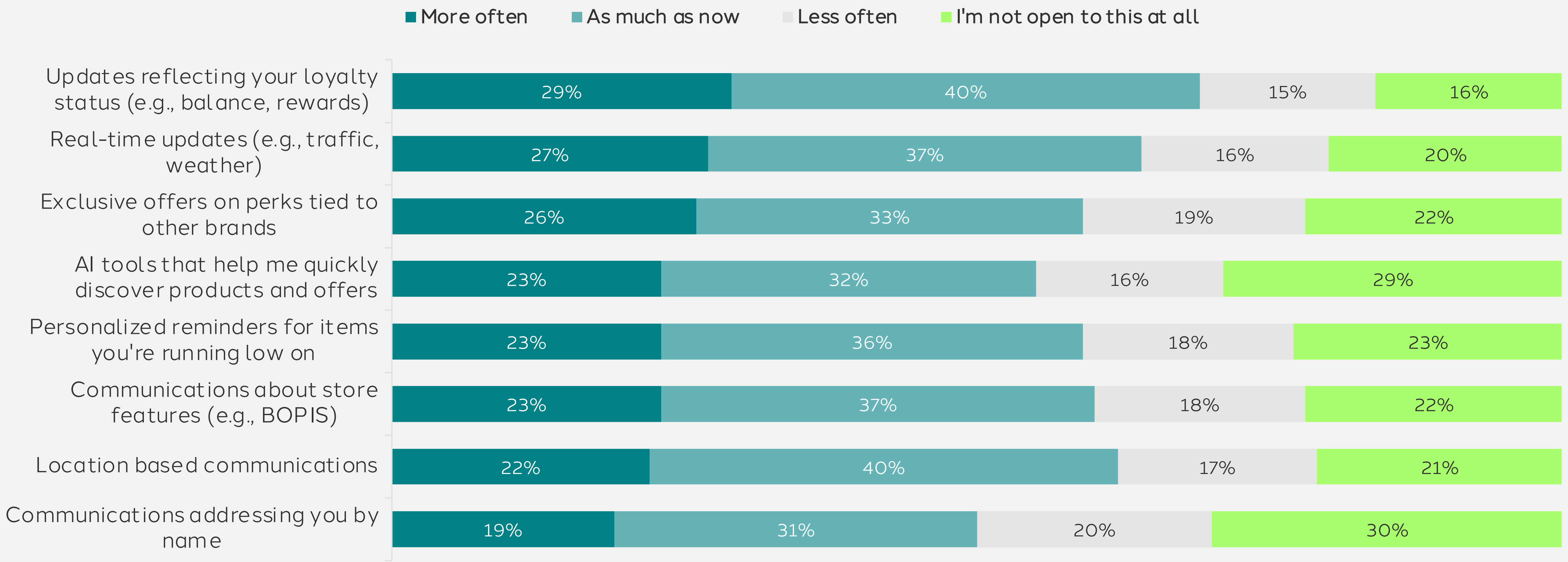
## PLEASE INDICATE TO WHAT EXTENT YOU WOULD LIKE TO ENGAGE WITH THE FOLLOWING WHEN SHOPPING IN PERSON

| | More often | As much as now | Less often | I'm not open to this at all |
|---|---|---|---|---|
| Loyalty card scanning to receive personalized offers | 32% | 37% | 14% | 17% |
| Push notifications on your phone alerting you of deals | 26% | 30% | 19% | 25% |
| Kiosks or video screens that welcome you to the store | 20% | 25% | 17% | 38% |
| Push notifications on your phone to welcome you to the store | 19% | 27% | 19% | 35% |
| Facial recognition tech to personalize communications | 19% | 24% | 16% | 41% |
| License plate recognitiion tech in parking lots | 17% | 23% | 15% | 45% |

# WHEN SHOPPING ONLINE, CONSUMERS ARE LOOKING FOR VALUE-BASED COMMS, BUT ALSO FOR HELP CONNECTING COMMERCE WITH THEIR IRL CONTEXT

Real-time updates connected to weather and traffic patterns, as well as reminders on stocking and availability, are welcomed.

## PLEASE INDICATE TO WHAT EXTENT YOU WOULD LIKE TO ENGAGE WITH THE FOLLOWING WHEN SHOPPING ONLINE



# IMPLICATIONS FOR MARKETERS

## REWARD CONSUMERS FOR THEIR AD-SAVVYNESS

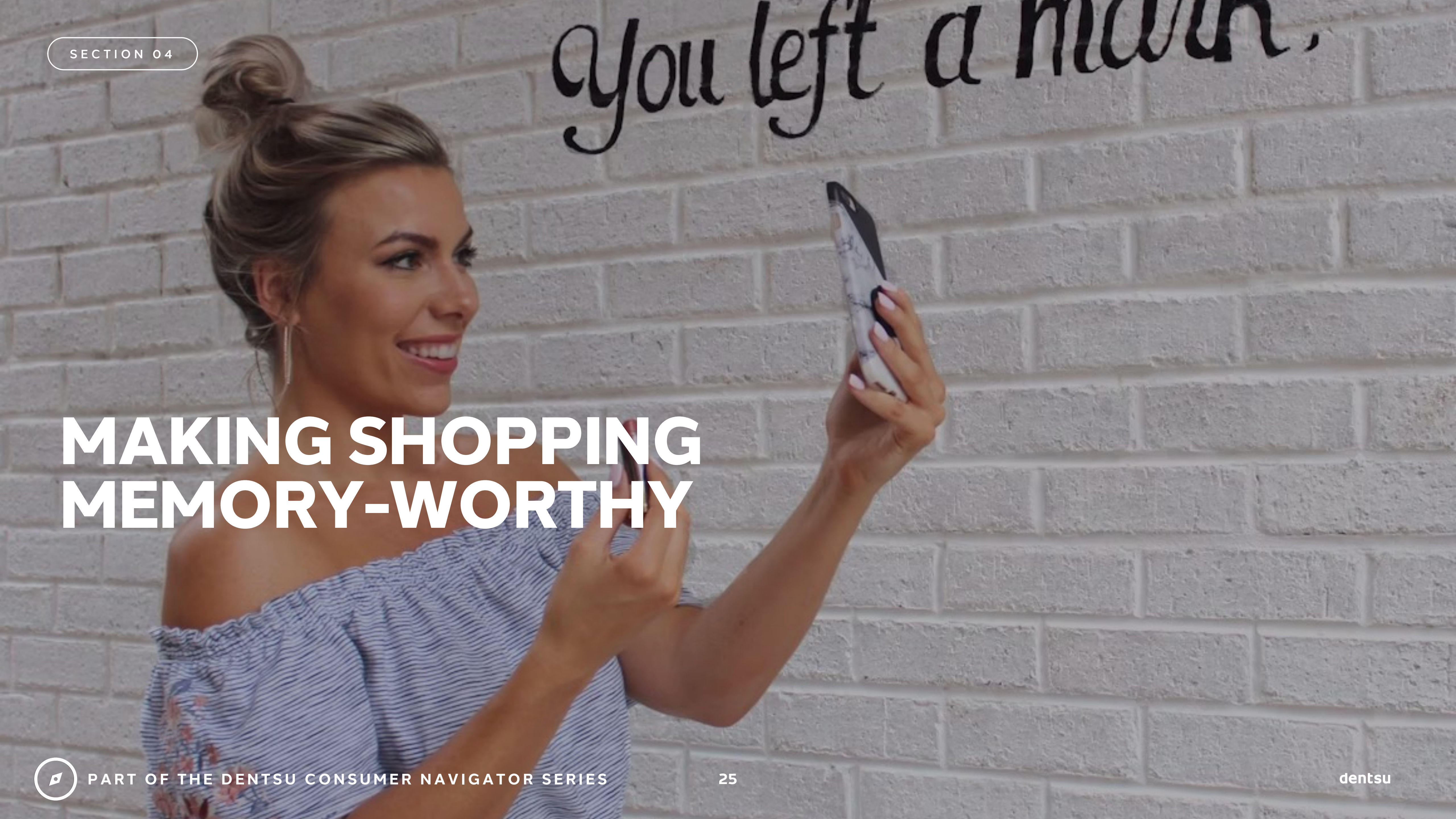
Consumers report paying more attention to ads, especially when they are a vehicle for discovery and better deals. Why not lean into the scrutiny? Consider campaigns where greater benefits are unlocked by stitching together clues provided in separate ads or activations, like a treasure hunt.

## INVEST IN SOCIAL FOR AWARENESS AND RETAIL CHANNELS FOR LEGITIMACY

Older generations are more comfortable with traditional retail channels, younger ones with social, but we are now at the tipping point. Social is now the primary arena where brands battle for real estate that allows them to be discovered by audiences. But retail is still fundamental when it comes to the nitty-gritty: product specs, detail inventory and stocking info, shipping and return policies. Social media is where you're found, the devil... is in the retail!

## USE CONTEXT TO BALANCE PERSONALIZATION AND CONSUMER EASE

As much as they crave greater personalization – somethings simply creep consumers out. Being too forward with named communications, interactions involving facial or license plate recognition. Be clear with the benefits these experiences are meant to unlock, and communicate that you're looking out for them, rather than for yourself. 'Contextual' is the key: consumers actually want the barriers between online and in-person shopping to go away, but the right information needs to be surfaced at the right time for these connections to appear natural to them.




# MAKING SHOPPING MEMORY-WORTHY

# SERENDIPITY AND SOCIAL CONNECTION CONTINUE TO BE KEY DRIVERS FOR THE SHOPPING EXPERIENCE (ESPECIALLY IN PERSON)

Almost 3 in 4 consumers choose brands and retailers whose experiences surprise and delight them.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**67%**

"IN-STORE SHOPPING IS AN EVENT I LOOK FORWARD TO"

**69%**

"I ENJOY THE SOCIAL ASPECT OF IN-STORE SHOPPING"

**72%**

"AMONG EQUALLY CONVENIENT OPTIONS I PREFER RETAILERS AND BRANDS WHOSE EXPERIENCES SURPRISE AND DELIGHT ME"

# REMARKABLE CUSTOMER EXPERIENCES TURN CONSUMERS INTO BRAND ADVOCATES

Most consumers (especially Millennials) value brands on the basis of the experiences they deliver  and share remarkable shopping experiences on social media. This is particularly true for Gen Zers.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**54%**

**“I CONSIDER PROVIDING AN ENGAGING SHOPPING EXPERIENCE THE HALLMARK OF MODERN BRANDS”**

Millennials = 72%

**51%**

**“I OFTEN SHARE UNIQUE OR FUN SHOPPING EXPERIENCE ON SOCIAL MEDIA”**

Gen Z = 70%

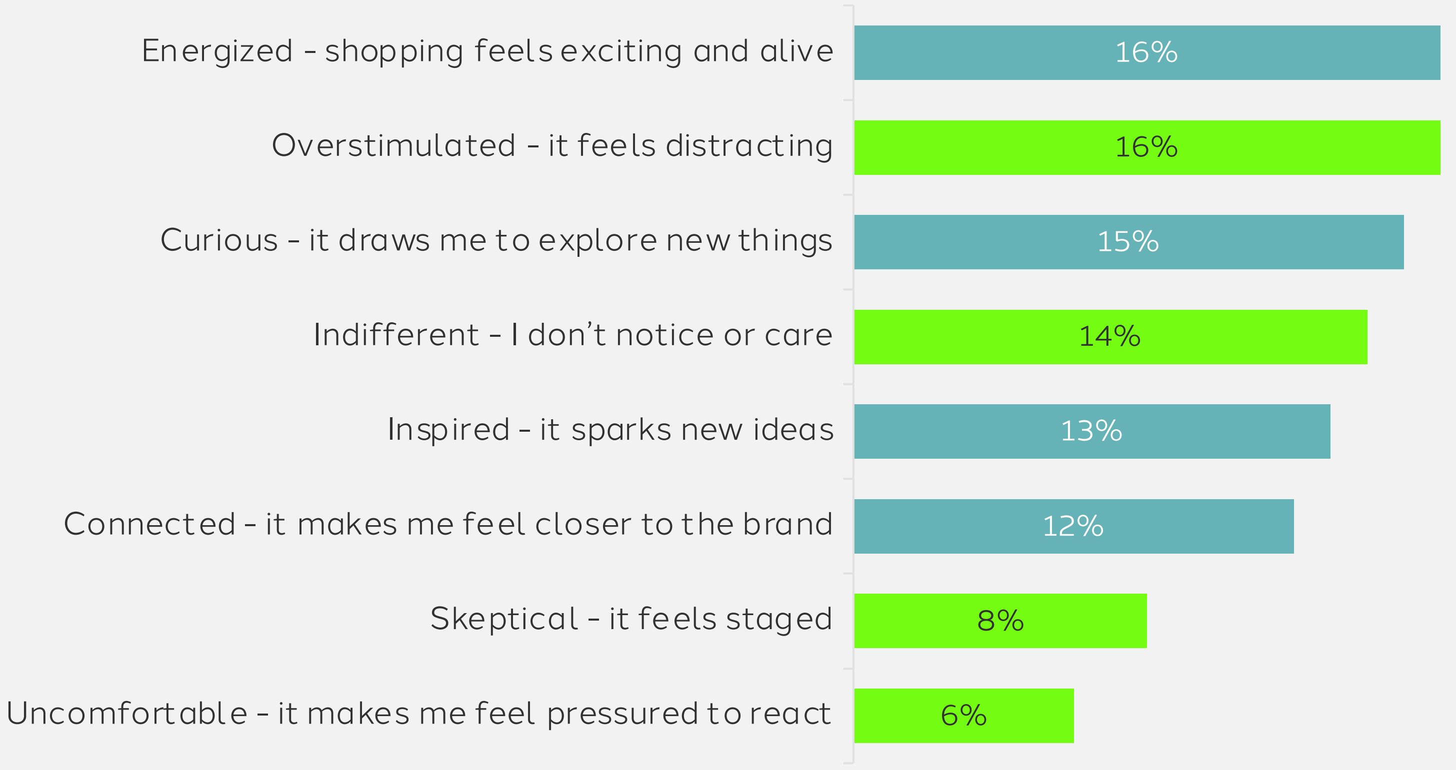
# SHOPPING IS SEEN FIRST AND FOREMOST AS A FUNCTIONAL TASK, BUT THE NOTION OF RETAIL THERAPY ALSO GARNERS FAVOR

Gen Zers over-index on seeing shopping as a form of entertainment.

## HOW DO YOU SEE SHOPPING TODAY?

# NONETHELESS, CONSUMERS ARE LARGELY HAPPY WHEN SHOPPING TURNS INTO AN EXPERIENCE OR SPECIAL OCCASION

## WHICH OF THE FOLLOWING BEST REFLECTS HOW YOU FEEL WHEN ONLINE OR IN-PERSON SHOPPING TURNS INTO AN EXPERIENCE (E.G., AN EVENT, POP-UPS, AR/VR)?




**POSITIVE TOTAL**

**56%**

**NEGATIVE TOTAL**

**44%**

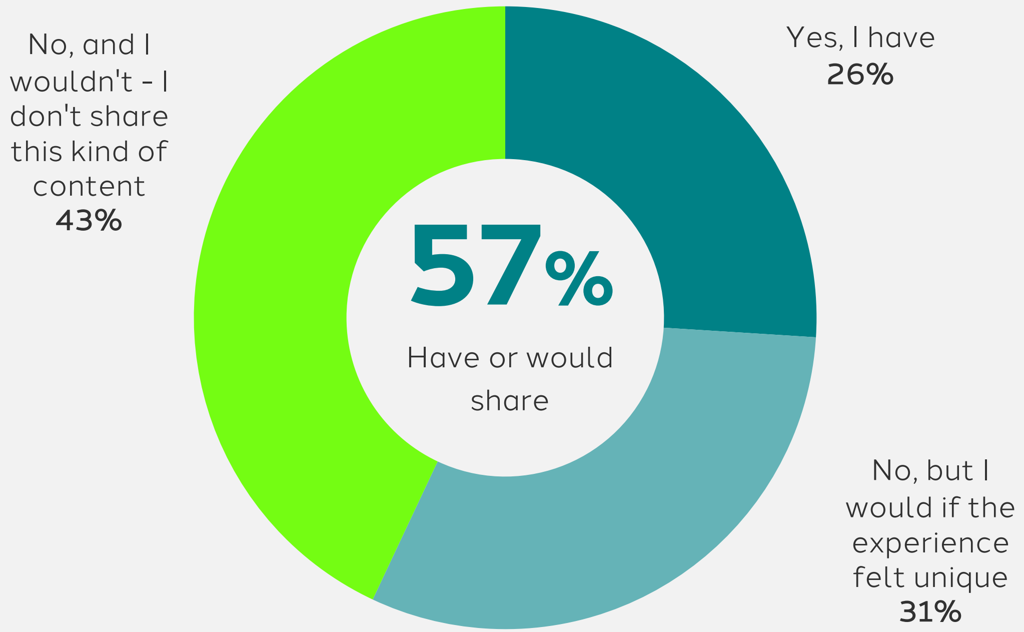
# CREATIVE ACTIVATIONS AND CONNECTIONS INTO IP ARE DRIVERS FOR IN-PERSON SHOPPING

Only 14% prefer shopping online no matter what, while 25% don't need an incentive to prefer in-person experiences.

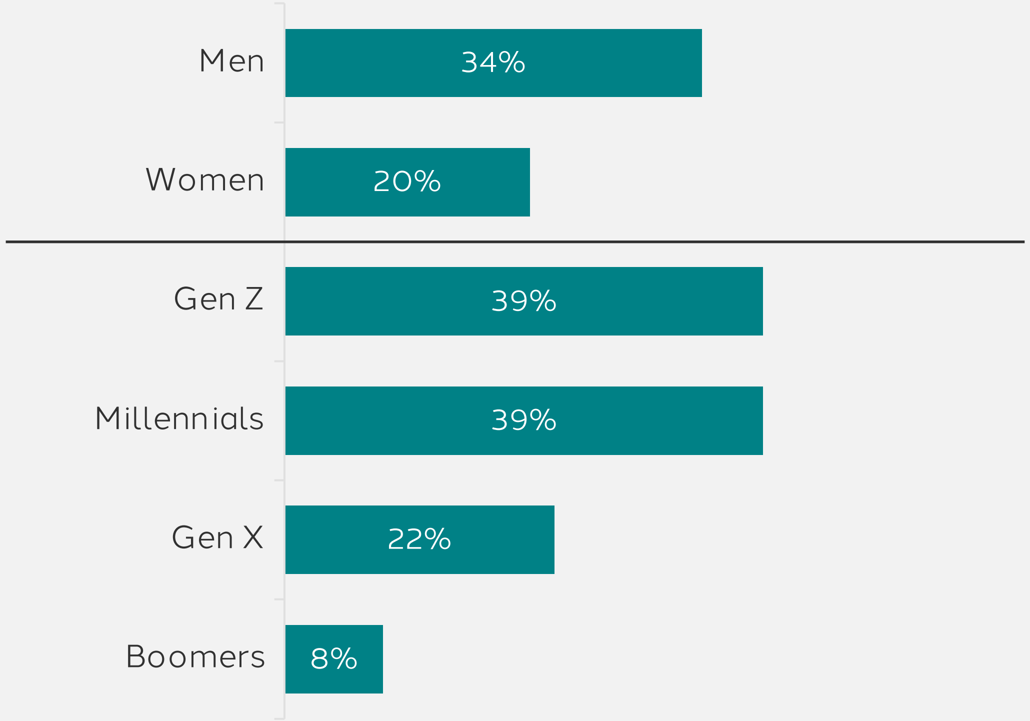
# CREATING A BESPOKE EXPERIENCE IS THE KEY TO GETTING CONSUMERS TO TAKE PART IN THE CONVERSATION

1 in 4 already have shared shopping experiences on social media. Unique experiences get most consumers behind them.

## HAVE YOU EVER SHARED A SHOPPING EXPERIENCE (E.G., POP-UP, EVENT) ON SOCIAL MEDIA?




## "I HAVE SHARED SHOPPING EXPERIENCES ON SOCIAL MEDIA IN THE PAST"



SECTION 04

# IMPLICATIONS FOR MARKETERS

## START WITH NEED AND ELEVATE WITH DELIGHT

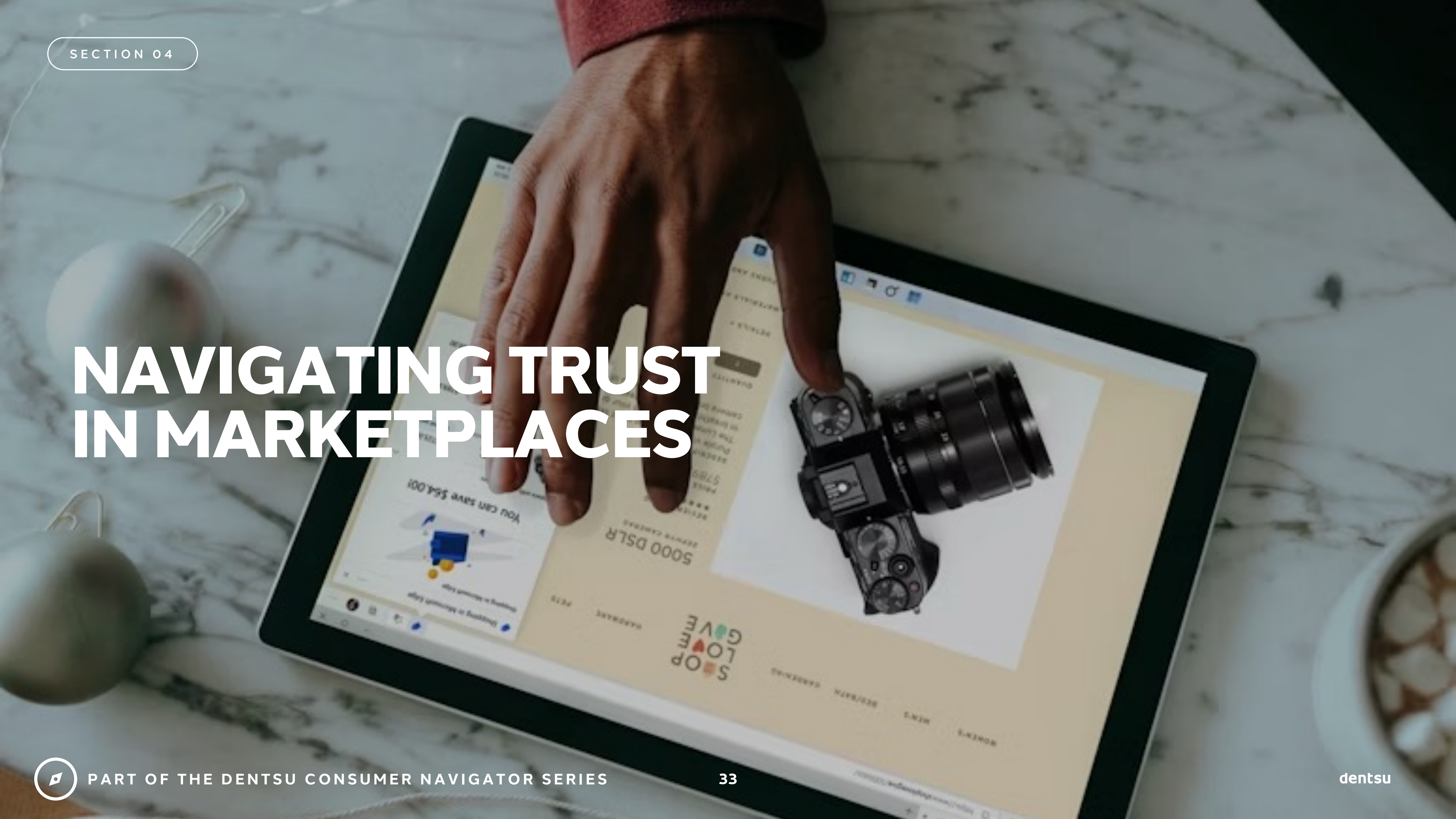
Consumers value remarkable experiences, but function needs to be the sound foundation that everything else is resting upon. As you design bespoke activations and exclusive experience, never lose sight of the fundamentals: are they getting what they truly need out of this in a reasonable amount of time/effort?

## DESIGN INTERACTIVE STORY SYSTEMS TO ENCOURAGE PARTICIPATION

In-person interactions can be an opportunity to better understand consumer behavior and potentially enhance PII. Consumers are willing to make the trip if they can inject their own creativity in the experience. Consider what participatory interactions are best suited to complement your value proposition.

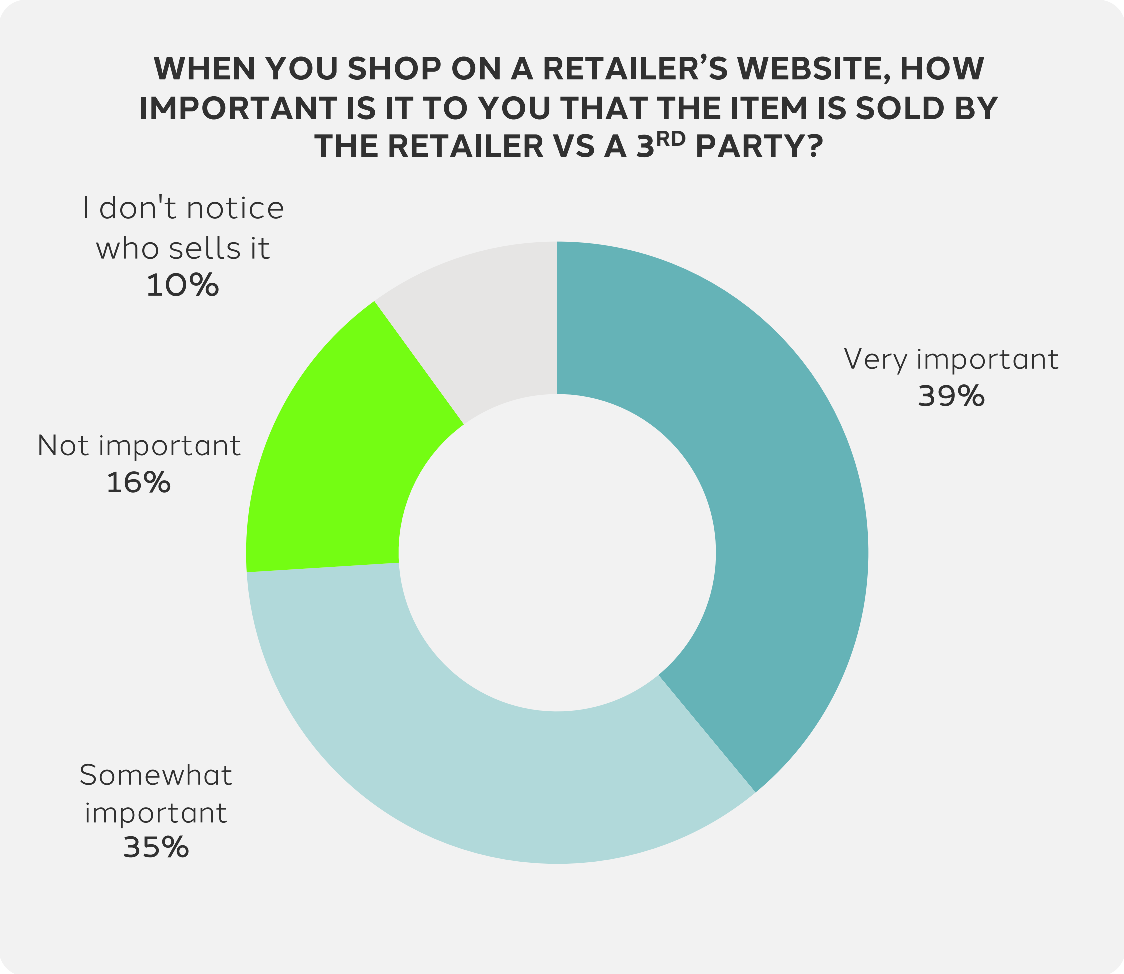
## MAKE BESPOKE EXPERIENCES 'SOCIAL-READY'

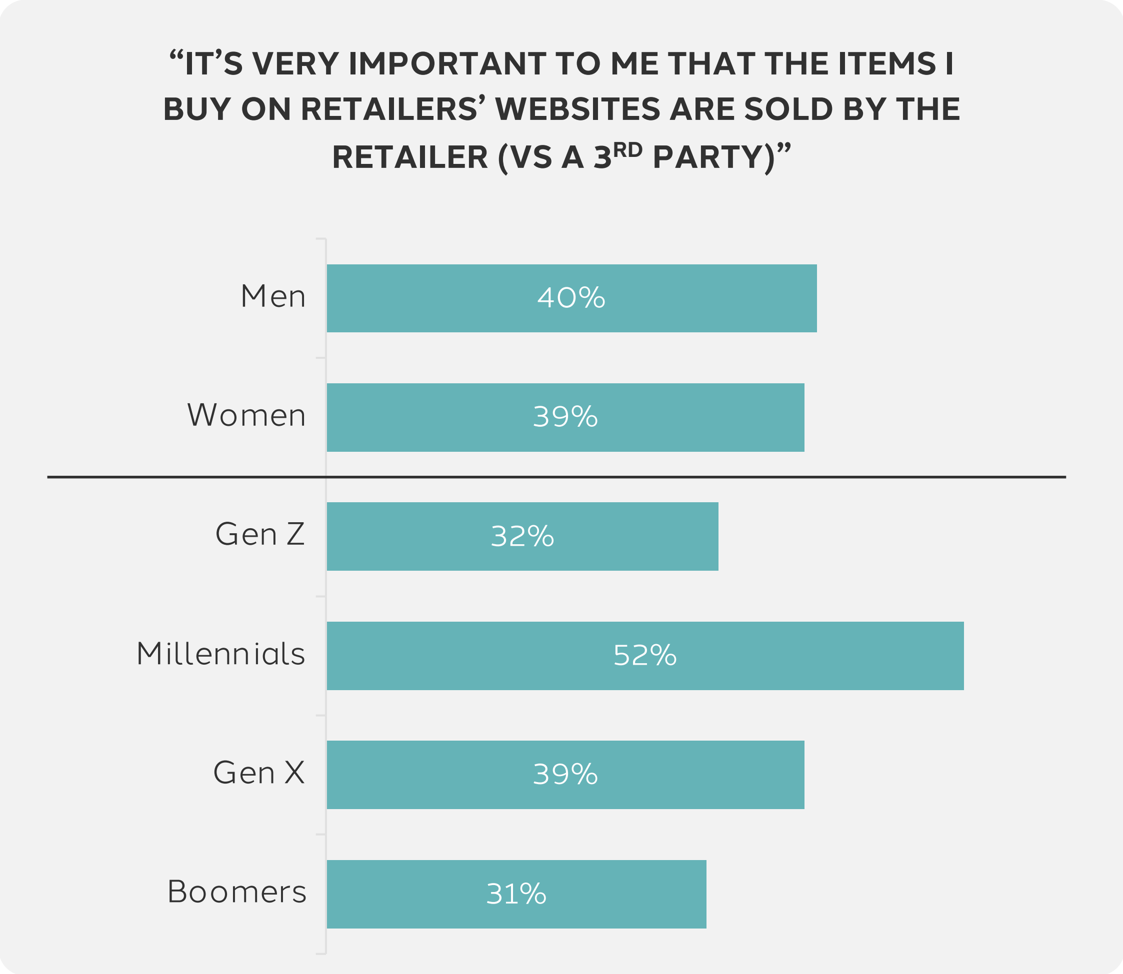
Engaging experiences are the best way to get consumers talking and sharing, fueling the conversations surrounding your brand, product, or campaign. But – they will only do so if it makes them look good. How can you design a bespoke experience with designated photo opp. moments that make it easier for them to immortalize the moment?



# NAVIGATING TRUST IN MARKETPLACES

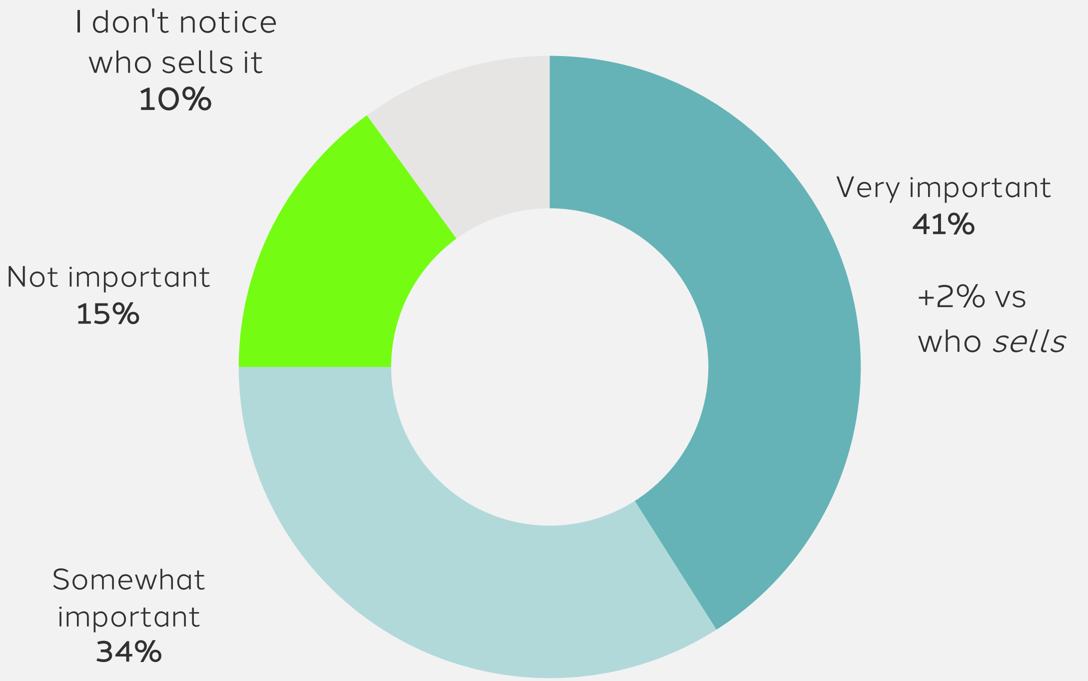
# MOST CONSUMERS PREFER ITEMS FOUND ON RETAILERS' SITES TO BE SOLD BY THE RETAILER ITSELF, VS A THIRD-PARTY SELLER



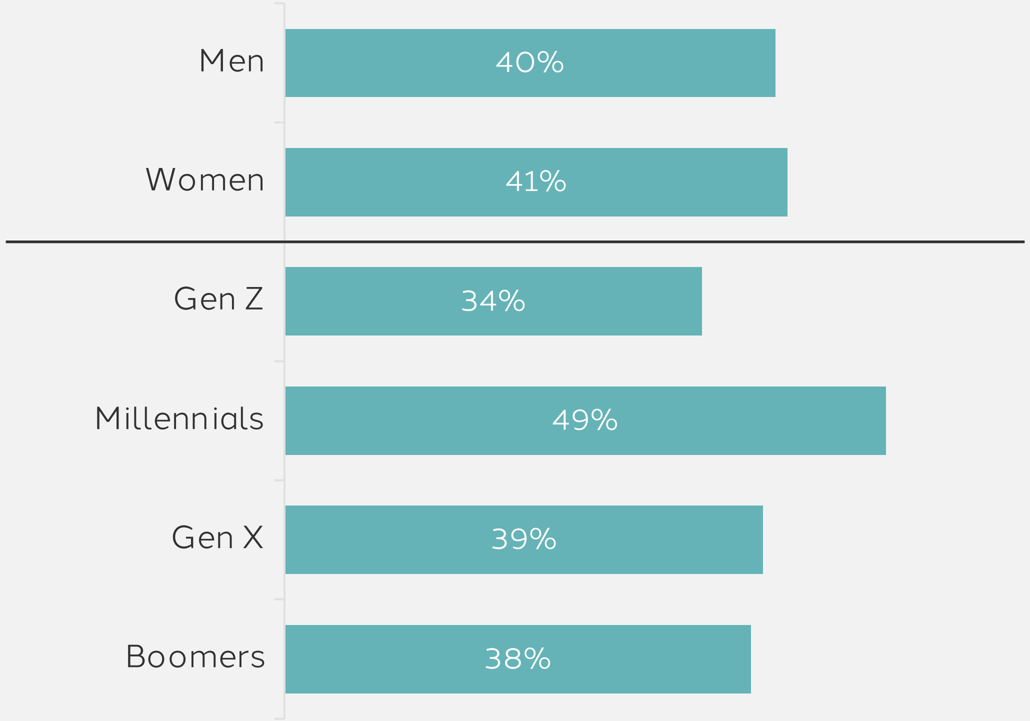



# THIS IS DEEMED EVEN MORE IMPORTANT WHEN IT COMES TO WHO ACTUALLY SHIPS THE ITEM TO THEM

### WHEN YOU SHOP ON A RETAILER'S WEBSITE, HOW IMPORTANT IS IT TO YOU THAT THE ITEM IS SHIPPED BY THE RETAILER VS A 3RD PARTY?

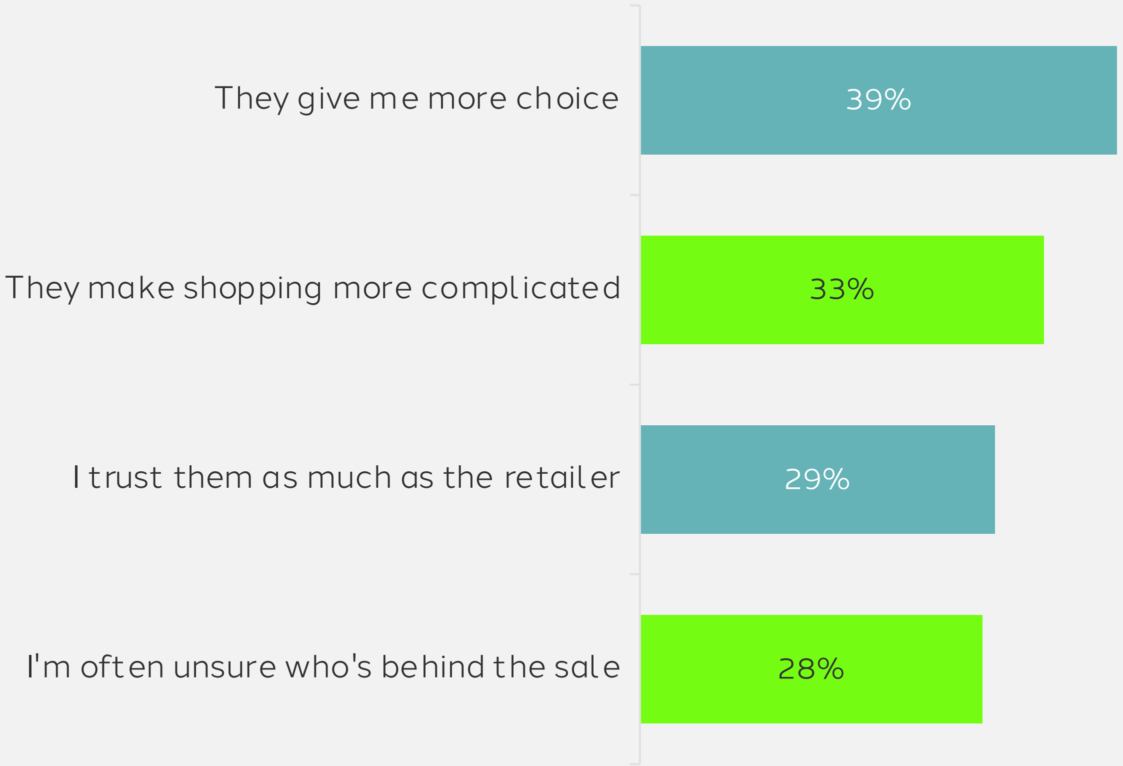



### "IT'S VERY IMPORTANT TO ME THAT THE ITEMS I BUY ON RETAILERS' WEBSITES ARE SHIPPED BY THE RETAILER (VS A 3RD PARTY)"



# NONETHELESS, CONSUMERS FEEL GENERALLY POSITIVE ABOUT THE THIRD-PARTY SELLERS THEY'VE RUN INTO ON RETAILERS' SITES

## WHICH OF THE FOLLOWING BEST REFLECT HOW YOU FEEL ABOUT 3RD PARTY SELLERS FEATURED ON MAJOR RETAIL WEBSITES?




**POSITIVE TOTAL**

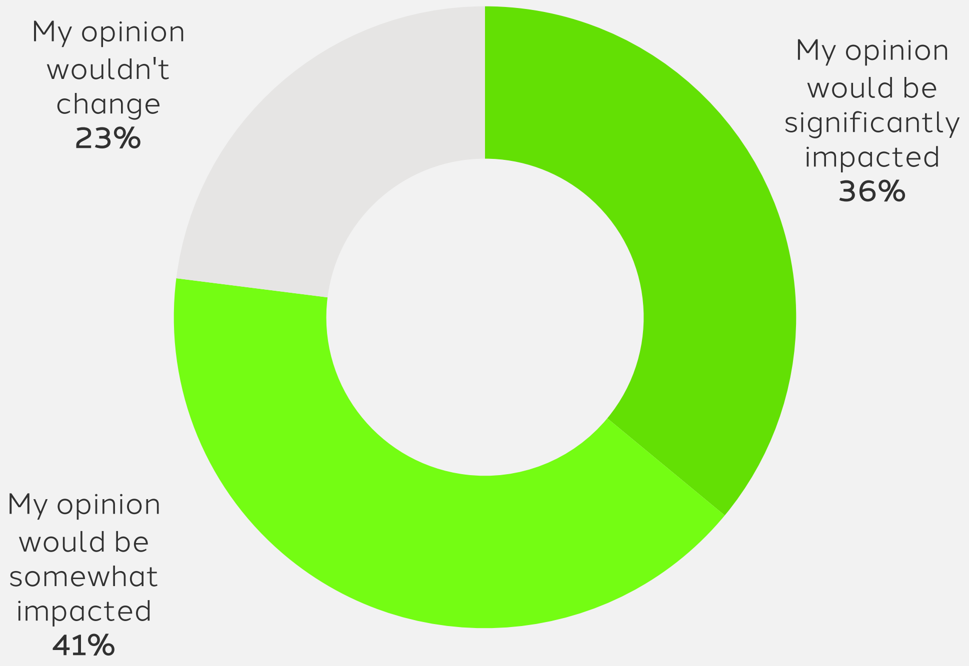
**68%**

**NEGATIVE TOTAL**

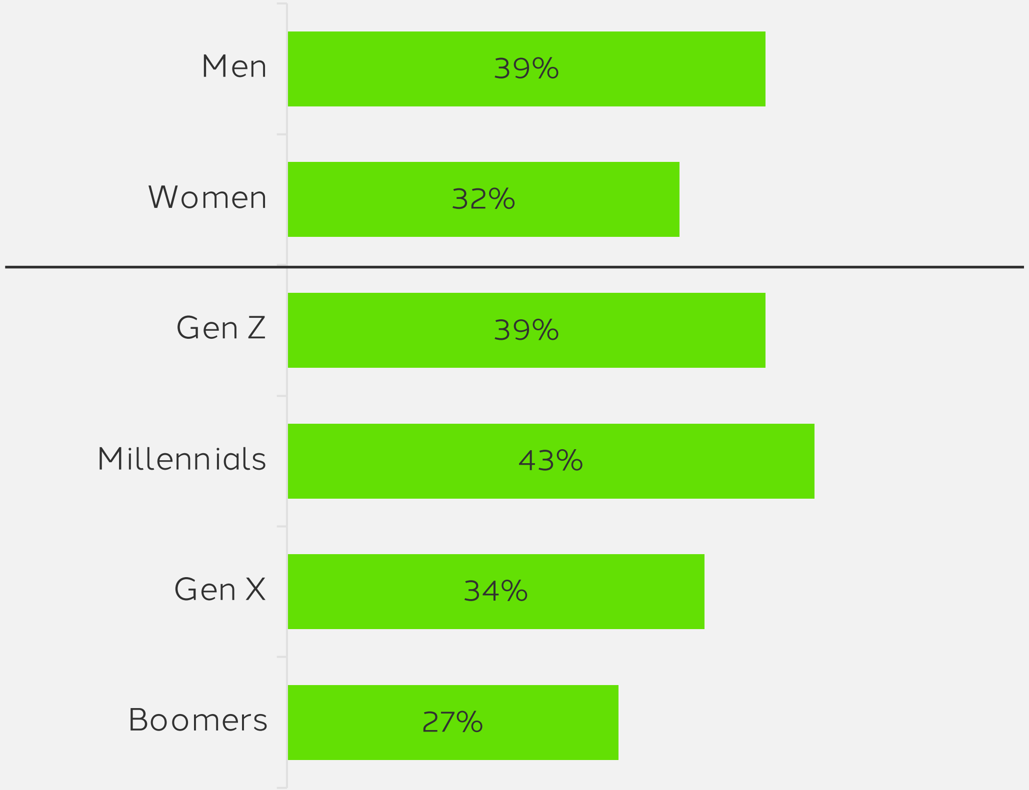
**61%**

# RETAILERS ARE ON THE HOOK FOR THE EXPERIENCES THEIR THIRD-PARTY SELLING PARTNERS DELIVER

**TO WHAT EXTENT WOULD A BAD EXPERIENCE WITH A 3RD PARTY SELLER ON A RETAILER'S SITE/APP CHANGE YOUR OPINION OF THE RETAILER?**

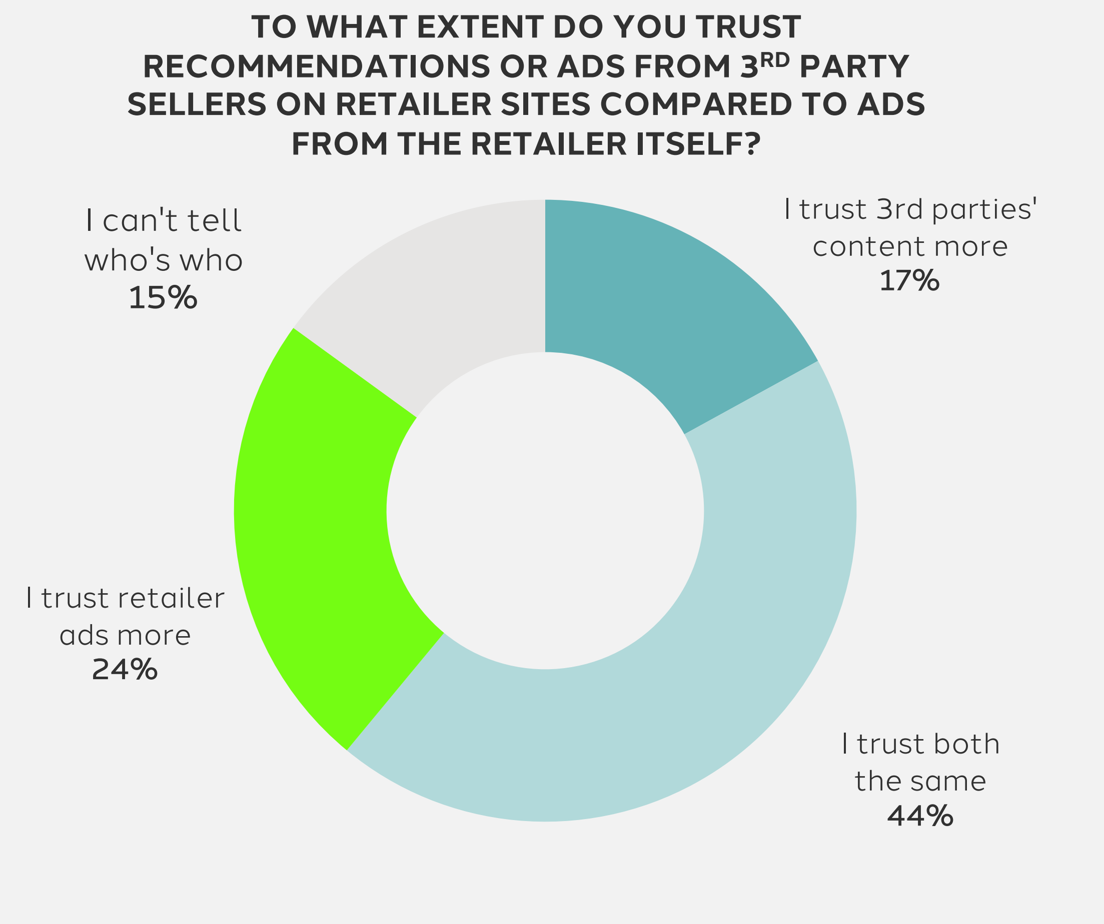


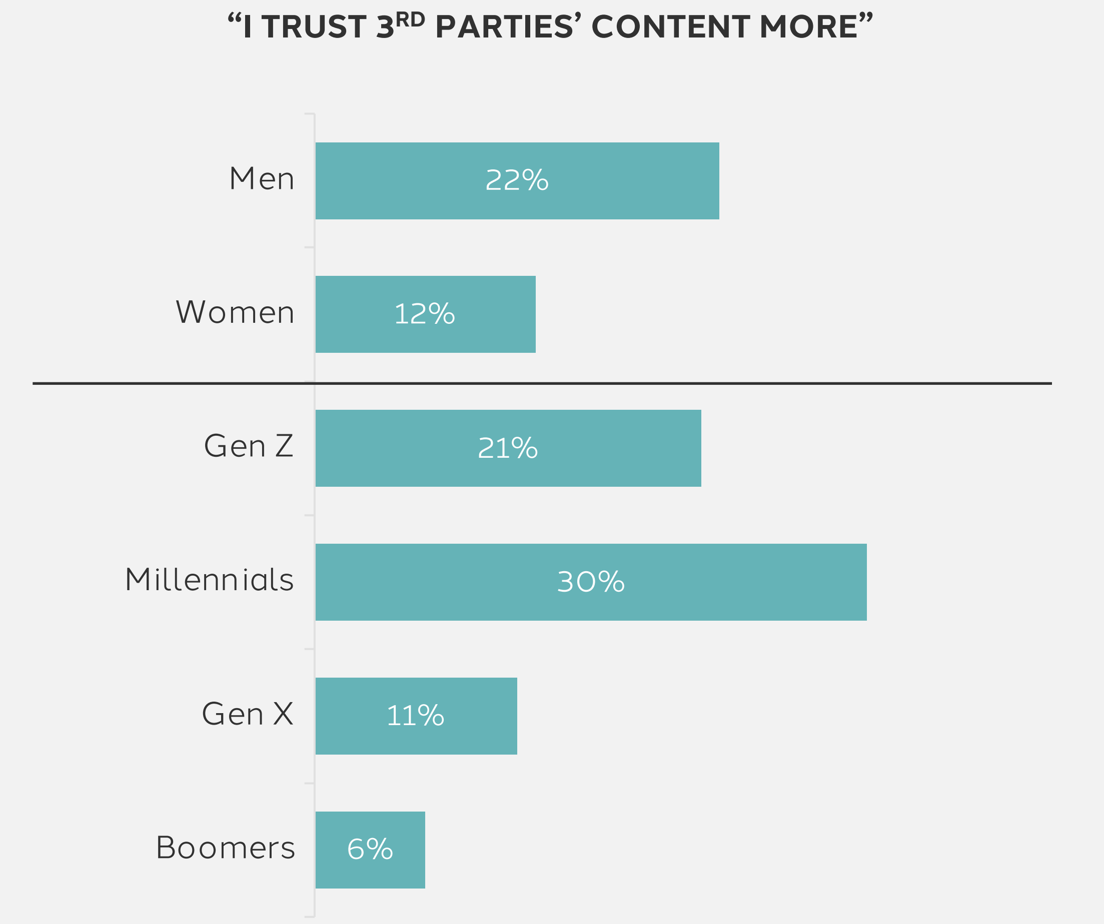

**"MY OPINION OF THE RETAILER WOULD BE SIGNIFICANTLY IMPACTED"**



# MOST CONSUMERS TRUST RETAILERS' AND THIRD-PARTIES' CONTENT THE SAME, WITH THE FORMED GARNERING MORE FAVOR

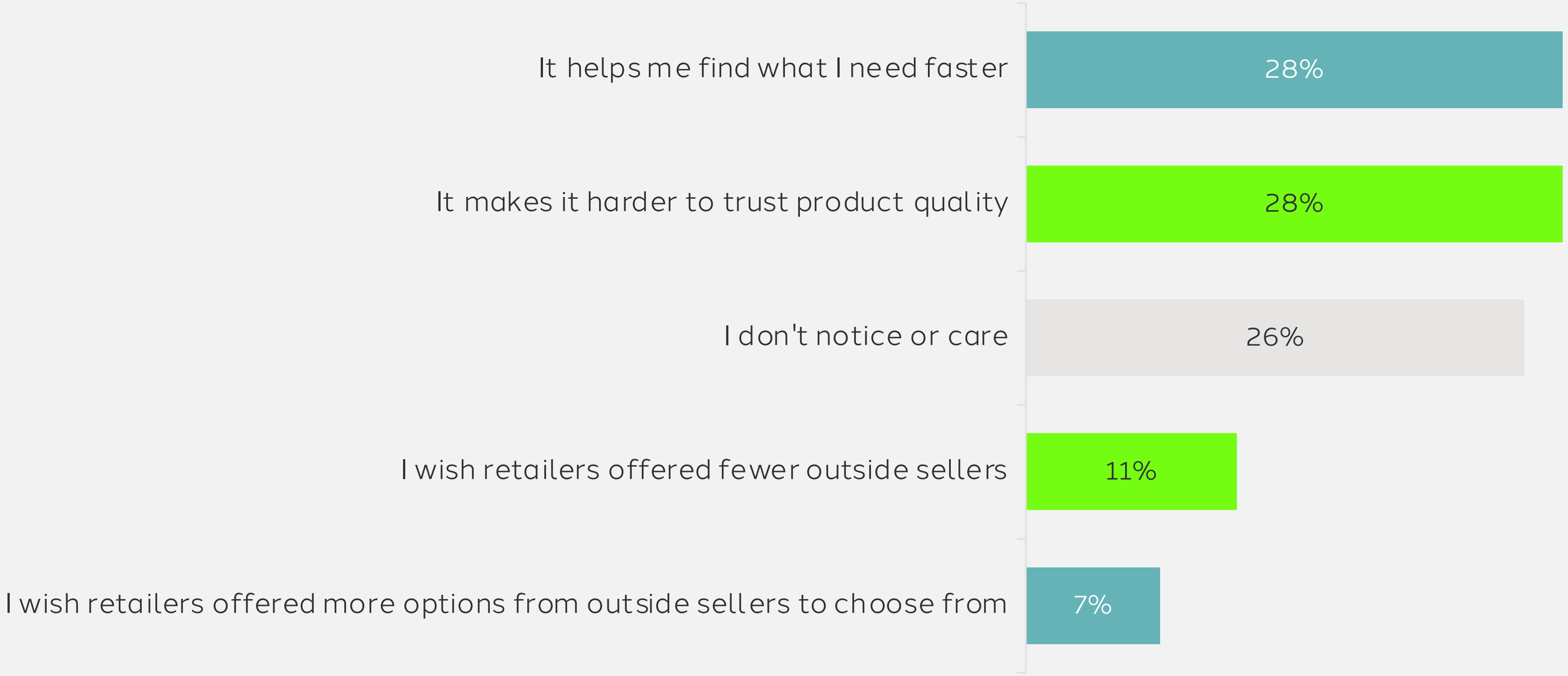
Millennials – the Amazon and eBay generation – are more likely to trust third-parties' content.



# THE DIFFERENCE IS MINIMAL, BUT CONSUMERS WOULD RATHER NOT SEE THIRD PARTIES' FOOTPRINT ON RETAILERS' WEBSITES GROWING

## WHICH OF THE FOLLOWING BEST REFLECTS HOW YOU FEEL ABOUT RETAILERS EXPANDING THEIR ASSORTMENTS BY FEATURING MORE PRODUCTS FROM 3RD PARTIES?




**POSITIVE TOTAL**

**35%**

**NEGATIVE TOTAL**

**39%**

# IMPLICATIONS FOR MARKETERS

## CLEARLY COMMUNICATE WHO'S DOING WHAT

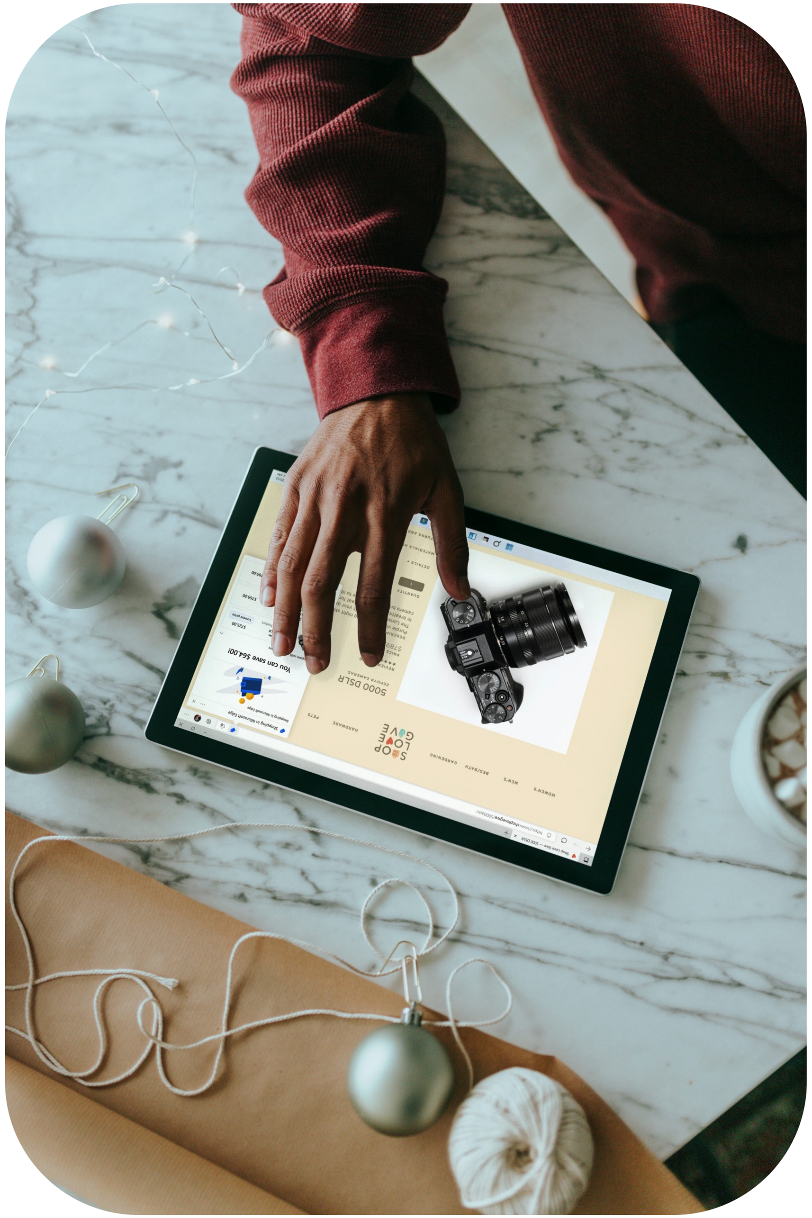
At times, perceptions around the experience you deliver as a retailer can be tainted by the fact that consumers don't fully understand you're acting as a vessel that allows them to connect with a third-party. Design experiences that are not complex or disruptive, but at the same time clearly mark the 'hand-off' points.

## SELECT PARTNERS THAT LIVE UP TO YOUR CUSTOMER PROMISE

Consumers like having more choice, but, ultimately, they expect anything that is surfaced on a retailer's website to conform to the pricing, shipping, return policies and benefits the retailers guarantees for its own inventory.

## CAN AI AGENTS HELP FILL THE GAPS IN INVENTORY?

Marketplaces surfacing third-party sellers aim to ensure consumers are shopping on the retailers' online premises vs browsing through the competition. Can AI agents built on the same premises help consumers navigate how to complement their in-progress purchase with outside items and services, without putting you on the hook for variables outside of your control?



# WHEN RETAIL BECOMES STORYTELLING

# MOST CONSUMERS, ESPECIALLY GEN ZERS AND MILLENNIALS, PREFER IT WHEN SHOPPING BECOMES MORE LIKE ENTERTAINMENT

This is, despite understanding the marketing angle behind this transformation.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**68%**

**"SHOPPING IS MORE ENJOYABLE WHEN IT FEELS LIKE ENTERTAINMENT"**

Gen Z = 74%

Millennials = 77%

**56%**

**"THE BEST SHOPPING EXPERIENCES MAKE ME FEEL LIKE I'M PART OF A STORY"**

Gen Z = 71%

**58%**

**"IF THE ENTERTAINMENT IS GOOD, I DON'T CARE THAT IT'S MARKETING - I WILL ENGAGE"**

Millennials= 72%

# HOWEVER, OVERPLAYING THE ENTERTAINMENT ANGLE CAN BACKFIRE, ESPECIALLY IF IT COMES AT THE EXPENCE OF CONVENIENCE

Trust needs to be earned for entertaining retail experiences to land. Boomers are particularly skeptic.

## TO WHAT EXTENT DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

**75%**

"SOMETIMES RETAILERS TRY TOO HARD TO ENTERTAIN WHEN ALL I WANT IS CONVENIENCE"

Boomers = 80%

**81%**

"I DON'T NEED SHOPPING TO BE ENTERTAINING, I JUST NEED GOOD PRICES"

Boomers = 91%

**73%**

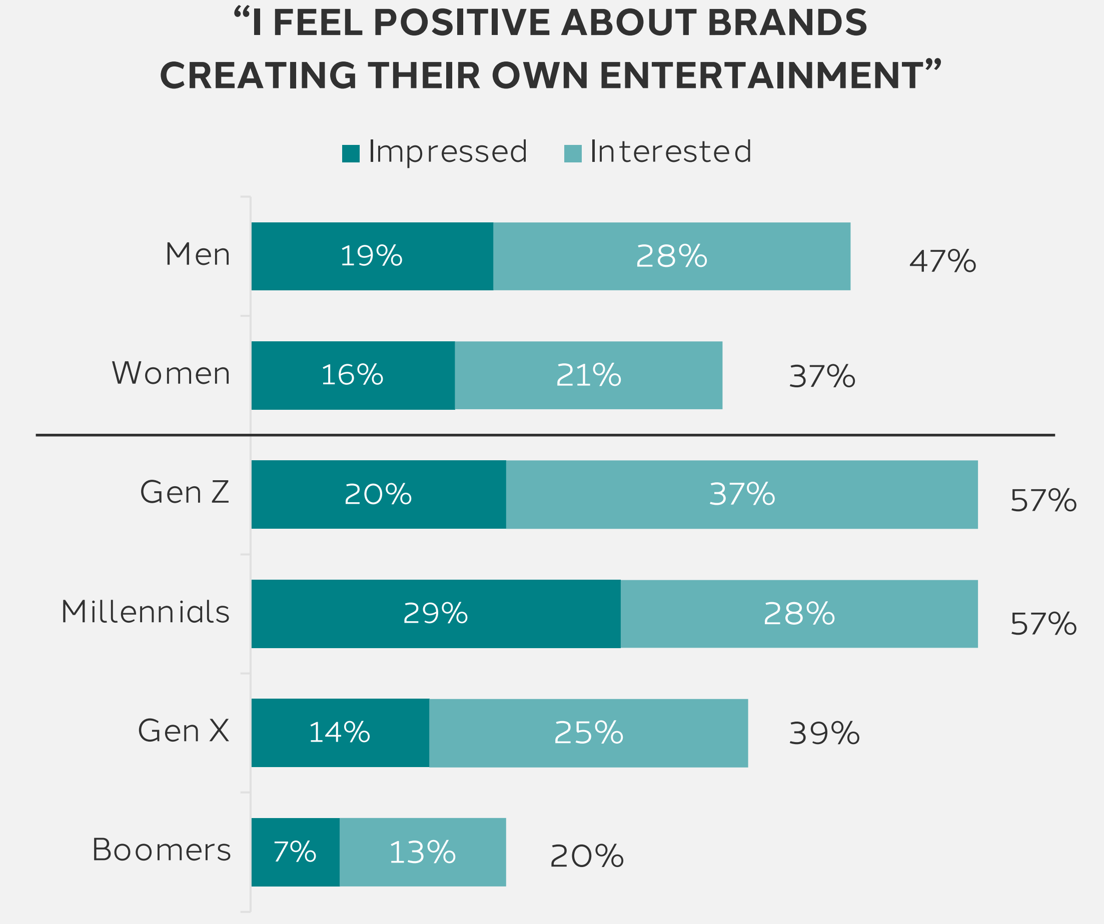
"I DON'T TRUST TOO MUCH BRANDS THAT BLUR ADVERTISING AND ENTERTAINMENT"

**73%**

"WHEN BRANDS TRY TO BE ENTERTAINING TOO OFTEN, IT CAN FEEL LIKE MANIPULATION"

# CONSUMERS ARE LARGELY IN FAVOR OF BRANDS CREATING THEIR OWN ENTERTAINMENT IP

Gen Zers and Millennials are particularly excited about this prospect.

# GAMIFICATION IS THE FORM OF ENTERTAINMENT/SHOPPING CROSSOVER THAT GARNERS MOST FAVOR

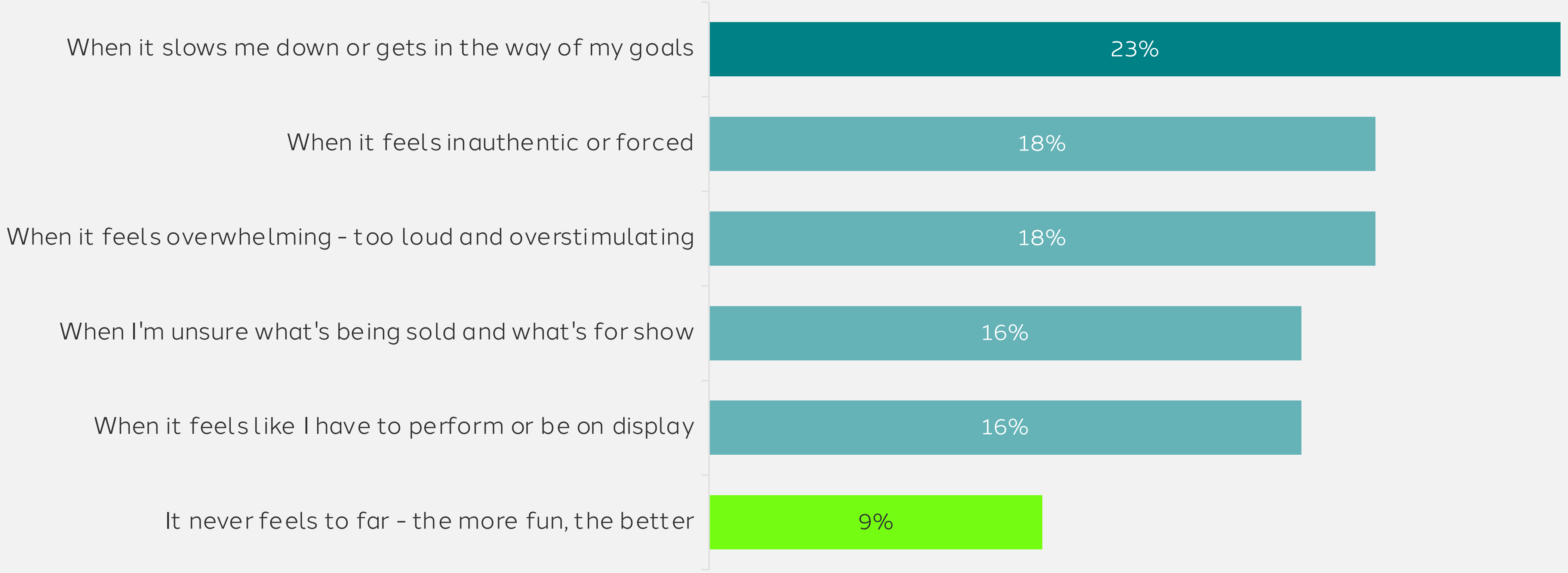
Consumers are also interested in seeing products inspired by their favorite entertainment IP.

## WHICH OF THESE ENTERTAINMENT/RETAIL CROSSOVERS WOULD YOU BE MOST INTERESTED IN EXPERIENCING?

# EMERGING ENTERTAINMENT CROSSOVERS ARE WELCOMED… AS LONG AS THEY DOESN'T BECOME SPEEDBUMPS

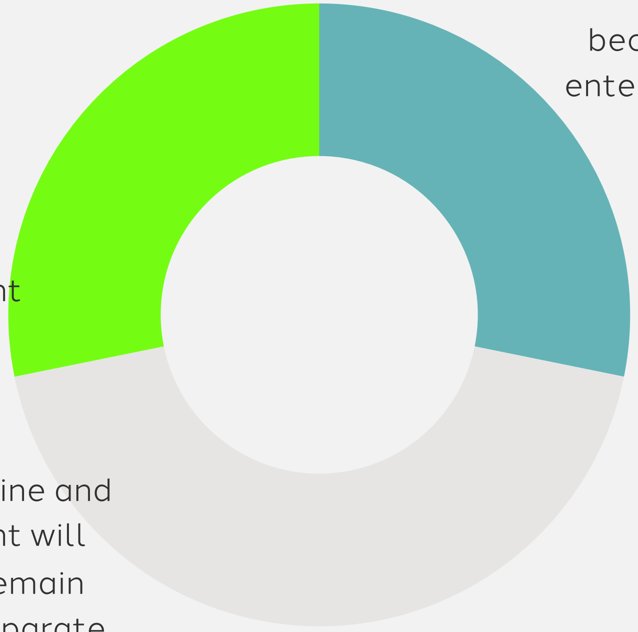
Surprisingly, only 16% of respondents have an issue with becoming a part of the storytelling.

## WHICH OF THE FOLLOWING IS MOST LIKELY TO MAKE YOU FEEL A SHOPPING EXPERIENCE HAS GONE TOO FAR INTO ENTERTAINMENT & STOPPED BEING USEFUL?

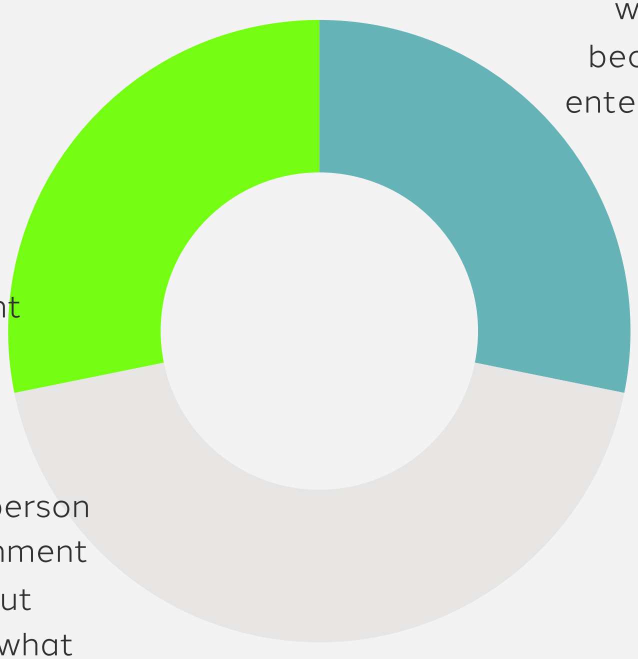


# CONSUMERS ARE SPLIT ON WHETHER SHOPPING (BOTH ONLINE AND IN-PERSON) WILL BECOME MORE LIKE ENTERTAINMENT OR LARGELY REMAIN FUNCTIONAL

## HOW DO YOU SEE SHOPPING ONLINE EVOLVING IN THE FUTURE?



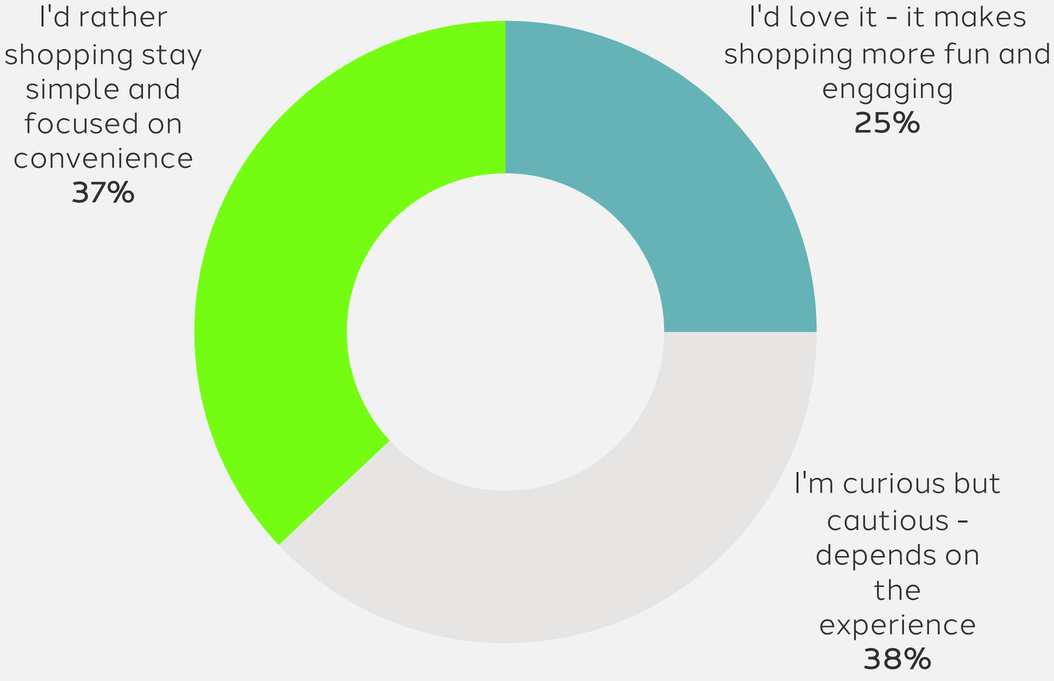

## HOW DO YOU SEE SHOPPING IN-PERSON EVOLVING IN THE FUTURE?



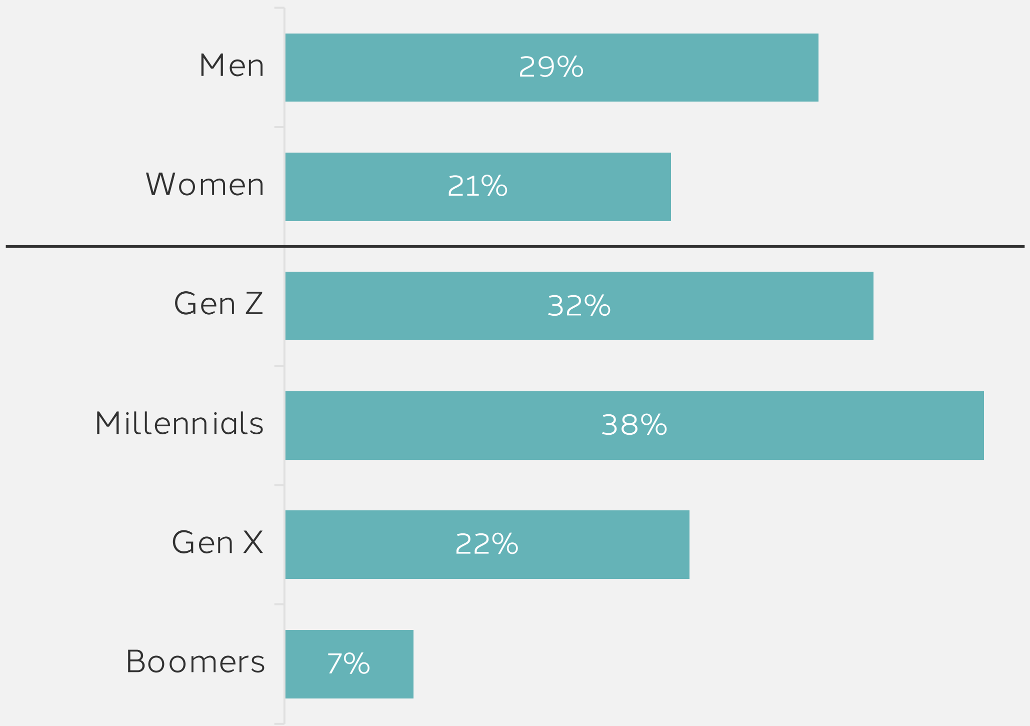
# 1 IN 3 AMERICANS ARE SKEPTIC ABOUT THE PROSPECT OF SHOPPING BECOMING MORE LIKE ENTERTAINMENT

However, younger generations are excited about the idea.

## HOW DO YOU FEEL ABOUT THE PROSPECT OF SHOPPING BECOMING MORE ENTERTAINMENT-DRIVEN IN THE FUTURE?

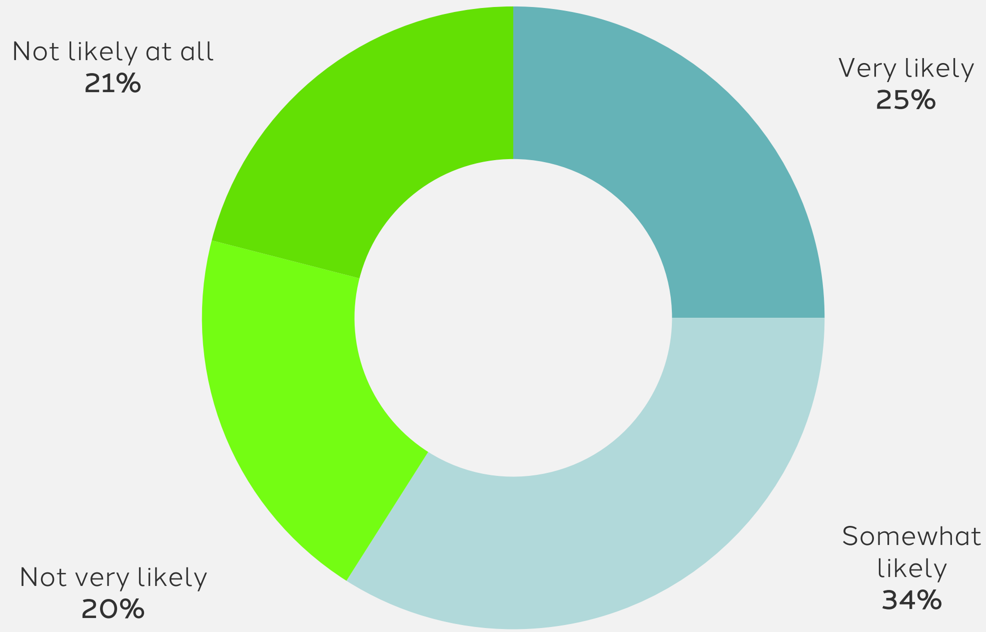



## "I'D LOVE IT IF SHOPPING BECAME MORE ENTERTAINMENT-DRIVEN IN THE FUTURE"

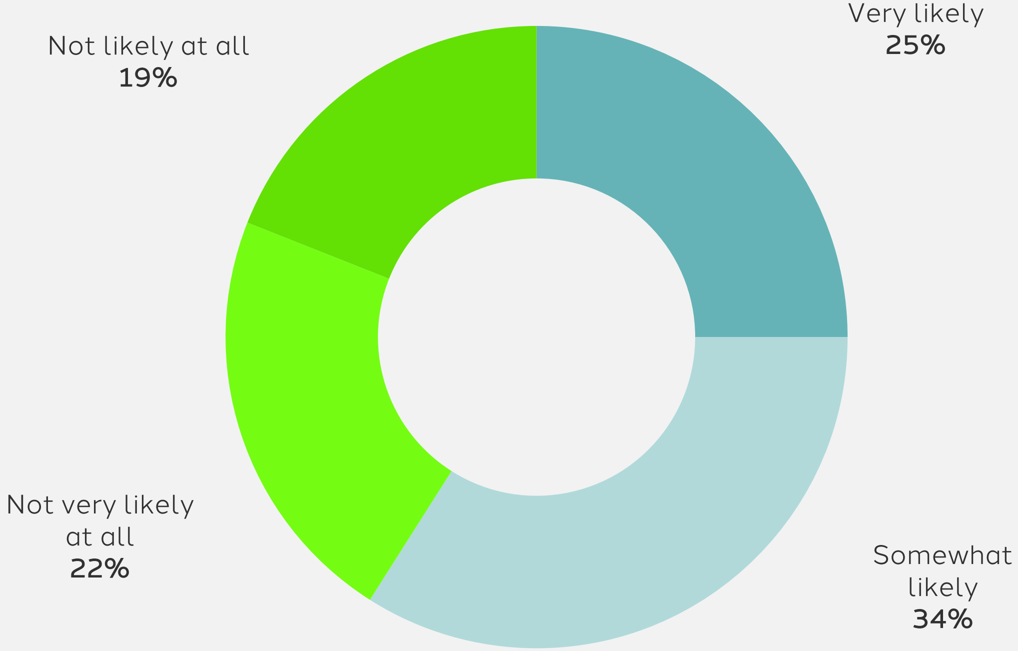


# CONSUMERS ARE AS LIKELY TO ENGAGE WITH ENTERTAINMENT BRANDS DIPPING INTO RETAIL AND WITH RETAILERS DIPPING INTO ENTERTAINMENT ALIKE

**HOW LIKELY ARE YOU TO ENGAGE WITH AN ENTERTAINMENT BRAND PROVING A SHOPPING EXPERIENCE RELATED TO ITS IP (E.G. A STREAMING COMPANY OPENING A POP-UP RETAIL STORE TO SELL MERCH)?**




**HOW LIKELY ARE YOU TO ENGAGE WITH A RETAIL BRAND CREATING ENTERTAINMENT CONTENT THAT TIES INTO SHOPPING EXPERIENCES (E.G., A RETAILER LAUNCHING A STREAMING SERVICE)?**



# IMPLICATIONS FOR MARKETERS


### POSITION ENTERTAINMENT AS AN ADDED BENEFIT TO COMMERCE, NOT AN EITHER/OR

Consumers, especially younger ones, are keen for retail experiences to become more entertainment-oriented, but they don't want to have to pay a premium for it or take away from the overall convenience of the shopping experience. Make sure your integrations into entertainment are not perceived to be taking away from the basics.

### GAMIFY THE SHOPPING EXPERIENCE TO MAKE BENEFIT AND ENTERTAINMENT MARCH HAND IN HAND

As opposed to using entertainment as a replacement for value to the consumer, think about how you can design participatory experiences where their know-how (familiarity with the brand, or with the lore of a specific entertainment IP) unlocks rewards and other benefits.

### PRIOTITIZE LORE THAT CONNECTS NATURALLY WITH YOUR RIGHT TO WIN

Consumers are open to brands and retailers developing their own entertainment IP. This is an opportunity to create a story-system that is aligned from the ground up with your products/services core value proposition, as well as with the values your brand is aligned to, and be less dependent on trends and taste evolving beyond your purview. This rational also applies to partnerships with external IP: don't choose only based on popularity (as it fluctuates) but think about what story-systems can organically complement your value proposition.

# MEET OUR CONTRIBUTORS

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# THANK YOU

INNOVATING TO IMPACT

dentsu

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