2023 Global Shopper Study
Regional Perspectives on the Retail Landscape

Amidst rapid retail changes, diverse viewpoints emerge, each rooted in the unique circumstances and economic realities of the locality surveyed.

Asia Pacific
(China, Japan, India, Australia, New Zealand)

Shoppers in Asia Pacific are most likely to leave the store with what they wanted, with only **44%** reporting an incomplete shopping trip, compared to the global average of **63%**.

Though in-store shopper satisfaction is relatively even across regions, **80%** of consumers in Asia Pacific say they are satisfied with the online shopping experience compared to **85%** globally.

North America
(United States, Canada)
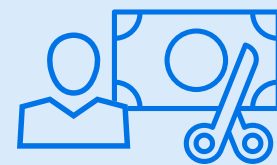
Consumers in North America report the impact of inflation, with **76%** saying they have cut overall spending to make ends meet.

85% of North American shoppers prefer retailers that make returns easy (global **82%**). Over three-fourths of decision-makers say that accepting returns of online orders is a significant challenge compared to the global average of **81%**.
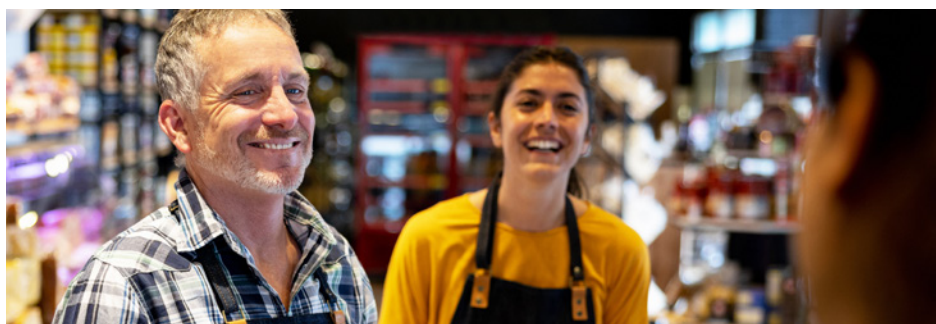
Europe
(United Kingdom, France, Germany, Italy)

Decision-makers in Europe are prioritizing sustainability, with **51%** saying it plays a growing role in their organization's business strategy compared to the global average of **45%**.

87% of associates in Europe believe their shoppers are more connected to information than they are, compared to **77%** globally.

Latin America
(Mexico, Brazil, Chile, Colombia)

Shoppers in Latin America value a tech-enabled in-store experience: **82%** said they have a better experience when associates use the latest technology, compared to the **74%** global average.

81% of consumers in Latin America prefer online retailers with brick-and-mortar locations, compared to a global average of **75%**.

To view the entire 2023 Global Shopper Study series, visit **zebra.com/shopperstudy**

Explore how Zebra can assist retailers in enhancing profitability while elevating shopper and associate experiences. Visit **zebra.com/retail**