

# Digital experience enthusiasts

## Profile

57%

of respondents who indicated they plan to spend more this holiday season are DX shoppers

91%

of DX shoppers were born after the baby boomer generation; 68% of these shoppers are Gen Z & millennials

78%

of DX shoppers plan to shop before the holiday season through Black Friday (vs. 69% overall)

76%

of DX shoppers plan to spend the same or more than last holiday season (vs. 66% overall)



## Shopping preferences

90%

of DX shoppers say it's important to have a store or brand app when holiday shopping in stores (vs. 56% overall)

89%

of DX shoppers say it's important to have in-store kiosks when holiday shopping in stores (vs. 49% overall)

89%

of DX shoppers say it's important to have self-checkout technology when holiday shopping in stores (vs. 55% overall)

83%

of DX shoppers say it's important to have just walk out technology available when holiday shopping in stores (vs. 41% overall)

85%

of DX shoppers say it's important to have real-time personalized offers sent to their smartphones when they enter a store while holiday shopping (vs. 44% overall)

81%

of DX shoppers say it's important to have digital assistance in fitting rooms when holiday shopping in stores (vs. 39% overall)

79%

of DX shoppers say new innovative brands or products are important when holiday shopping (vs. 57% overall)

78%

of DX shoppers say it's important to have a virtual experience of products through augmented reality technology when holiday shopping in store (vs. 36% overall)

## Relationship builders

86%

of DX shoppers say products and services that promote health and wellness are important when choosing the brands or retailers they purchase from during the holiday season (vs. 65% overall)

83%

of DX shoppers say a loyalty program is an important factor when holiday shopping (vs. 63% overall)

79%

of DX shoppers say philanthropy and community impact is important when choosing the brands or retailers they purchase from during the holiday season (vs. 56% overall)

76%

of DX shoppers prefer to buy gifts that support a cause for social good, even if the gifts can't be returned (vs. 55% overall)

## Opportunity

Amid the sea of offers from established and new competitors, attracting customers is challenging; keeping them is even more challenging. The advantage goes to the innovators: the companies that continue to reshape the way they operate to meet new needs and market conditions. DX shoppers effortlessly move between digital and physical spaces, creating new opportunities for brand engagement. Retailers who effectively fuse online capabilities with in-store experiences will be more likely to secure the loyalty of these consumers.