

Mobile Retailing - US - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Mobile shopper profiles
- Motivations and barriers to mobile use
- Preferences between apps and mobile websites
- Shopping behaviors on mobile devices
- Attitudes toward mobile retailing

Mobile commerce is growing exponentially and will soon make up a majority of total ecommerce sales – mobile retail sales will account for 40%-45% of total ecommerce sales by 2024, making it imperative for brands and retailers to understand what consumers want from their mobile shopping experience. A streamlined shopping journey, linked omnichannel options and adaptable websites are key aspects to consider.

Consumers are struggling with inflation and high prices for consumer products will continue through at least early 2023. This means that consumers will be focused on their budgets and making the most of their dollars as they shop. Consumers will be on the lookout for options such as buy now, pay later as well as budgeting and promotional tools. Brands can provide value through personalized offerings and promotions to capture consumer interest.

One of the biggest threats to mobile retailing comes from the discontinuation of third-party cookies by Google in 2024, with other brands likely to follow suit. Brands and retailers have relied on third-party cookies for information about current and potential consumers. Now brands must encourage shoppers to willingly share information about themselves in order to provide the tailored experience consumers seek.

Integration with other apps presents a big opportunity in mobile retailing – brands and retailers can provide greater value by partnering with apps such as Mint or Shop. These apps help consumers manage budgets and consolidate tracking information in one place. Through these third-party options, brands



“Mobile retailing is growing rapidly and already makes up a significant portion of total ecommerce sales. The coming years will see continued improvements in 5G technology. Mobile websites and apps are a vital way for brands to provide the tailored, personalized shopping experience consumers desire.”

– **Katie Hansen, Senior Analyst, Retail & eCommerce**

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can offer more flexibility and control to consumers as they shop with their mobile devices.

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Table of Contents

OVERVIEW

- What you need to know
- This Report looks at the following areas
- Definition
- Market context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
Figure 1: Mobile retailing outlook, 2023-28
- Opportunities and challenges
- Exclusive experiences, products will drive interest in app downloads
- Third-party partnerships can offer consumers greater value
- Brands, retailers can provide inspiration on their apps
- Privacy, security will keep cautious consumers on edge
- Key consumer insights

MARKET LANDSCAPE

- Mobile retailing will comprise a larger portion of total ecommerce sales

MARKET FACTORS

- Economic woes tie up consumers' wallets, confidence
- Inflation continues to punch down spending power
Figure 2: Consumer Price Index change from previous period, 2007-22
- Confidence levels remain at lowest levels in decades
Figure 3: Consumer Sentiment Index, 2007-22
- A growing, young, diverse crowd will increase mobile commerce
Figure 4: Generational composition, by race and Hispanic ethnicity, 2022
- 5G can help support the growth of mobile retailing
- New regulations limit influence in app stores, marketing efforts
- Dominant app stores get a wakeup call
- Third-party cookies reduce visibility into how to personalize the consumer experience

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COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Inspiration becomes a greater priority for shopping apps in competition with social commerce
• The opportunity: mimic social commerce features to provide an engaging discovery process
Figure 5: Amazon launches Inspire to compete with TikTok
• Gaming opens up new mobile engagement opportunities
• The opportunity: merge retail and gaming to create an engaging experience and get in front of new and existing customers
Figure 6: Gucci launches in gaming
• Retailers make mobile a central part of communicating with consumers
• The opportunity: leverage everyday mobile functions to provide mobile shoppers with greater convenience, levels of service
Figure 7: Walmart launches Text to shop feature
• Brands link up with third-party apps to provide convenience to consumers
• The opportunity: partner with third-party brands to elevate service

THE MOBILE CONSUMER – FAST FACTS
THE MOBILE SHOPPER

- Mobile use overtakes computer use
Figure 8: Devices used, 2022
• Young, multicultural, lower-income consumers are driving mobile
Figure 9: Devices used, by key demos, 2022
• More consumers make more purchases on their mobile devices
Figure 10: Old Navy provides easy-to-use mobile experience
Figure 11: Total purchases made on mobile device, 2022
• Consumers from all backgrounds shop heavily on mobile
Figure 12: Total purchases made on mobile, by key demographics, 2022
• Mobile shopping doesn't always equate to a mobile consumer
Figure 13: Shopping locations, 2022

PRODUCTS PURCHASED

- Consumers shop openly across categories
Figure 14: Products purchased, 2022
• Black consumers seek a wide variety of products

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Infographic Overview
Powerpoint Presentation
Interactive Databook
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Figure 15: Products purchased, by race and Hispanic ethnicity, 2022

MOTIVATIONS AND BARRIERS TO MOBILE USE

- **Consumers leverage convenience from their mobile devices**
Figure 16: Motivations, 2022
- **Millennials see added value from exclusivity on apps**
Figure 17: Motivations, by generation, 2022
- **Lack of computer or laptop access leads less affluent consumers to rely on their mobile devices**
Figure 18: Motivations, by household income, 2022
- **Consumers are driven by experience to shop on mobile devices (or not)**
Figure 19: Barriers, 2022
- **Older consumers seek reassurance on privacy; younger generations look for the optimal experience**
Figure 20: Barriers, by generation, 2022

APPS VERSUS WEBSITES

- **All-inclusive shopping apps are preferred over many brand apps**
Figure 21: App versus website use, 2022
- **Younger generations look to limit clutter on their mobile devices**
Figure 22: App versus website use, by generation, 2022
- **Shoppers seek quality apps over quantity**
Figure 23: Number of apps, 2022
Figure 24: Stitch Fix taps personalization, seamless purchase process

MOTIVATIONS FOR USING MOBILE APPS

- **Shopping frequency, convenience drive app downloads**
Figure 25: Reasons to download apps, 2022
Figure 26: Kroger highlights app in email communication
- **Women seek apps for budgets, men for research**
Figure 27: Reasons to download apps, by gender, 2022
- **Apps can help parents learn from their communities**
Figure 28: Reasons to download apps, by parental status, 2022
- **Apps connect consumers and brands and streamline shopping**
Figure 29: Interest in app features, 2022
- **Gen Z, Millennials drive interest in shopping features, elevating their experience**

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: Interest in app features, by generation, 2022

- **Infuse fun in apps to engage parents**

Figure 31: Interest in app features, by parental status, 2022

SHOPPING BEHAVIORS

- **Consumers purchase more than they browse on a mobile device**

Figure 32: Shopping behaviors on mobile devices, 2022

- **Parents seek advanced shopping options from mobile retail experiences**

Figure 33: Shopping behaviors on mobile device, by parental status, 2022

- **Mobile devices elevate physical retail**

Figure 34: Mobile device use in-store, 2022

- **Gen Z looks for a hybrid experience while shopping**

Figure 35: Mobile device use in-store, by generation, 2022

ATTITUDES TOWARD MOBILE RETAILING

- **Mobile shopping seen as more convenient than shopping on computers or in stores**

Figure 36: Attitudes toward mobile devices – convenience, 2022

- **Consumers need encouragement to continue to shop with mobile in the future**

Figure 37: Attitudes toward mobile devices – experience, 2022

- **Younger generations push mobile use forward**

Figure 38: Attitudes toward mobile devices – experience, by generation, 2022

- **Push notifications can assist consumers in staying up to date with brands**

Figure 39: Attitudes toward mobile devices – push notifications, 2022

- **Create value with push notifications to engage with Gen Z**

Figure 40: Attitudes toward mobile devices – push notifications, by generation, 2022

- **Consumers keep a sharp eye on privacy and data protection practices**

Figure 41: Attitudes toward mobile devices – security, 2022

- **Younger generations are willing to share information so long as they maintain control**

Figure 42: Attitudes toward mobile devices – security, by generation, 2022

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Full Report PDF

Infographic Overview

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Interactive Databook

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APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Marketing creative
- Abbreviations and terms
- Abbreviations
- Terms

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