

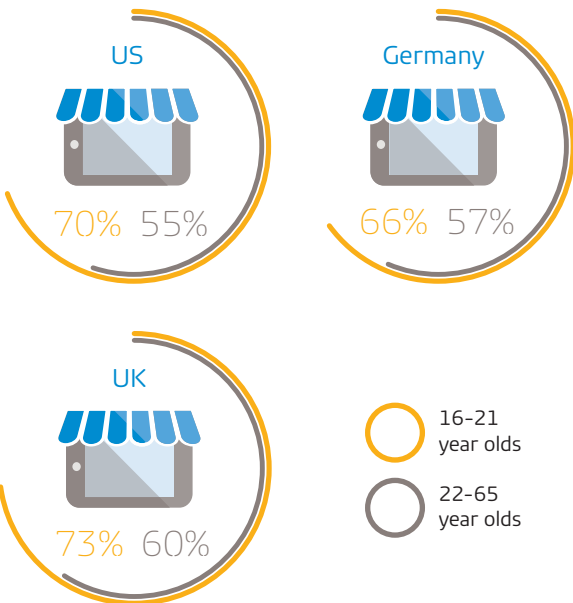
YOUNG SHOPPERS ARE SWITCHED ON TO OMNICHANNEL



Our global research shows that young shoppers want to **move seamlessly** between offline and online retail environment.



Especially in the **US, UK and Germany**, young shoppers appreciate the benefits that come from having both an online and physical shopping experience.



LOOKING AHEAD YOUNG SHOPPERS...

...want easier shopping across online and offline stores.

40%



...want improved customer service based on individual needs.

41%



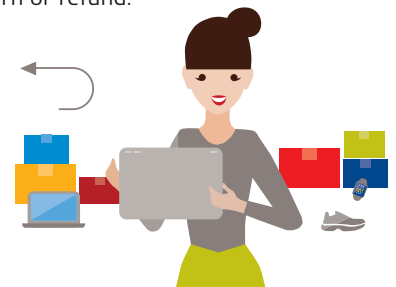
...want improved delivery service.

45%



...want the ability to easily return or refund.

46%



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Basis: 16–21 year olds; all figures from GfK's Global Young Shopper Survey which explores current and future shopping behavior and was carried out in US, UK, Germany, Italy, South Korea, Brazil, Russia, India, China and South Africa. Total sample of 7,266 includes 5,000 16–21 year olds.

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