

ULTIMATE CHOICE: STORES ORGANIZED ACCORDING TO CONSUMER NEED STATES



Your mission is to become curators of choice in-store.

Choice has traditionally been about choosing **one product over another**. But today's connected consumers want stores to do the work for them and display products side by side that meet a particular need state – for example, gin displayed next to limes.

One fifth (**21%**) of shoppers globally buy in-store because they can purchase multiple goods simultaneously. It's the **fifth** most cited reason for buying **in-store**.

In a store, **choice** is about **experiencing products for real**. The primary reason for shopping in-store for **51%** of shoppers **is to see and feel the products** before purchase. Price is more important for web shoppers – more than a **half (55%)** buy online to **save money**.

In-store shoppers

21% 
purchase multiple goods simultaneously



51% 
see and feel the product before purchase

Mobile shoppers



55% 
want to save money