

In-store vs. Online

Not quite the battle you might think.

Brick & Mortar is the dominant format.

78% OF CONSUMERS PREFER TO SHOP IN-STORE.

Consumers purchase at online retail websites an average of 2.2 times per month.



Average time spent in a brick-and-mortar store



Average time spent on a single retail website



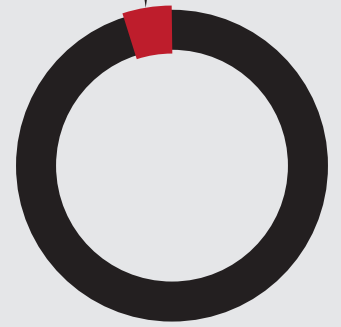
Consumers spend significantly more per month in a **physical store** than online.

73%

want to try on or touch merchandise before they make a purchase.

Consumers purchase at shopping centers an average of 7.5 times per month.

In 2013, online retail sales totaled **\$263 billion**, which accounts for **6%** of total retail sales.



In-store sales totaled \$4.3 trillion, which accounts for **94%** of total retail sales.

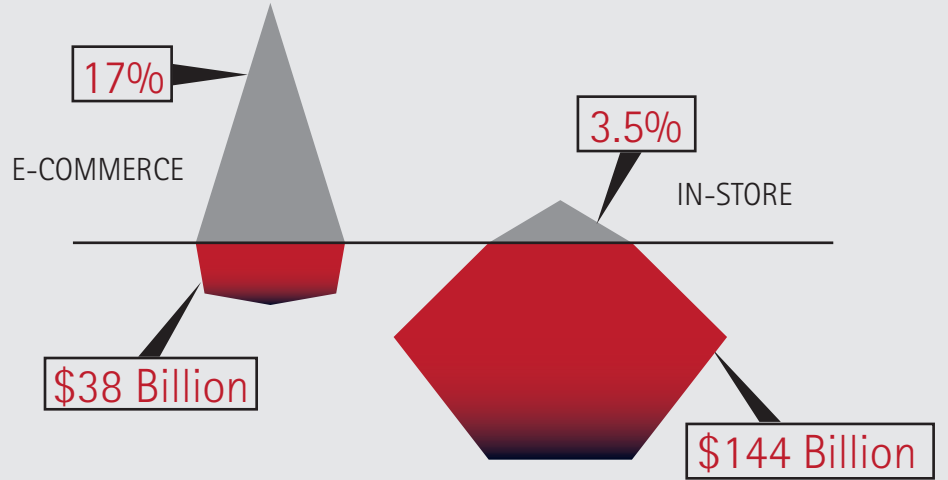
Consumers indicated that online accounts for just **13%** of their retail purchases.



87% of their purchases are at shopping centers.

On the surface...

E-commerce growth outpaced in-store growth, nearly 5 to 1.



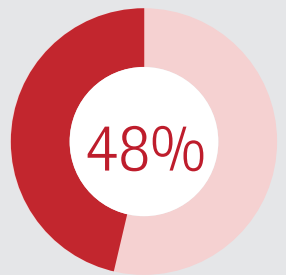
But if you look deeper...

Dramatic growth rates are easier to achieve when calculated off a small base—17% growth for e-commerce only accounts for \$38 billion, while in-store growth of 3.5% equals \$144 billion.

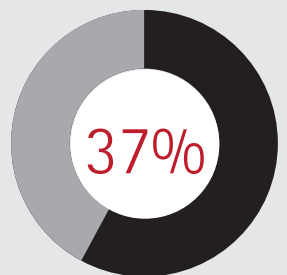
Source: U.S. Census Bureau

What I Want, Where, and When I Want It.

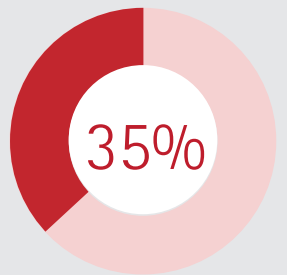
Consumers are blurring the boundaries between online and in-store purchases. Omni-channel retailing is actually an enhancement to brick-and-mortar stores.



of consumers have ordered online and picked up their purchase in-store.



of consumers use the internet to locate or research items, but prefer to make purchases in-store.



of consumers have ordered online and returned their purchase in-store.



1 in 20 consumers make a purchase after browsing an online store



1 in 5 consumers make a purchase after browsing a physical store

Omni-channel produces higher net sales - online retailers with direct delivery/returns only receive a 77% net sale. Retailers that provide an in-store return option from online purchases can expect a 95% net sale.

