In-store vs. Online

Not quite the battle you might think.

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.

73% want to try on or touch merchandise before they make a purchase.

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.

48% of consumers have ordered online and picked up their purchase in-store.

37% of consumers use the internet to locate or research items, but prefer to make purchases in-store.

35% of consumers have ordered online and returned their purchase in-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.

Source: U.S. Census Bureau

Source: Shop Visible