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.

54 MIN
Average time spent in a brick-and-mortar store

38 MIN
Average time spent on a single retail website

$1,710
$247
Consumers spend significantly more per month in a **physical store** than online.

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

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

In 2013, online retail sales totaled $263 billion, which accounts for 6% of total retail sales.
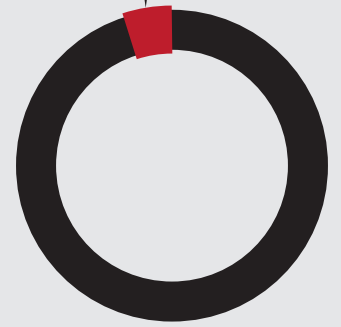
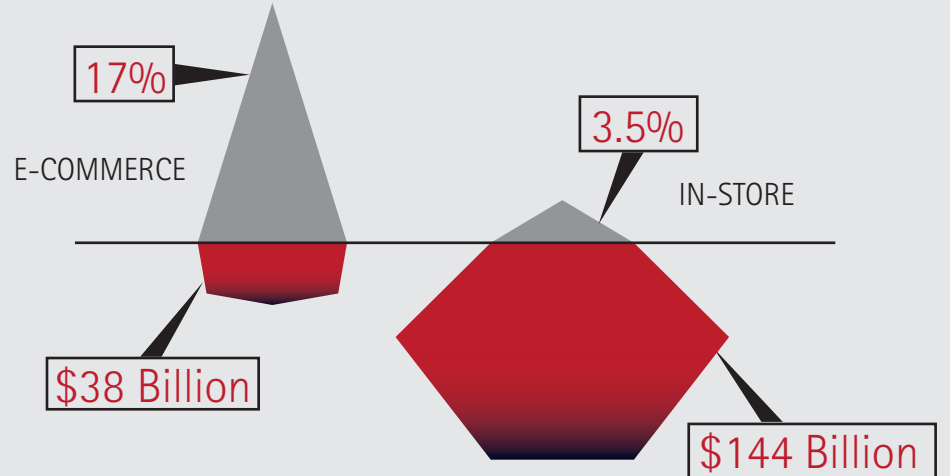In-store sales totaled $4.3 trillion, which accounts for 94% of total retail sales.

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.

17%
E-COMMERCE
$38 Billion

3.5%
IN-STORE
$144 Billion

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.
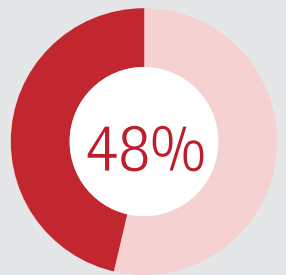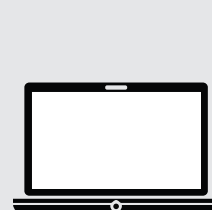
48% of consumers have ordered online and picked up their purchase in-store.
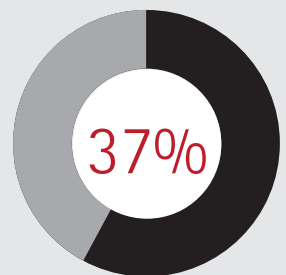
37% of consumers use the internet to locate or research items, but prefer to make purchases in-store.
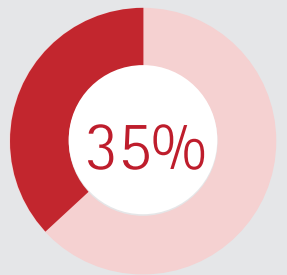
35% of consumers have ordered online and returned their purchase in-store.

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.

23% Return Rate
Direct delivery
Online return
= 77% Net Sale

In-store return
23% Return Rate
Direct delivery
18% in-store purchase during return visit
In-store purchase
= 95% Net Sale

Source: Shop Visible

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