EXECUTIVE SUMMARY

2024 Consumer Research

THE MODERN BUYING JOURNEY

Navigate the intricate pathways of the modern buying journey. Follow shoppers from the first phase of product and brand discovery to the careful research and consideration phase and, finally, to the ultimate buying decision.

SALSIFY

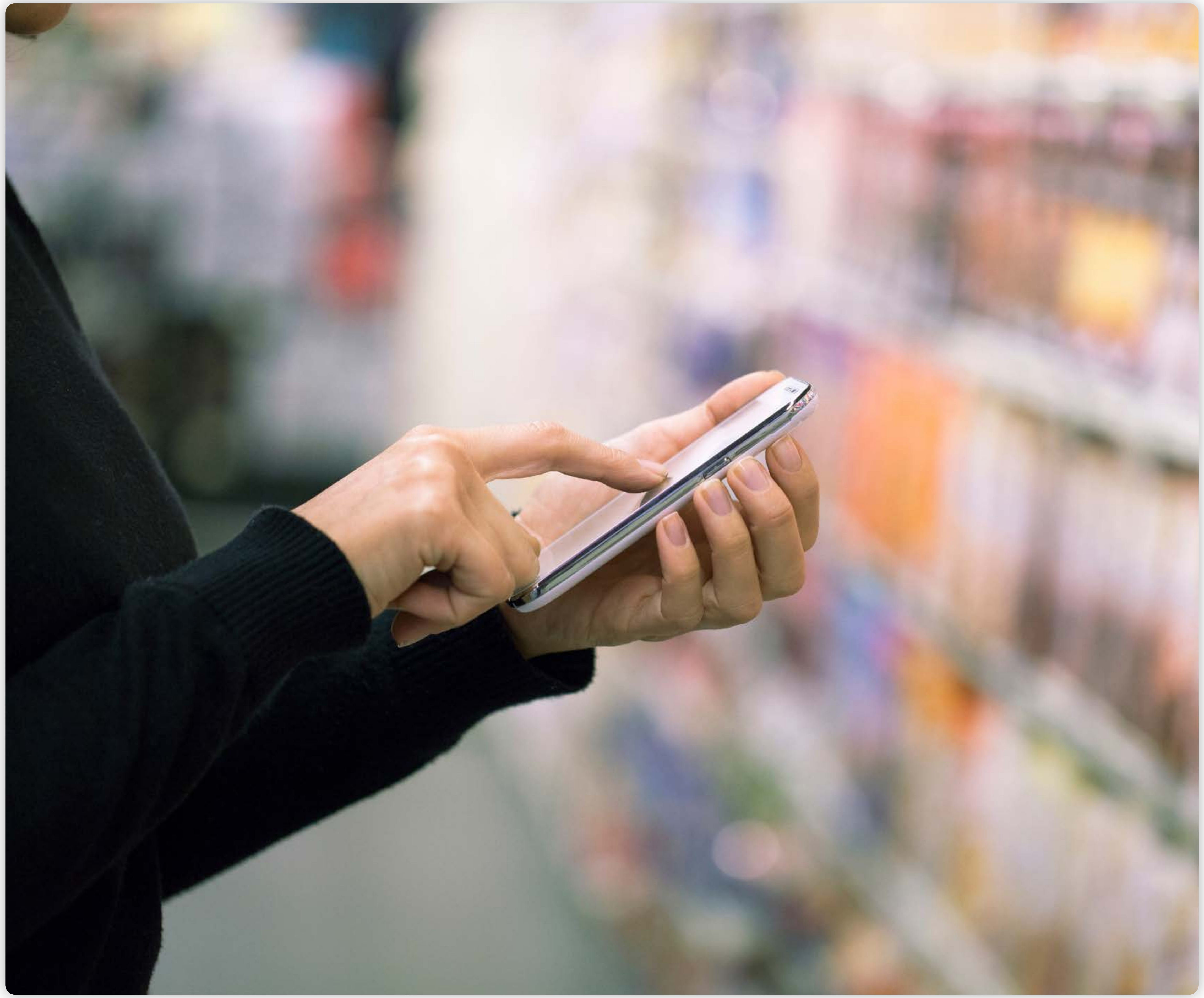
The Modern Buying Journey: Awareness

OMNICHANNEL ENGAGEMENT IS ESSENTIAL

Shopper Takeaway	Brands Must
Shoppers discover products and brands across a multitude of channels, with physical retail stores (57%), search engines (49%), and social media (43%) being top discovery platforms.	Capitalize on every shopper touch point, creating consistent and engaging product content across channels that leaves a positive and lasting impression.

MEET SHOPPERS IN THE ‘GOLDILOCKS ZONE’ OF OMNICHANNEL SHOPPING

Shopper Takeaway	Brands Must
Almost half of shoppers (49%) prefer a balanced mix of online and in-store shopping, emphasizing the significance of delivering seamless omnichannel experiences. More shoppers prefer shopping online (29%) than shopping in a brick-and-mortar store	Adapt to this preference by ensuring a seamless experience — or “Goldilocks zone” of shopping — that allows shoppers to weave between online and in-store shopping.



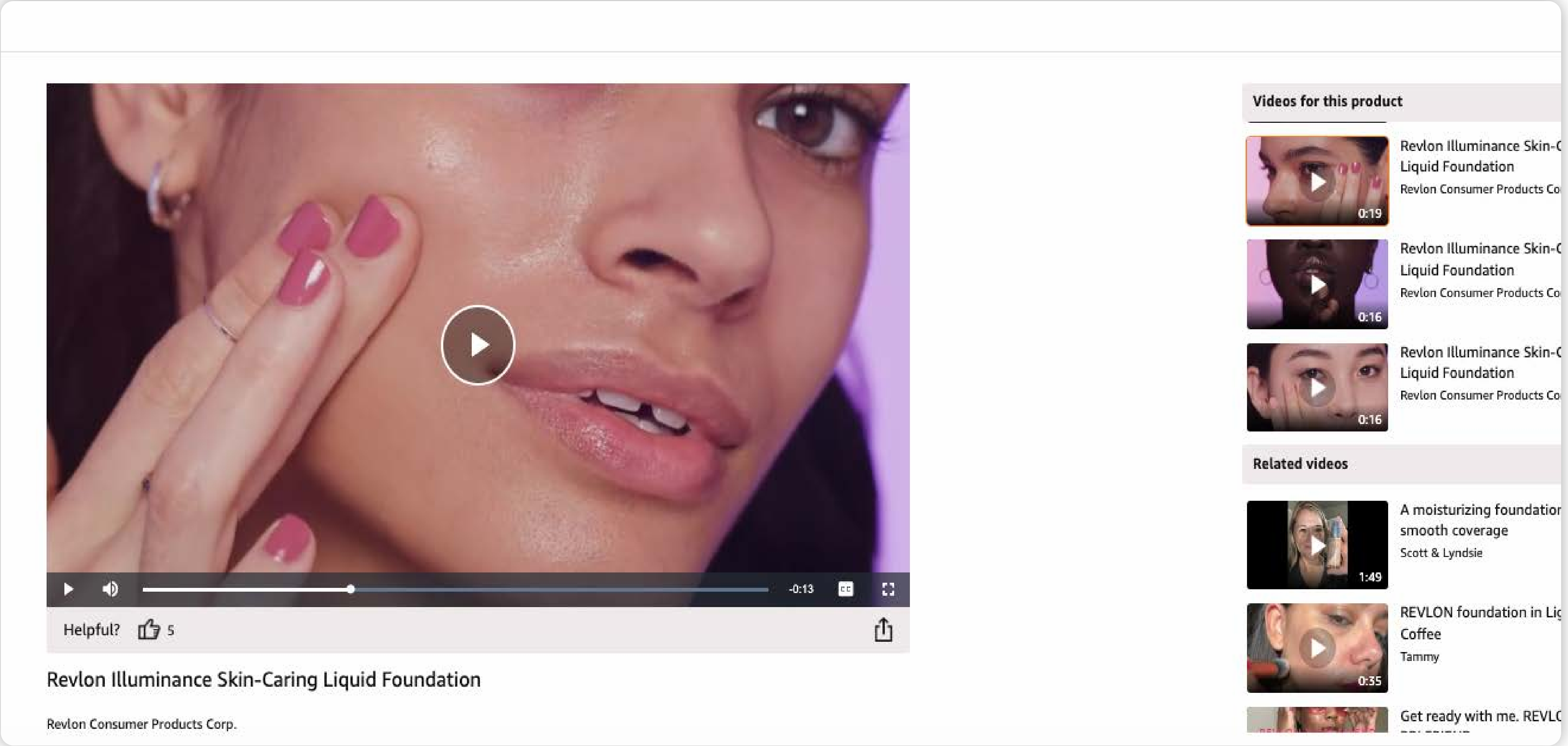
The Modern Buying Journey: Consideration

SEARCH ENGINE OPTIMIZATION (SEO) STILL MATTERS

Shopper Takeaway	Brands Must
About two-thirds of shoppers (66%) head to search engines like Google to research new products, and nearly half (47%) turn to online marketplaces like Amazon.	Prioritize search engine optimization (SEO) and product page optimization efforts on marketplaces. Ensure that your products have consistent, comprehensive, and complete product content, including optimized product titles, high-quality images, pricing details, benefits, specs, and so on to capture sales.

WANT ENGAGED SHOPPERS? GIVE THEM ACTION

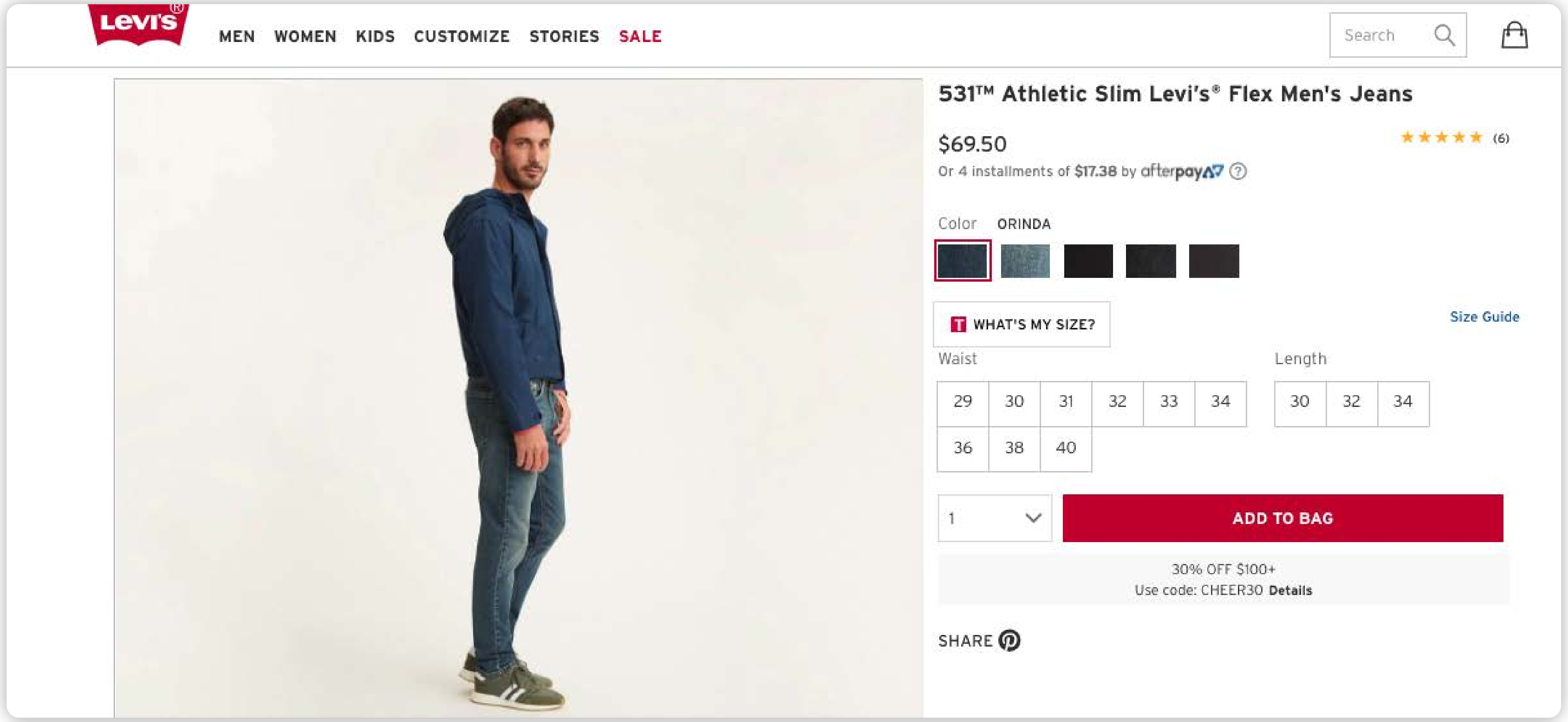
Shopper Takeaway	Brands Must
Many shoppers reported preferences for visually engaging elements like user-generated content (UGC) (40%) and product videos (37%) — and even wrote in to express that seeing products “in action” keeps them engaged.	Show products in action authentically across channels. Incorporating UGC on your direct-to-consumer (D2C) websites; leveraging influencer partnerships on social channels; displaying video demos on marketplaces and retailer sites; and even playing in-store videos can help shoppers fully appreciate what a product offers and buy with assurance.



The Modern Buying Journey: Decision

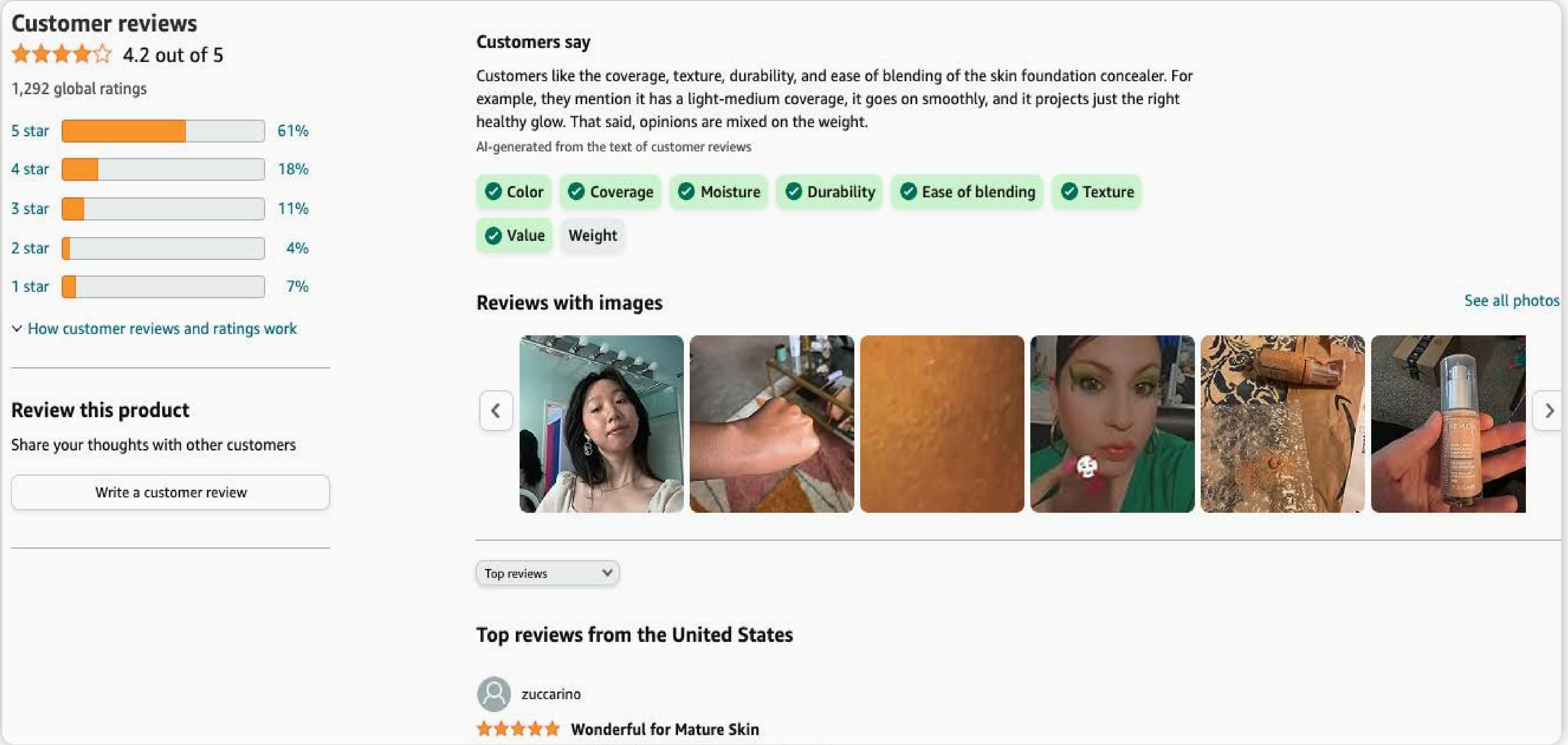
ONLINE CHANNELS DOMINATE IN PURCHASES

Shopper Takeaway	Brands Must
A notable 65% of shoppers consider online marketplaces as a primary place to buy new products.	Adapt to the growing influence and prevalence of ecommerce in the consumer landscape. Various online channels — including retail websites, D2C brand websites, and social media shops — contribute to the diverse set of options available to shoppers to complete purchases.



PRODUCT CONTENT QUALITY IS CRUCIAL

Shopper Takeaway	Brands Must
A substantial 78% of shoppers find product images extremely or very important, highlighting the importance of visually engaging content. The quality of product content, including images, descriptions, ratings, and reviews, also plays a pivotal role.	Prioritize creating high-quality product content to enhance the overall customer experience and drive sales.



2024 Shopping Trends

ENSURE YOUR TEAM IS EQUIPPED TO ADAPT TO SHOPPING TRENDS

Shopper Takeaway	Brands Must
Shopping trends are continually evolving, so brands need to stay adaptable.	Create a consistent, compelling presence across online channels — and seamlessly blend this into in-store support, when applicable — to become shoppers' best option. Regularly reassess and align strategies with emerging trends to ensure relevance — whether it's by responding to economic shifts, adopting sustainable practices, or integrating technological advancements. Brands that remain agile and responsive to consumer preferences are better positioned for sustained success.

BEFRIEND A BUDGET-FRIENDLY APPROACH

Shopper Takeaway	Brands Must
More than a third (39%) of shoppers placed an increased focus on budget-friendly options and prioritized essential purchases over non-essentials this year (35%).	Loyalty isn't enough to pay the bills. But even in times of tighter budgets, you can capture shoppers and assure them your product isn't only the right buy but an essential one. Offer timely discounts, be transparent about price and shipping details, emphasize benefits, and provide detailed product comparisons.

SALSIFY

This executive summary outlines the most pressing takeaways from the Salsify “2024 Consumer Research” report. Download the full report for a detailed view of the modern buying journey and actionable insights to inform your strategy decisions — this year and beyond.

DOWNLOAD REPORT

Methodology

Salsify surveyed a total of 2,802 participants, comprising 1,430 shoppers from the United States (U.S.) and 1,372 shoppers from the United Kingdom (U.K.). The survey was administered using SurveyMonkey, and data was collected on December 1, 2023.

Only completed responses were considered for analysis in this report, resulting in a total of 2,700 valid responses. Incomplete or partially filled surveys were excluded to ensure the accuracy and reliability of the data.

Our aim was to employ a stratified sampling method for balanced, comprehensive, and diverse representation: a goal of 25% for each age group (ages 18–26, 27–42, 43–58, 59–77), a balanced gender ratio, and a balanced division between the U.S. and the U.K.

Shopper Shoutout quotes were pulled from open-answer comment sections within the survey and were edited for length and clarity.

Our objective for this report was to obtain a comprehensive understanding of consumer preferences, behaviors, and attitudes within the buying journey.

U.S. Consumer SurveyTotal: 1,397 Participants

AGE
18-26: 331 (23.69%)
27-42: 399 (28.56%)
43-58: 339 (24.27%)
59-77: 328 (23.48%)

GENDER
Female: 712 (50.97%)
Male: 684 (48.96%)
Non-binary: 0
A gender not listed here: 0
Prefer not to answer: 0

U.K. Consumer Survey 1,303 Participants

AGE
18-26: 290 (22.26%)
27-42: 369 (28.32%)
43-58: 324 (24.87%)
59-77: 320 (24.56%)

GENDER
Female: 652 (50.04%)
Male: 650 (49.88%)
Non-binary: 0
A gender not listed here: 0
Prefer not to answer: 0