



Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #5

A CONTINUOUS SHOPPING JOURNEY



The Six Consumer Expectations Framework

SEAMLESS • TRANSPARENT • REWARDING • GUIDING • **CONTINUOUS** • RELEVANT

ABOUT THE RESEARCH

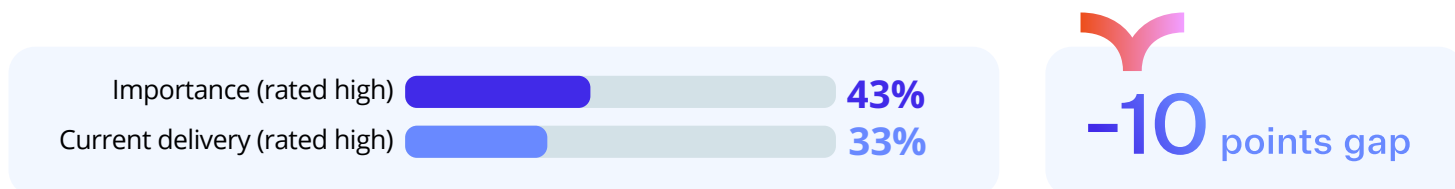
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel like one continuous experience, with their lists, loyalty benefits, preferences, and promotions seamlessly following them from digital channels into the store, creating a connected relationship rather than disconnected interactions.

THE GAP

The percentages below show the gap between how important consumers say this experience is to them, and how well they believe stores are currently delivering on it.



BUSINESS IMPACT OF THE GAP

17% of consumers couldn't access their saved lists, coupons, or rewards once they were in the store

Why it Matters to Retailers

- Disconnected shopping experiences reduce the value of retailers' digital investments and weaken customer engagement.
- When shopping lists, offers, and preferences don't carry into the store, planned purchases are more likely to be missed.
- Bringing digital context into the store increases conversion, basket completion, and consumer satisfaction.
- A continuous omnichannel experience drives stronger loyalty, more frequent visits, and greater customer lifetime value.

What Consumers Say a Better In-Store Experience Would Deliver

Consumers were asked how a faster, clearer, more personalized experience – across all six expectations – would change their behavior. These results reflect that combined effect, not any single fix.

50%

would return to that store more often

38%

would choose it over a competitor

38%

would buy more items than planned

22%

would spend more overall per visit

88% loyalty & preference signal consumers who get a better experience say they return more often and choose that store over competitors. The primary return on closing the gap is stronger long-term customer retention. *Cust2Mate Survey 2026*

How Smart Carts Close the Gap *Cust2Mate platform capabilities, not survey findings*

- Consumers connect to their loyalty account on arrival, instantly accessing their lists, offers, and benefits.
- Shopping lists, preferences, and promotions automatically carry into the store, so every visit starts where the digital journey ended.
- Personalized content reflects each consumer's history and preferences, making the experience feel recognized and connected.
- The smart cart extends the retailer's digital relationship into the store, creating one continuous shopping journey from planning to purchase.