



Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #4

A GUIDING SHOPPING JOURNEY



The Six Consumer Expectations Framework

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

ABOUT THE RESEARCH

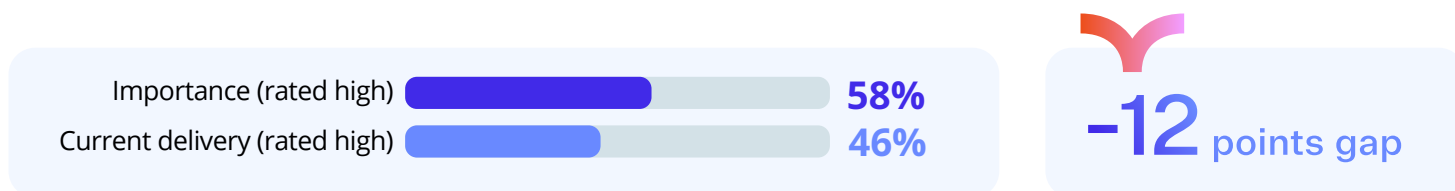
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel guided and informed, with the right product, relevant information, comparisons, and alternatives readily available, helping them discover products and make confident purchase decisions just as they do online.

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

52% of consumers couldn't find a product and either gave up or bought a substitute – the sale was lost even though the product was on the shelf

Why it Matters to Retailers

- Every missed opportunity to guide a consumer to the right product risks losing a sale, even when the product is available in the store.
- When consumers lack the information they need, they are less confident, less likely to discover new products, and more likely to leave without buying.
- Better in-store guidance helps consumers discover more products, make decisions faster, and increase basket size.
- A guided shopping experience improves conversion, strengthens customer confidence, and captures sales that might otherwise be lost.

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 can instantly locate any product with in-store search and navigation.
- Product information, ingredients, and alternatives help consumers make informed purchase decisions.
- Contextual recommendations encourage product discovery and complementary purchases.
- An intelligent shopping assistant **guides consumers throughout the journey, improving confidence, engagement, and basket growth.**