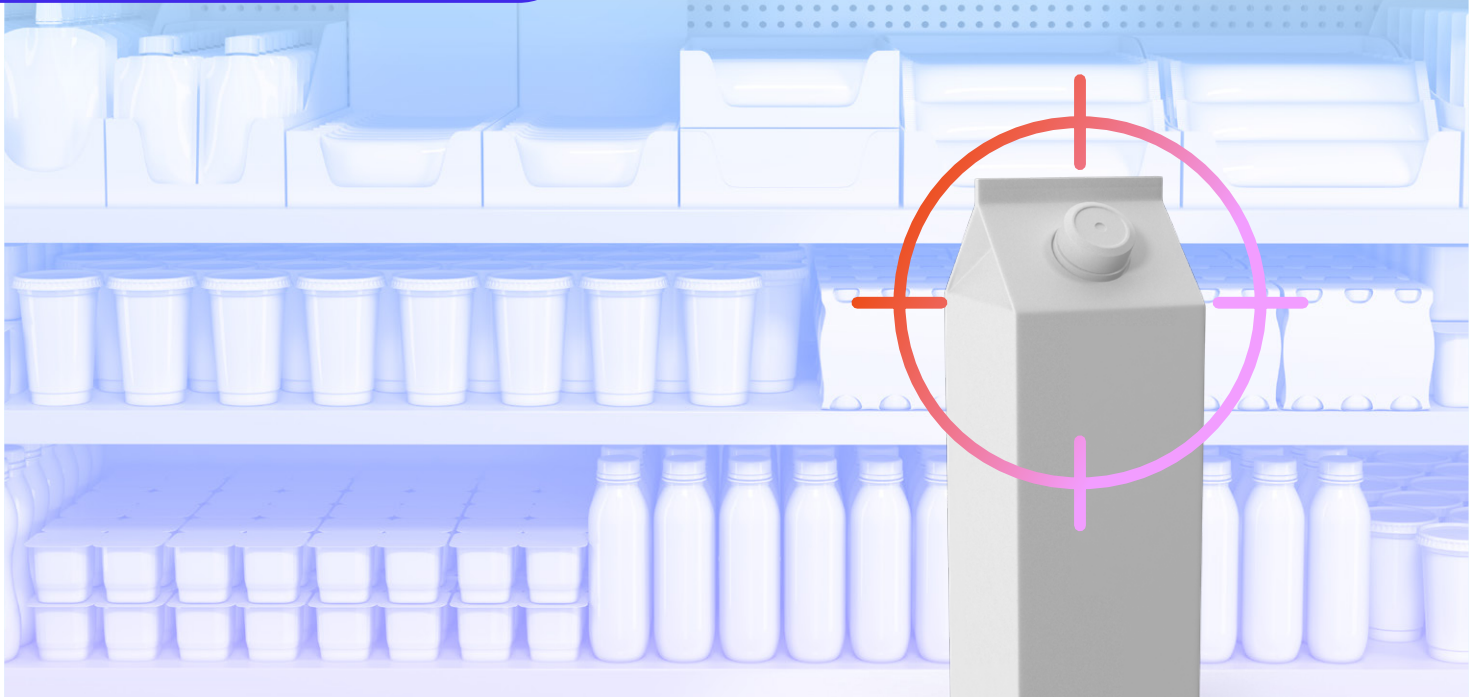




Cust²Mate
AN A2Z COMPANY

CONSUMER EXPECTATION #6

A RELEVANT SHOPPING JOURNEY



The Six Consumer Expectations Framework

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

ABOUT THE RESEARCH

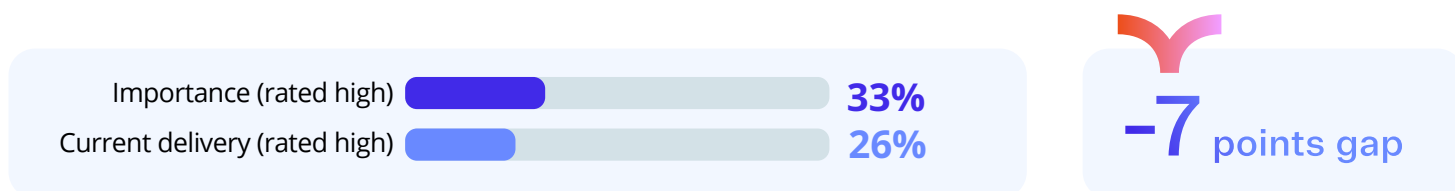
Based on a survey of 1,600 consumers across the US and Europe, this study measures the gap between what consumers expect from physical retail, based on their online experience and what supermarkets currently deliver across six key expectations.

THE EXPECTATION

Consumers expect shopping to feel personally relevant, with offers, recommendations, and information tailored to who they are, what they're buying, and where they are in their shopping journey, rather than generic experiences designed for everyone.

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

39% of consumers bought something specifically because of a timely suggestion while shopping — the upside retailers are currently leaving on the table

Why it Matters to Retailers

- Generic promotions waste valuable customer attention and deliver lower engagement and conversion.
- Relevant offers influence purchase decisions at the point of decision, when consumers are most likely to act.
- Personalized experiences increase product discovery, basket size, and the effectiveness of promotions.
- A more relevant shopping journey strengthens customer loyalty while maximizing the value of every consumer interaction.

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*

- Real-time basket analysis delivers personalized offers and complementary product recommendations as consumers build their basket.
- Location-aware recommendations engage consumers with relevant content at the right place and the right moment.
- Intelligent alternatives help consumers confidently choose the best option when products are unavailable or when better matches exist.
- The shopping experience continuously adapts to each consumer's preferences, shopping mission, and real-time context.