

# Het consumentenonderzoek van 2021



## THEMA'S VANDAAG

- 1 Hoe verwachten consumenten te shoppen over 5 jaar?
- 2 Ontwikkelingen in het oriëntatiegedrag van consumenten
- 3 Delen van persoonlijke data en online identificatie
- 4 Duurzaamheid

➔ Download het volledige rapport op [shoppingtomorrow.nl](https://shoppingtomorrow.nl)!





# THEMA 1 – Hoe verwachten consumenten te shoppen over 5 jaar?

# Consumers expect that 40% of their spendings will be done online in 2026



## Actual online share in spending\*

2021 (Q1)

34%

2017    2018    2019    2020

24%    25%    26%    28%



## Expected online share in spending\*\*

2026

40%

According to ...  
Consumers

2022    2023    2024    2025

35%    37%    38%    37%

Total B2C online share in value including product and services

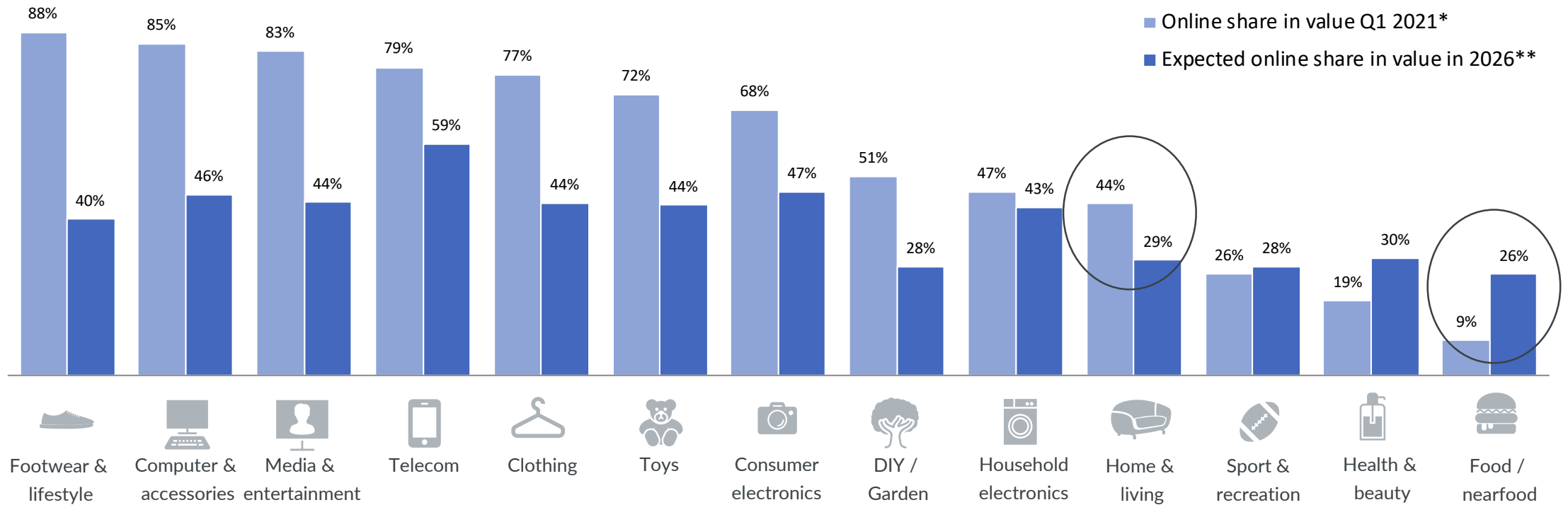
\* Source: Thuiswinkel Markt Monitor, 2017, 2018, 2019, 2020, Q1 2021

\*\* Source: ShoppingTomorrow Research 2017, 2018, 2019, 2020, 2021

Base: all respondents 2021, n=1.014

© GfK

Due to the high actual online shares in the first quarter of 2021, we see lower expected online shares for 2026 for almost all categories



A03: What share of your total spending in product category X do you expect to spend online in 5 years?

\* Source: Thuiswinkel Markt Monitor Q1 2021

\*\* Source: GfK ShoppingTomorrow Research 2021

Base: all respondents, n=1.014

© GfK



## THEMA 2

# Ontwikkelingen in het oriëntatiegedrag van consumenten

Orientation takes place online more often due to the coronavirus pandemic.



Statements about orientation and purchase during the coronavirus pandemic

64%



The coronavirus pandemic has meant that the search for a product or service takes place **online/digitally** more frequently than in the period before the pandemic.

27%



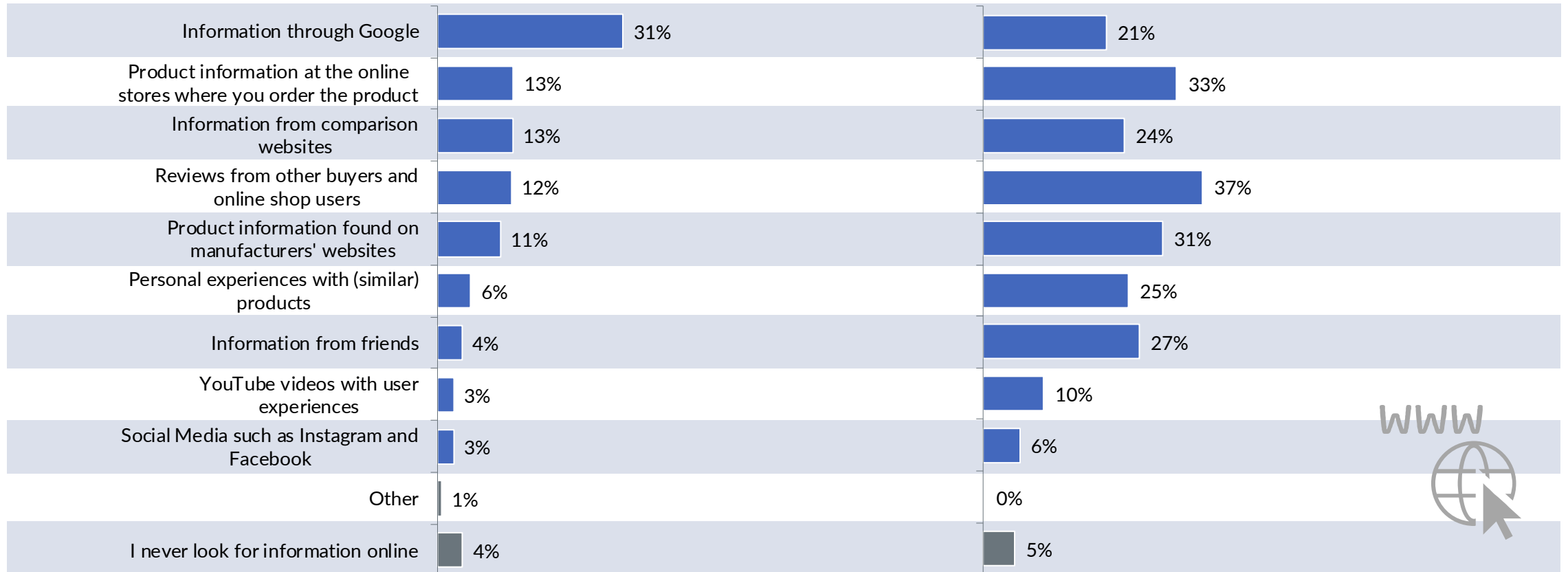
The coronavirus pandemic has led me to buy my products from the online shop rather than in their physical shops I used to go to

# Most consumers start their orientation at a search engine like Google. In addition, they mainly use reviews or product information



Starting point of search when orientating online

Other used sources of information



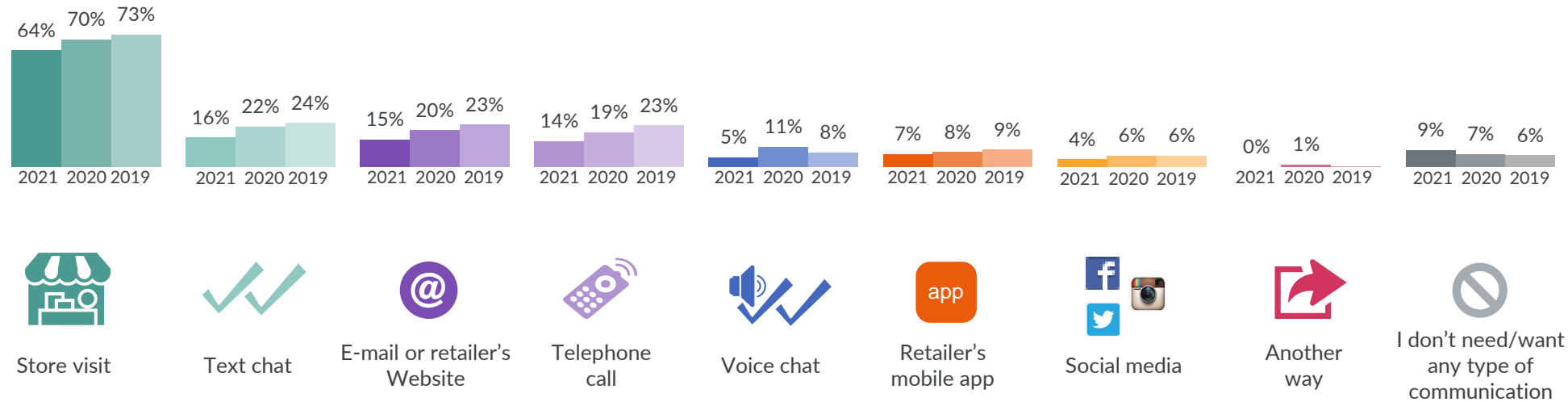
E01a: When looking online for something to buy, which information source is often the starting point of your search?  
 E01b: What other sources of information do you use when looking online for something to buy?

Base E01: all respondents n=1.014  
 Base E01b: looks for information online n=959  
 © GfK

# A store visit is still the most preferred mode of contact with retailers when needing advice, although preference is decreasing the past years



Preferred mode of contact with retailers in case of need for information or advice



F01: Imagine you want to buy a product or service and you need advice. Think of clothing, a desk lamp, a sleeping bag or a camera. What type of communication would you prefer to have with the provider?

Base: all respondents  
2021: n=1.014, 2020: n=1.026, 2019: n=1.003

© GfK





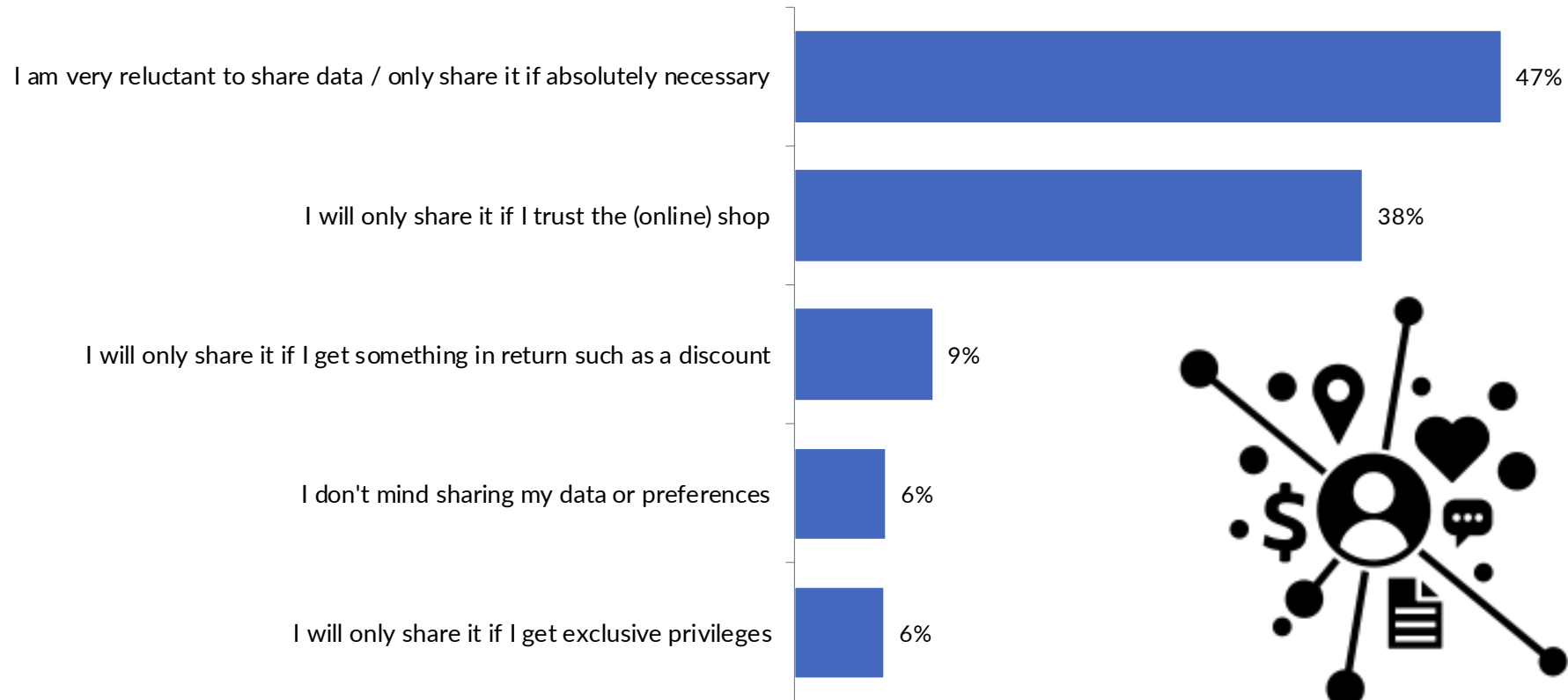
# THEMA 3

## Delen van persoonlijke data en online identificatie

# Consumers are reluctant to share their personal data or preferences. They need to trust a shop and only share if it is absolutely necessary



When would you be willing to share your personal data and/or personal preferences with an (online) shop



54%  
I see it as a  
necessary evil



A personalized experience is appreciated and makes more than half of consumers coming back to an online shop



Statements about personalization

“I like it when online shops are tailored to my needs” 59%

“I am more likely to return to online shops that offer a personalized experience” 53%

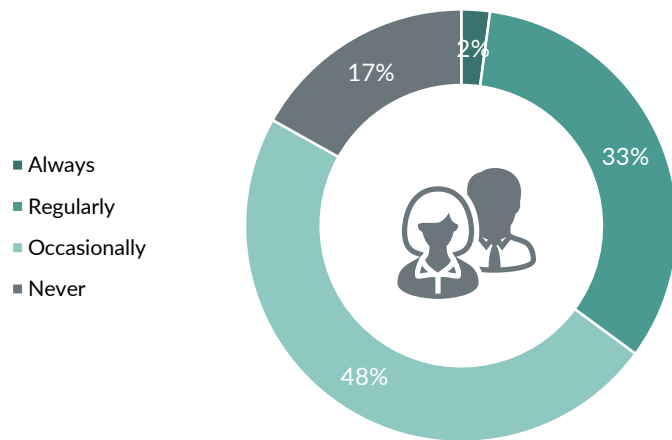
L01: Please indicate which of these is applicable

Base: splitrun 1, n=510

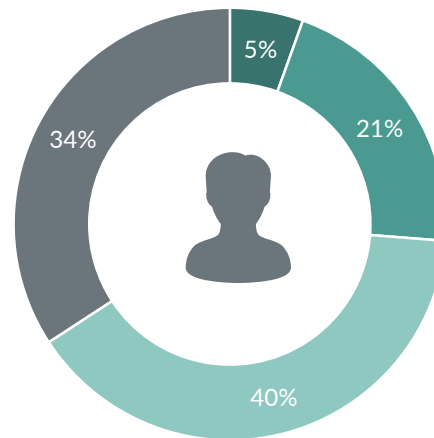
# Most consumers make use of a registered customer account or a guest account, social login isn't used much often



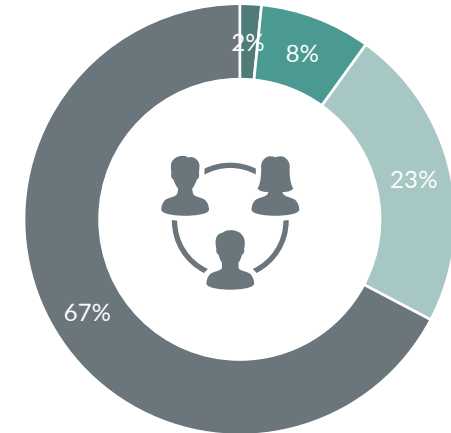
When ordering a product and/or service, I use:



A registered customer account



A guest account



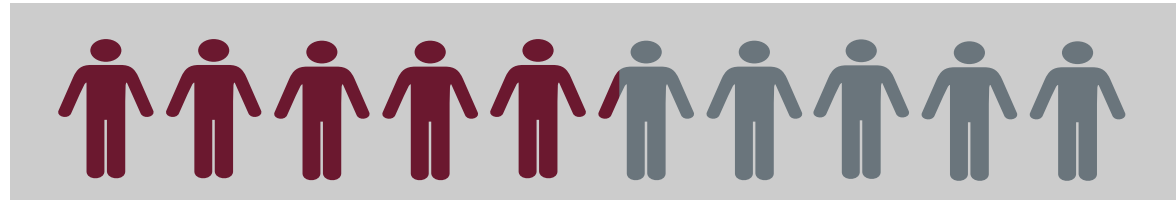
Social login  
(Facebook, Google, PiM ID or LinkedIn)

# Most mentioned reasons for not creating an account are privacy reasons and not experiencing any benefits



## Reasons for not creating an account with an online shop

52%



**Privacy reasons:** I prefer not to share my data online

**No benefit:** It is (often) unclear to me what the benefit of creating an account is



48%

25%

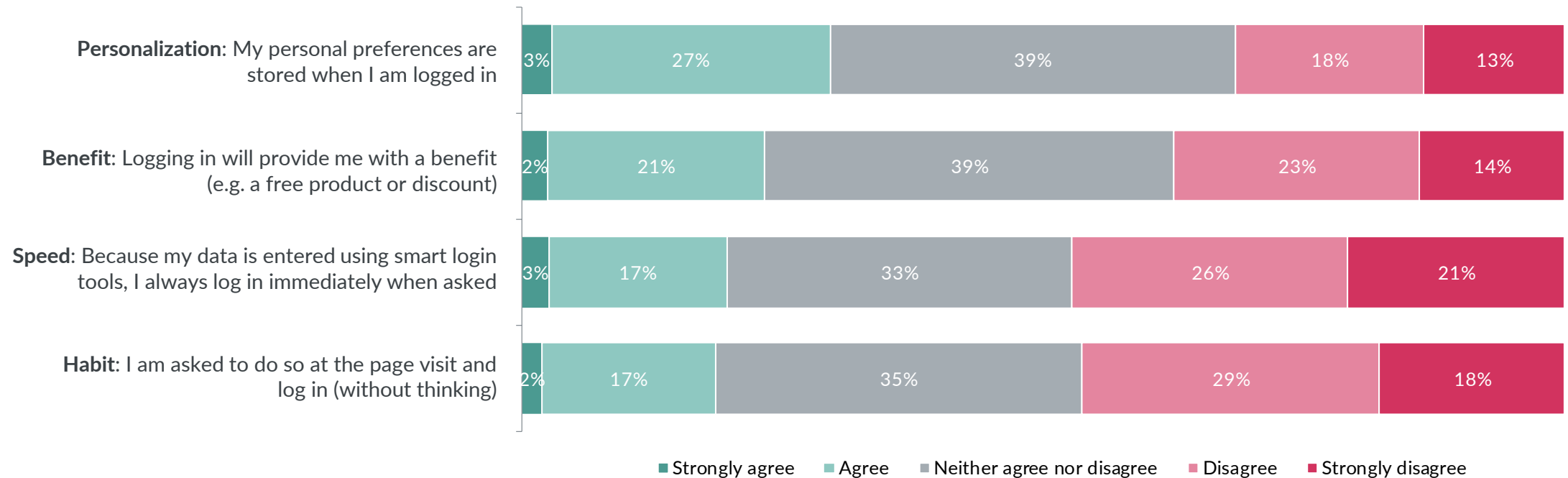


**Inconvenience:** Creating an account takes too much time

# Speed and habit aren't a reason to log in when visiting a webshop. 3 out of 10 consumers log in for personalization



Reasons for logging in when visiting an online shop





# THEMA 4

## Duurzaamheid

The extent to which consumers are willing to pay extra for sustainable products varies, two third is not willing to pay extra.



U01: To what extent are you willing to pay extra for sustainable products?

Base: splitrn 2, n=508

© GfK