



Voice of the Consumer: Digital Consumer Survey 2024 - Key Insights

August 2024

Table of Contents

INTRODUCTION

Background and coverage of the Voice of the Consumer: Digital Consumer Survey

Key findings

SHOPPER ENGAGEMENT

Technologies have become an integral part of people's lives

Consumers find balance between digital interactions and human touch

Social media has evolved from being mere entertainment to a fundamental part of a business

Consumers use social media to interact with brands and research products and services

Asia Pacific leads the way in livestreaming innovation and usage globally

Apparel remains the leading product category in livestreaming sales

Personal recommendations create trust and outweigh influencers' endorsements

Retailers and brands leverage technologies such as AI to elevate consumer engagement

DIGITAL PATH TO PURCHASES

Mobile-first strategies take on a critical role in the customer journey

Mobile leads in foodservice, leisure and travel, but in-store shopping is favoured for essentials

Cash remains important, but credit and debit cards remain the top payment method in 2024

Consumers like the convenience of digital wallets and are actively using them more frequently

Alipay dominates the global digital wallet market

Online payment options are becoming more flexible to reach diverse e-commerce consumers

DELIVERY, COLLECTION AND RETURNS

Consumer expectations surrounding delivery and returns present challenges for retailers

Digital consumers' demand for seamless returns challenges retailers' profitability

Consumers expect enhanced flexibility by choosing click-and-collect

Consumers order delivery from restaurants for speed, while they use third-party platforms for discounts

Retailers rethink returns policies and procedures to meet consumer expectations

PRIVACY, SECURITY AND TRUST

Consumers are willing to share private data, but only for tangible benefits

Consumers have greater expectations regarding privacy in the era of big data

Consumers implement measures to safeguard their personal data

Retailers utilise consumer data to offer tailored products and offers

COMFORT LEVEL WITH NEW TECHNOLOGIES

The growing acceptance of technology enhances consumer experiences

The growing adoption of VR and AR enhances consumer experiences

Voice assistants gain popularity for convenience, despite some user reluctance

Google Assistant remains the most popular voice assistant in 2024

GenAI is revolutionising retail, boosting consumers experience and winning their approval

AI technologies are transforming the digital consumer journey

CONCLUSION

Key takeaways

VOICE OF THE CONSUMER: DIGITAL CONSUMER SURVEY 2024 – KEY INSIGHTS

About Euromonitor's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-consumer-digital-consumer-survey-2024-key-insights/report.