

Data in Motion

Marketing & Insights



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The New Digital Consumer Shopping Journey

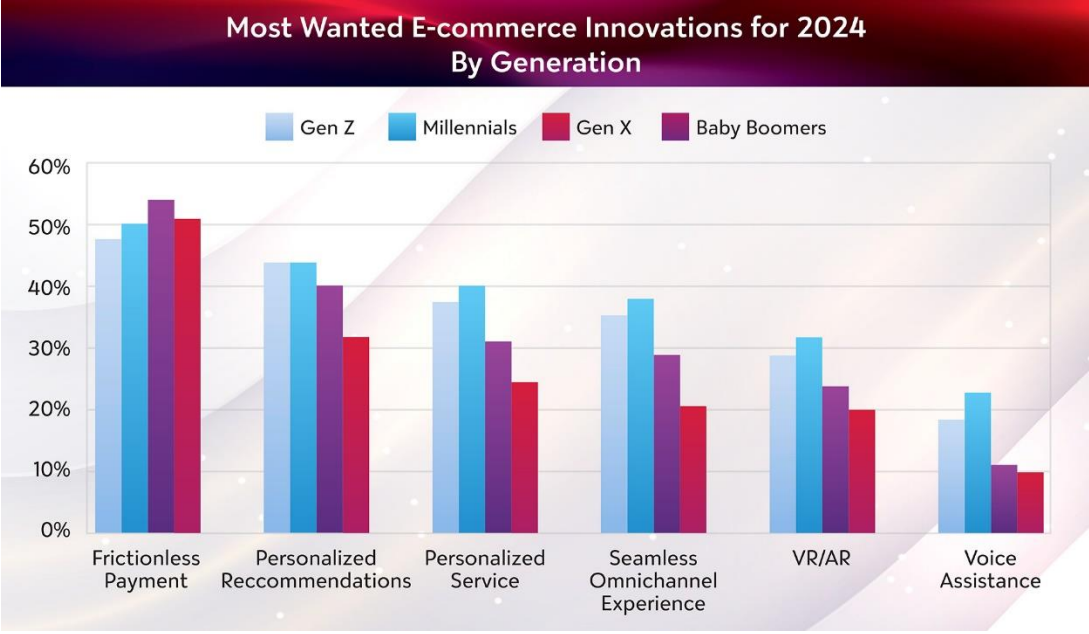
Amazon, digital wallets, BNPL – oh my! E-commerce is now 20+ years old, and a lot has changed in the past two decades, from how we browse to the way we purchase and expect delivery. Gone are the days when consumers willingly stand in line at a store, patiently waiting their turn to pull out cash or their credit card. Today's consumers want to frictionlessly find, pay, and have their purchases delivered, all from the comfort of their home. Or office. Or vacation rental. Or wherever they might be at the moment. In this issue of Data in Motion, we share some highlights from a recent Statista Consumer Trends report some current trends shaping the new digital consumer journey.

Which Came First?

Online shopping or the digital consumer? In many ways, the digital consumer is a *product* of how far e-commerce and traditional commerce have come, especially as COVID nudged late adopters to take the e-commerce plunge. But more recently, the digital consumer has become the *catalyst* for change.

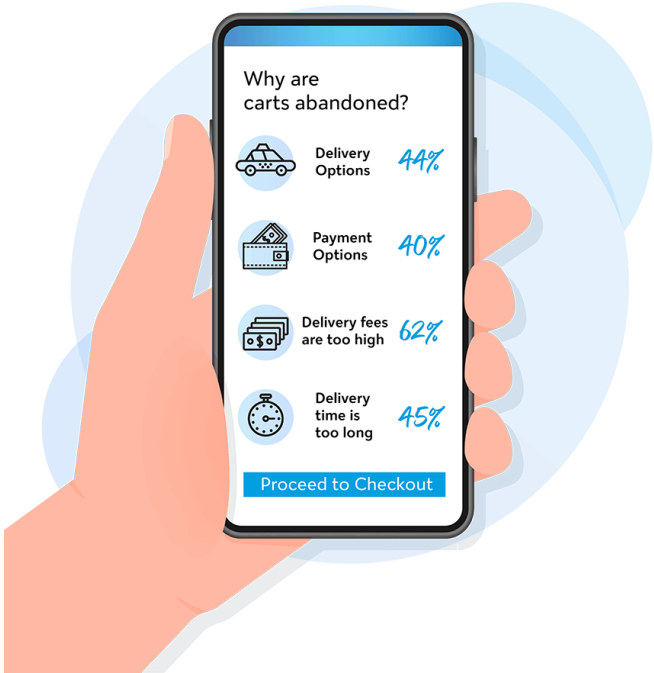
As consumers look for more personalization in their shopping experience, the digital consumer's shopping journey usually starts on a search engine, social media, or an online marketplace. Now more than ever, consumers are looking for more personalization in their digital shopping experience, whether that's through personalized recommendations or personalized services. And because e-commerce and social media sites have paved the way for personalized content, such as recommendations and personalized services, that create a curated shopping experience, consumers are flocking to these channels more than ever.

Retailers also benefit by providing tailored shopping experiences through e-commerce and social media sites as they are able to better target consumers who align with their brands and products. In fact, with new AI optimization technology, brands are able to filter product recommendations based on customers' lifestyle and shopping habits.



Order, Payment, & Delivery

When it comes to shopping online, transparency is a key driver with consumers that value clear and honest information on products, prices, delivery times, and locations. A transparent online shopping experience drives conversions and completed purchases. Reviews – both positive and negative – along with engaging content and attractive promotions, can also significantly influence purchasing decisions.



Flexible payment methods are another critical aspect, with options like Buy Now, Pay Later (BNPL) gaining traction, accounting for 5% of global online purchases in 2022. E-wallets are also becoming increasingly popular, with nearly half of online shoppers worldwide employing this method for their e-commerce transactions.

The majority of U.S. shoppers prioritize free delivery. In fact, shipping costs are the number one reason for cart abandonment. Additionally, over half of U.S. e-shoppers place a high value on fast delivery, with next-day or same-day delivery being important criteria.

Final Word

Every lottery has some sort of digital presence, even if just a website, and many now offer digital products that can be purchased, played, and redeemed online. Regardless of where your lottery is on the digital spectrum, it is vital to stay abreast of consumer shopping trends in general, and digital shopping trends especially, as brands, retailers, and consumers continue to gravitate towards an online shopping model.

Source: Statista Consumer Trends Report, 2024
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