

# The Voyado shopping index 2022

Stats and insights from more  
than 164 million purchase occasions



# Say hello to this year's **index report**

Welcome to the annual edition of the Voyado shopping index, a report full of shopping behavior stats, analysis, and actionable insights. Where people shop, how they choose to spend their money, and what they want from brands can shift a lot from year to year. And especially amid a stormy economic climate. So, what to expect from consumer behavior in today's world of all-time-high inflation, increased cost of living, and the remnants of a pandemic? And how to meet the rising customer demands? We hope this report will bring clarity and inspiration to all of you struggling with these questions.

The index is based on aggregated and anonymous data from more than 164 million purchase occasions and (new for this year!) divided into four industries: health and beauty, sport and fashion, DIY and home improvement, and lastly, electronics. Another exciting addition to this edition is that

we identify differences between countries. How much do people return stuff in Norway compared to the Benelux region? Which countries have discovered the benefits of SMS marketing? And where do people buy fewer items per shopping occasion? You get it! The data we've crunched is collected from September 1, 2021, through September 1, 2022, and compared to the same period the year before.

Nothing left to say besides: let's dive into the statistics and insights and bring what you learn into 2023!

## What Voyado is all about

The Voyado customer experience cloud is used by some of the largest retailers and e-commerce companies in Northern Europe—and reaches hundreds of millions of consumers every day. With Voyado, you can engage your customers, elevate their experiences, and evolve your brand. Across all channels.



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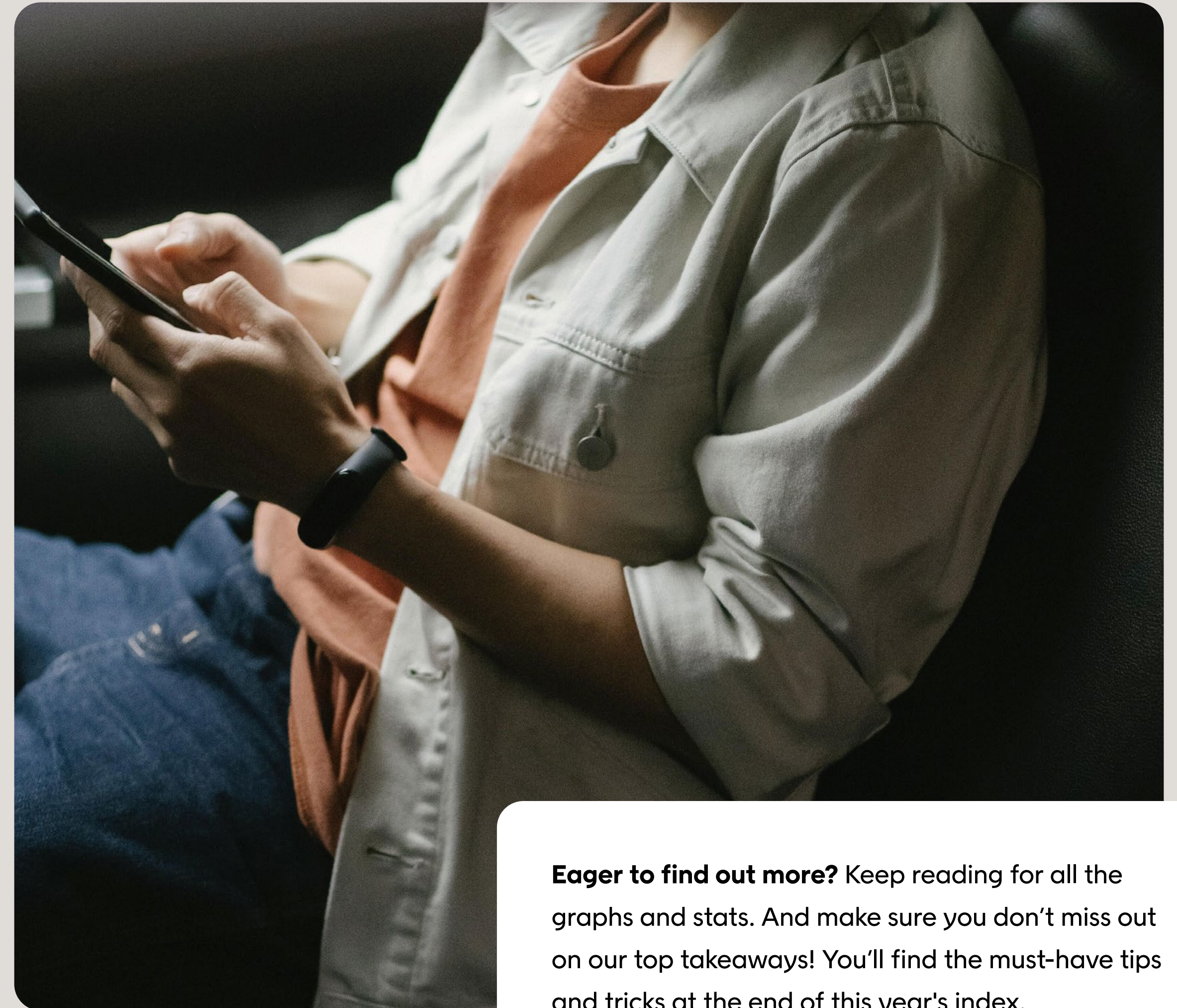


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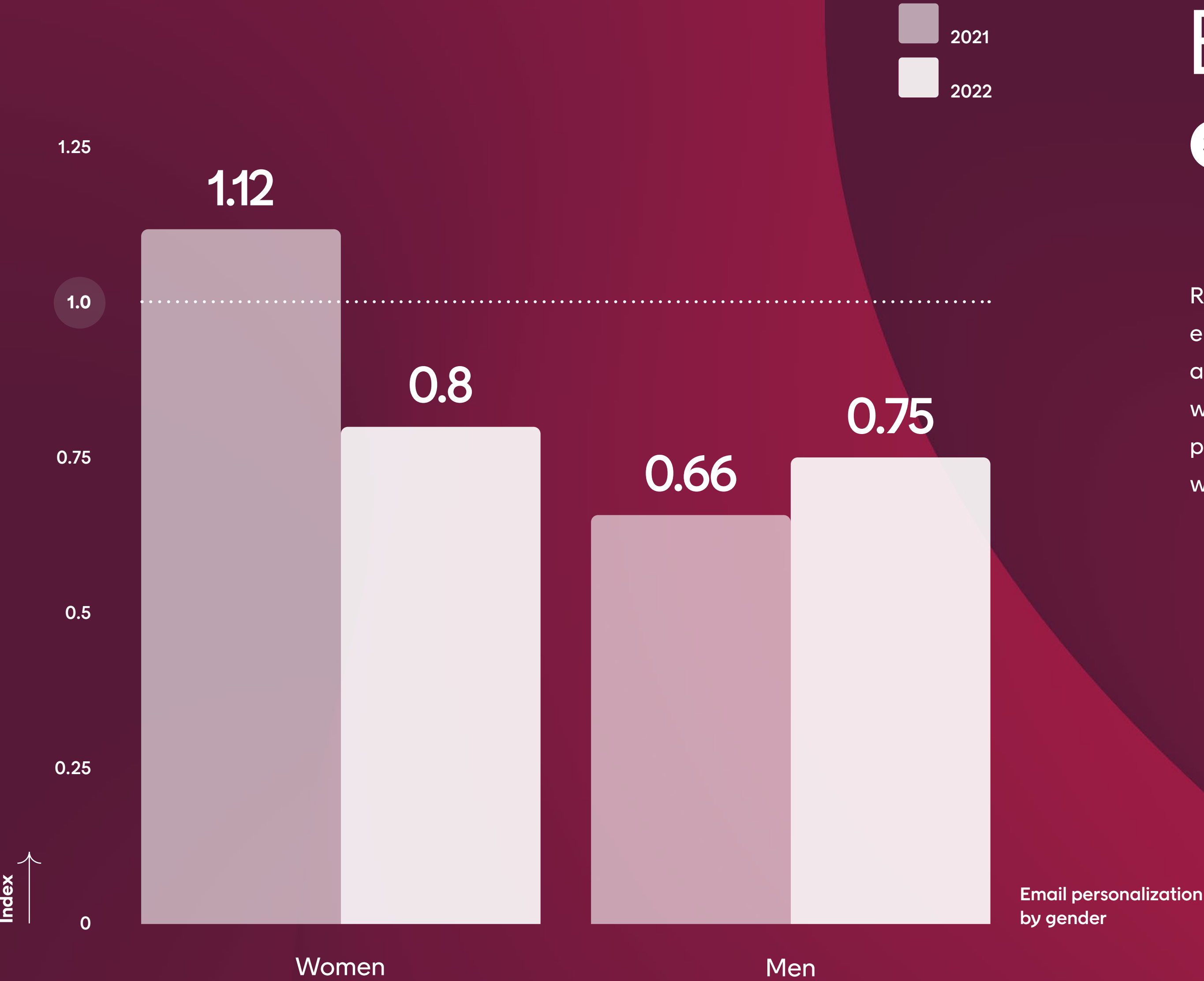
# 5 key findings

- ➔ **The number of text messages sent to members** has significantly increased this year—and so has the number of emails. At the same time, the email click rate has dropped.
- ➔ **People shop more often these days**, but they spend less money per shopping occasion and buy fewer items per receipt.
- ➔ **Abandoned cart emails** get more and more clicks!
- ➔ **Consumers who buy stuff both online and in-store** (aka omnichannel customers) spend more money than the ones who shop in one channel alone.
- ➔ **Shoppers return items they've bought** at a much higher rate than before—and women are the driving force behind the increase.



**Eager to find out more?** Keep reading for all the graphs and stats. And make sure you don't miss out on our top takeaways! You'll find the must-have tips and tricks at the end of this year's index.





# Brands personalize emails less this year

Retailers and e-commerce brands use personalized fields in emails **18%** less in 2022 compared to the previous year. There's a remarkable decrease in personalized emails sent to women, while those addressed to men have increased. Despite this, personalized fields in email marketing are still more common when communicating with women.

Email click rate

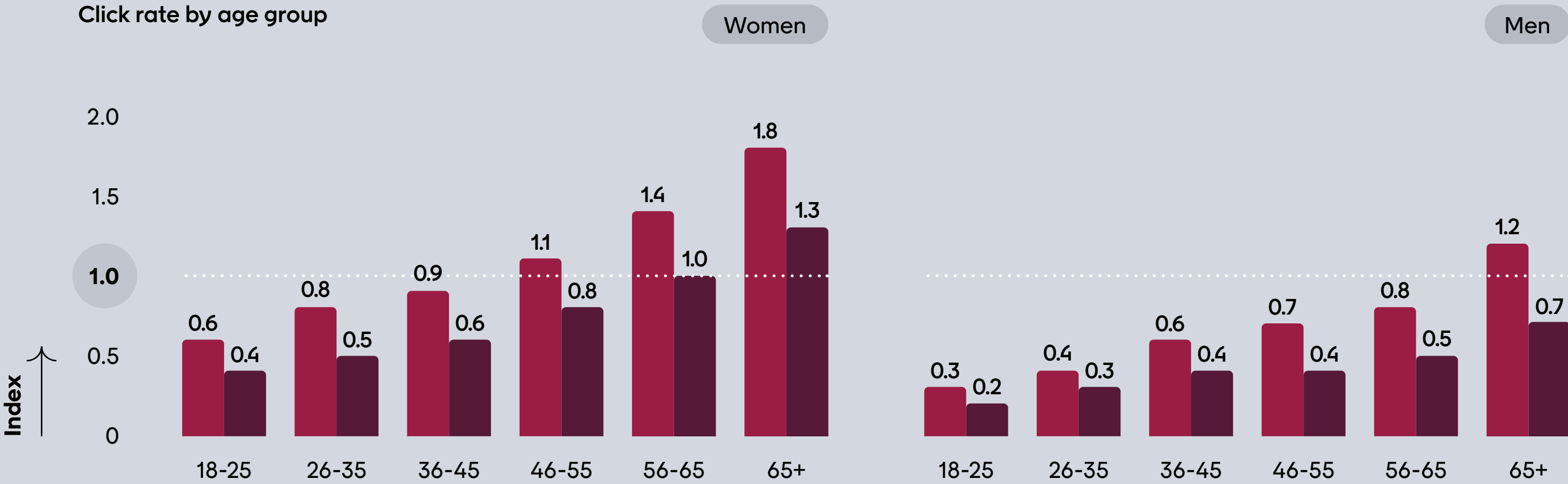
# People click (significantly) less in emails

Email click rates (the percentage of people who clicked a link in your email out of the people who received your email) have decreased across all ages, genders, and industries. A massive decrease of **32%** is seen in the health and beauty category, as well as in sport and fashion.



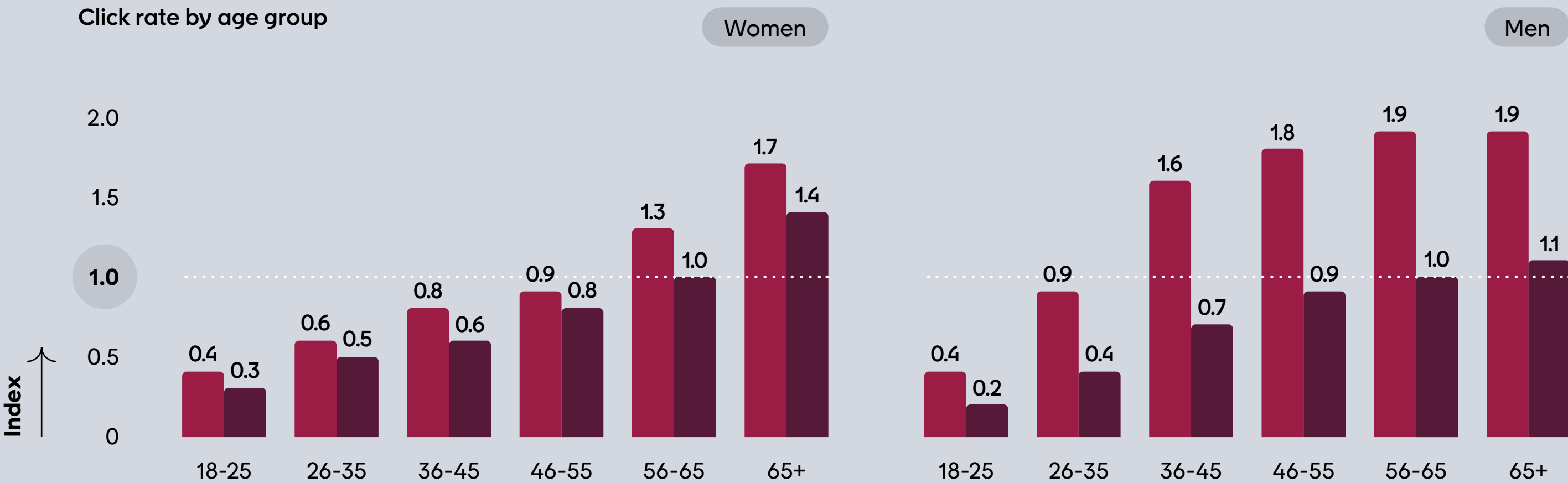
## Health & beauty

Click rate by age group



## Sport & fashion

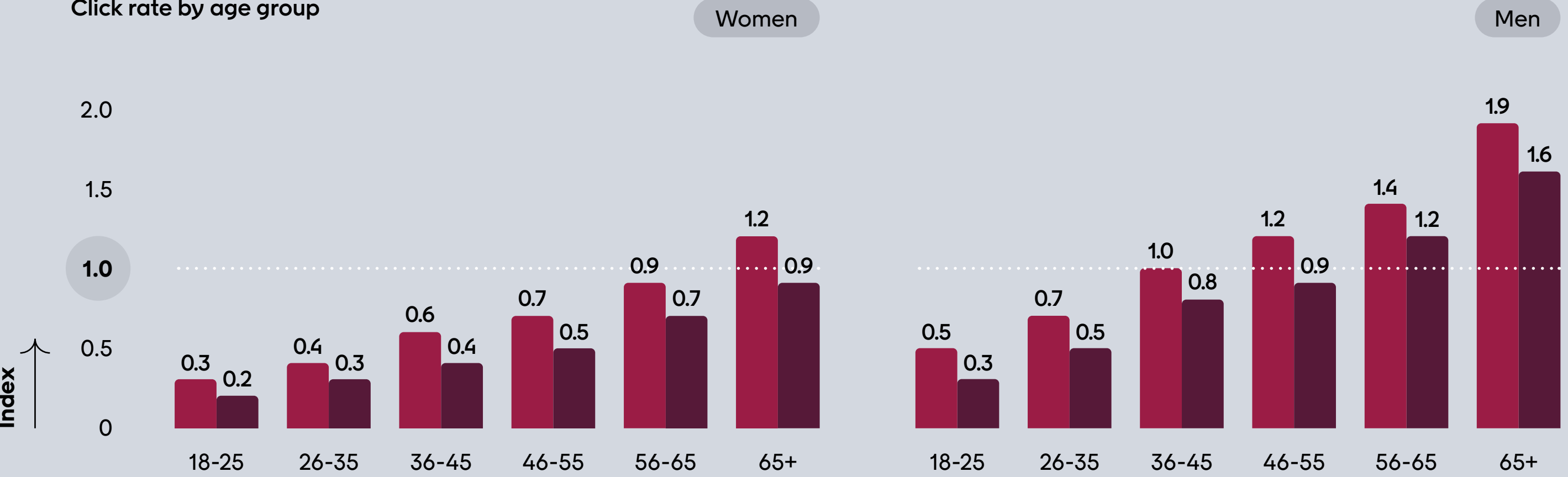
Click rate by age group



Email click rate

Electronics

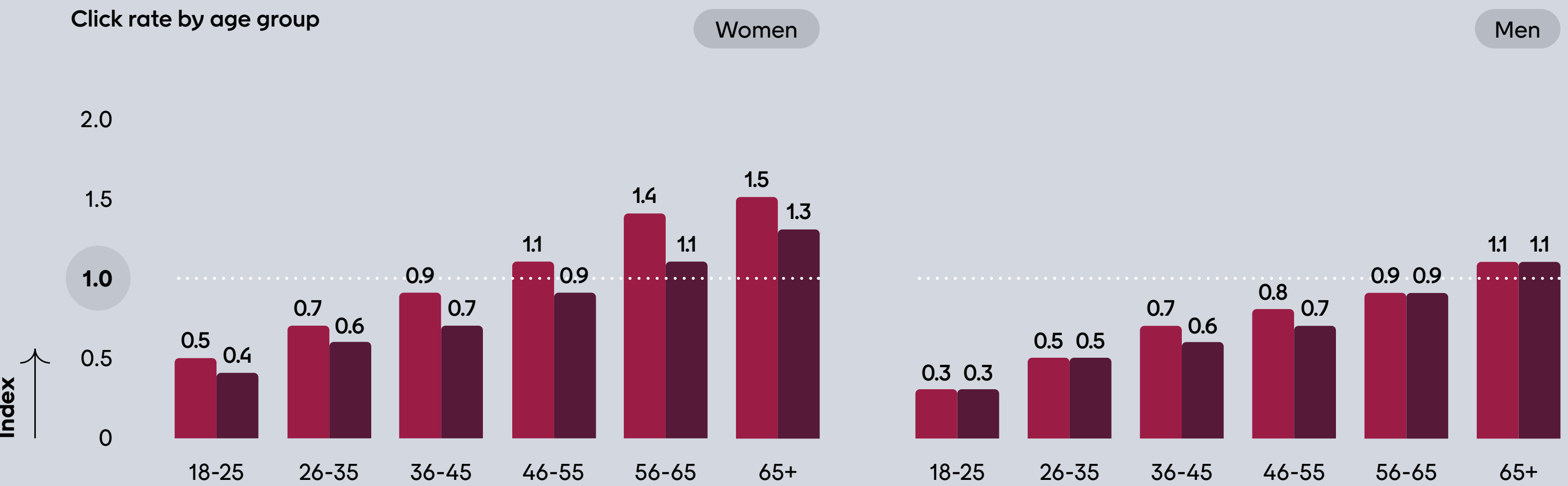
Click rate by age group



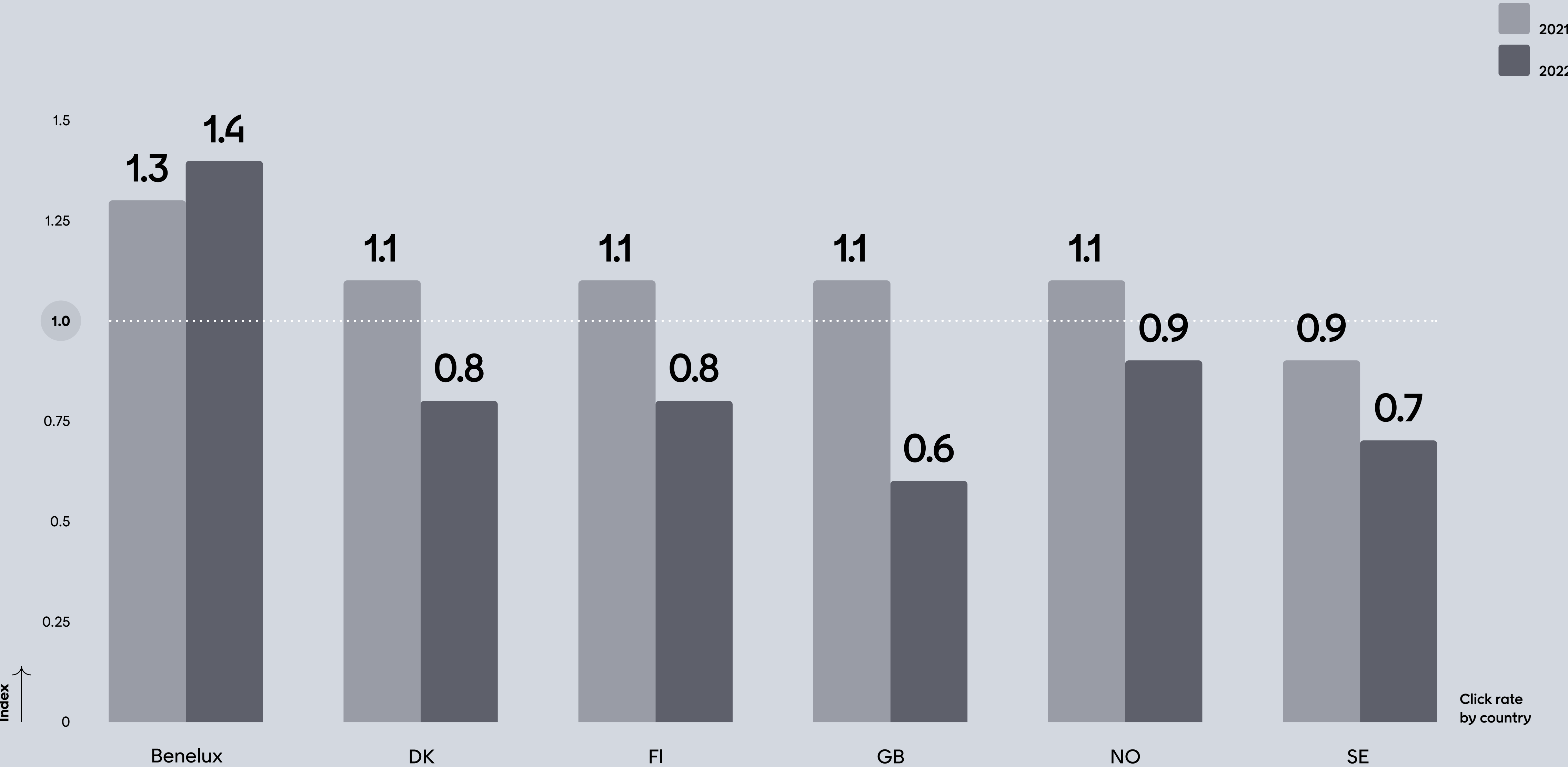
The “I click less on email links” trend stays strong across all industries. In the electronics category, the email click rate decreased by **20%**. And in DIY and home improvement, the number is **18%**.

DIY & home improvement

Click rate by age group



Email click rate





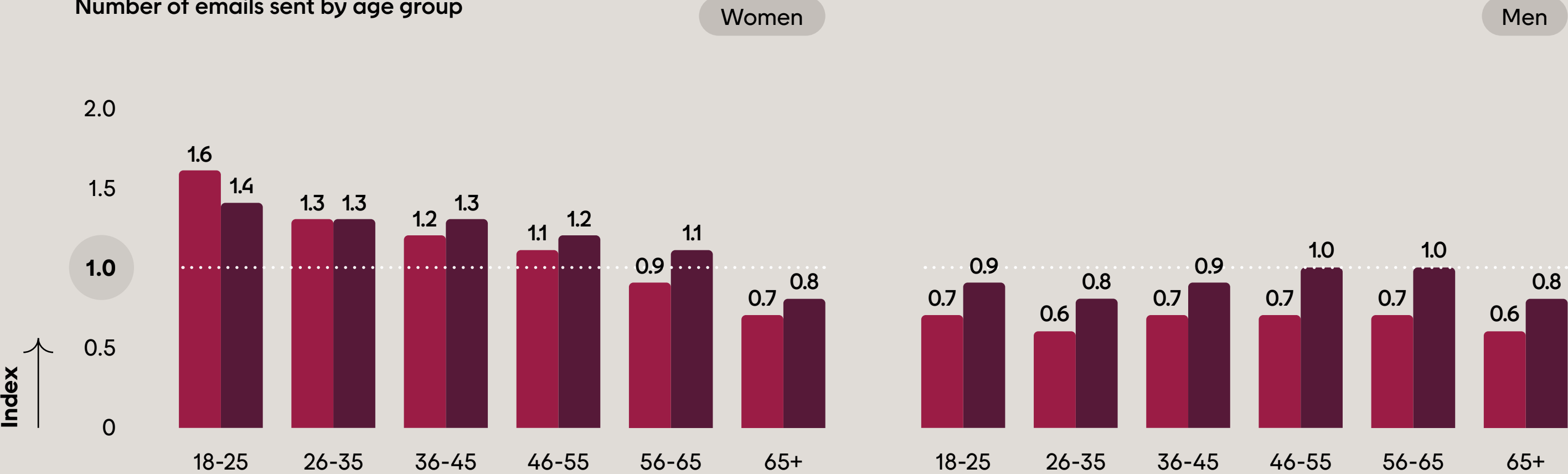
# Members receive a whole lot more emails

The number of emails sent to members has increased by an average of **30%** across all ages, genders, and industries—except for women between 18 and 25 in the health and beauty category. In sport and fashion, we see the absolute highest increase! Male members between 18 and 25 receive a whopping **190%** more emails now than last year.



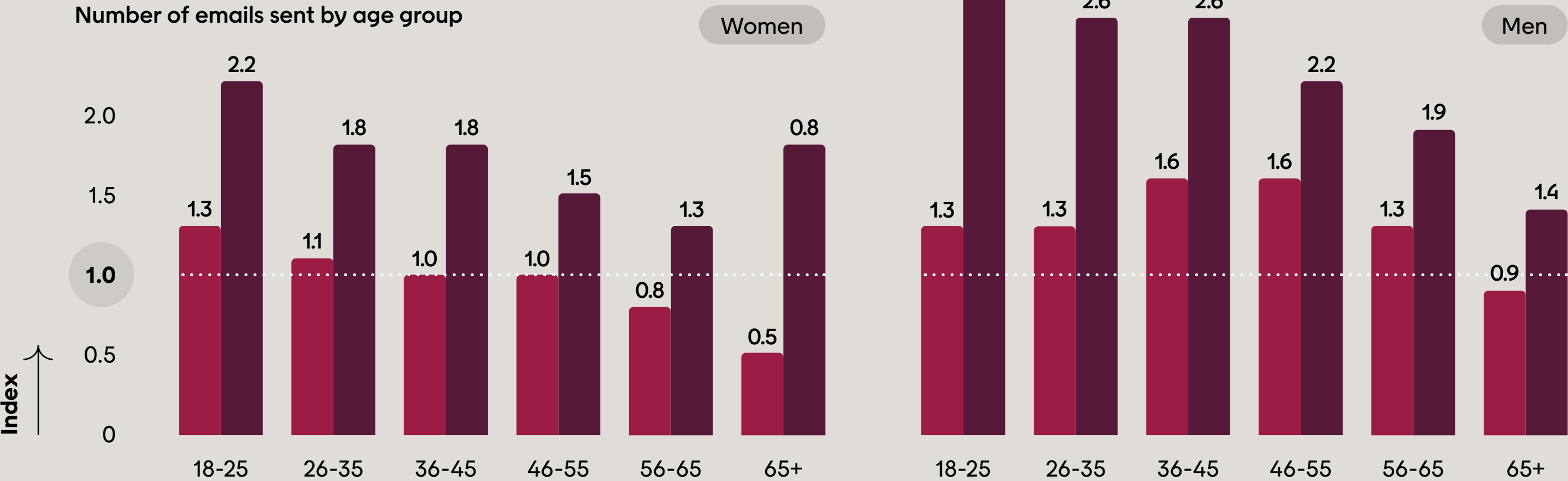
## Health & beauty

Number of emails sent by age group



## Sport & fashion

Number of emails sent by age group



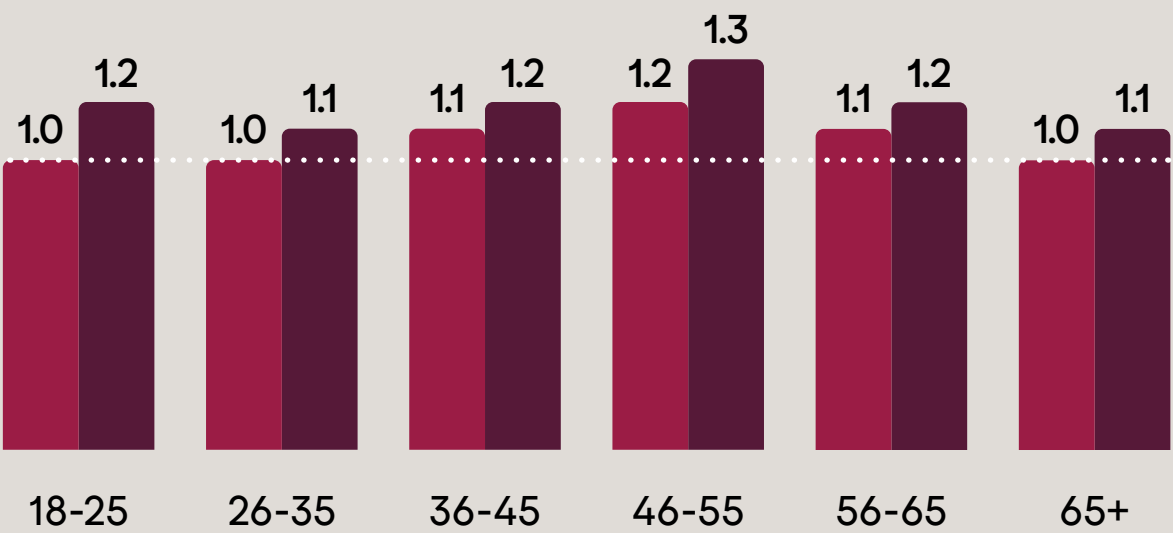
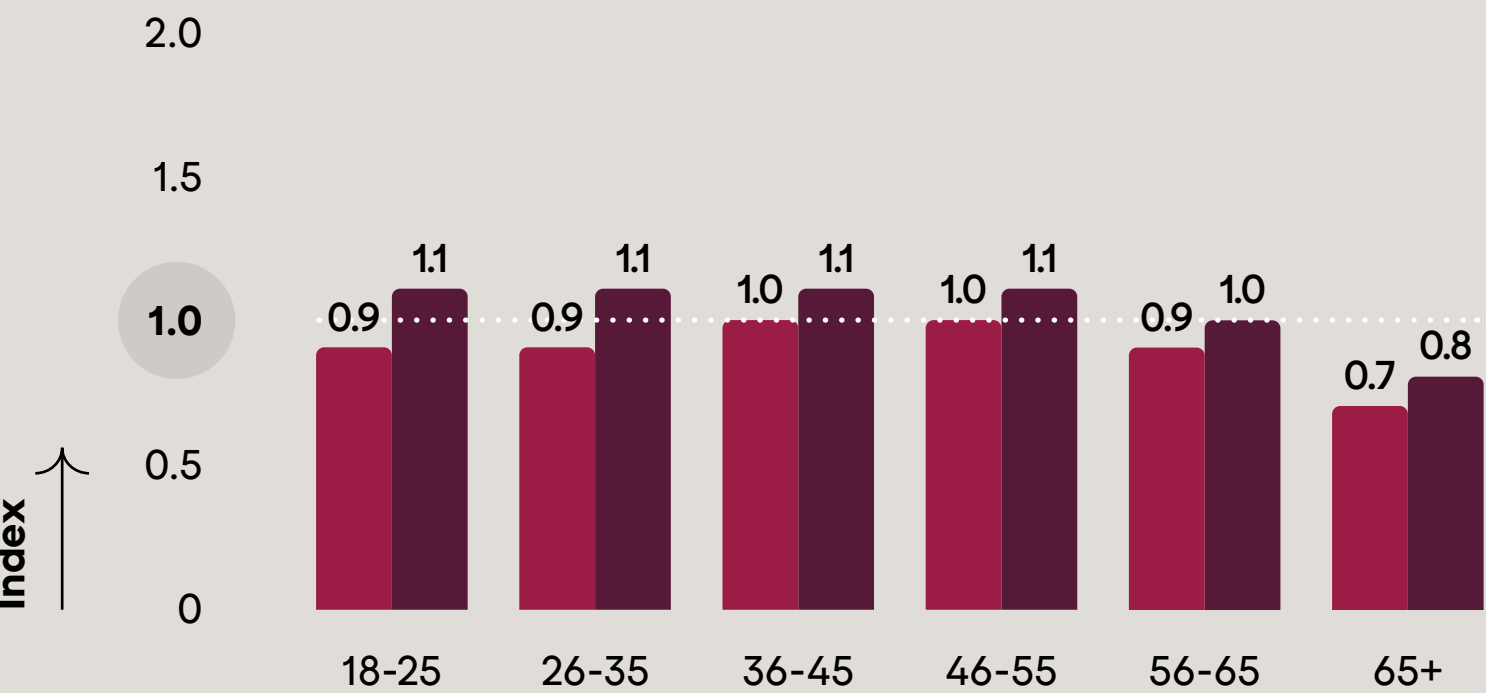
Number of emails sent to members

Electronics

Number of emails sent by age group

Women

Men



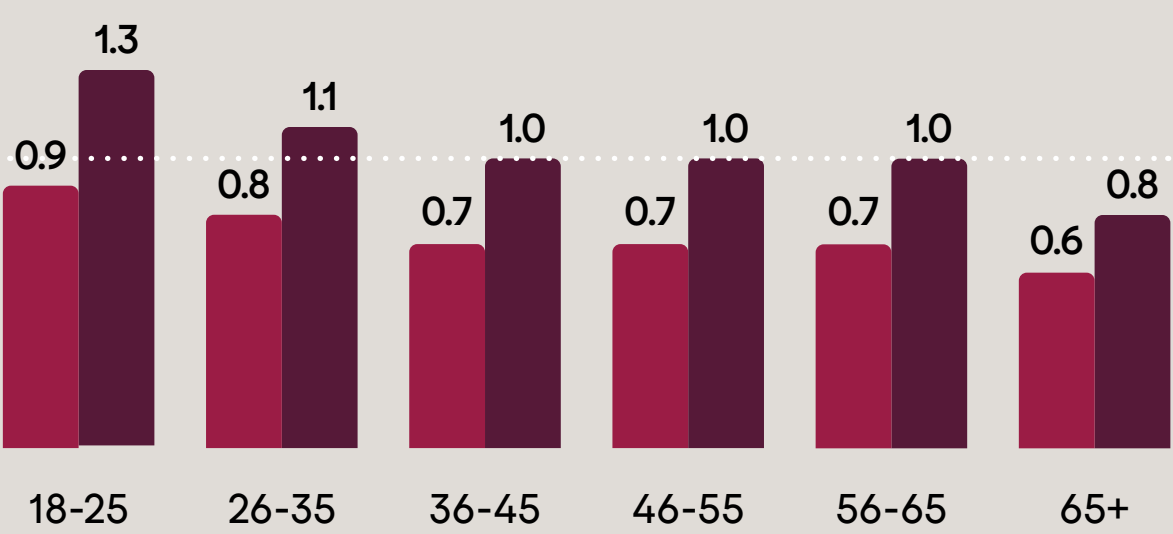
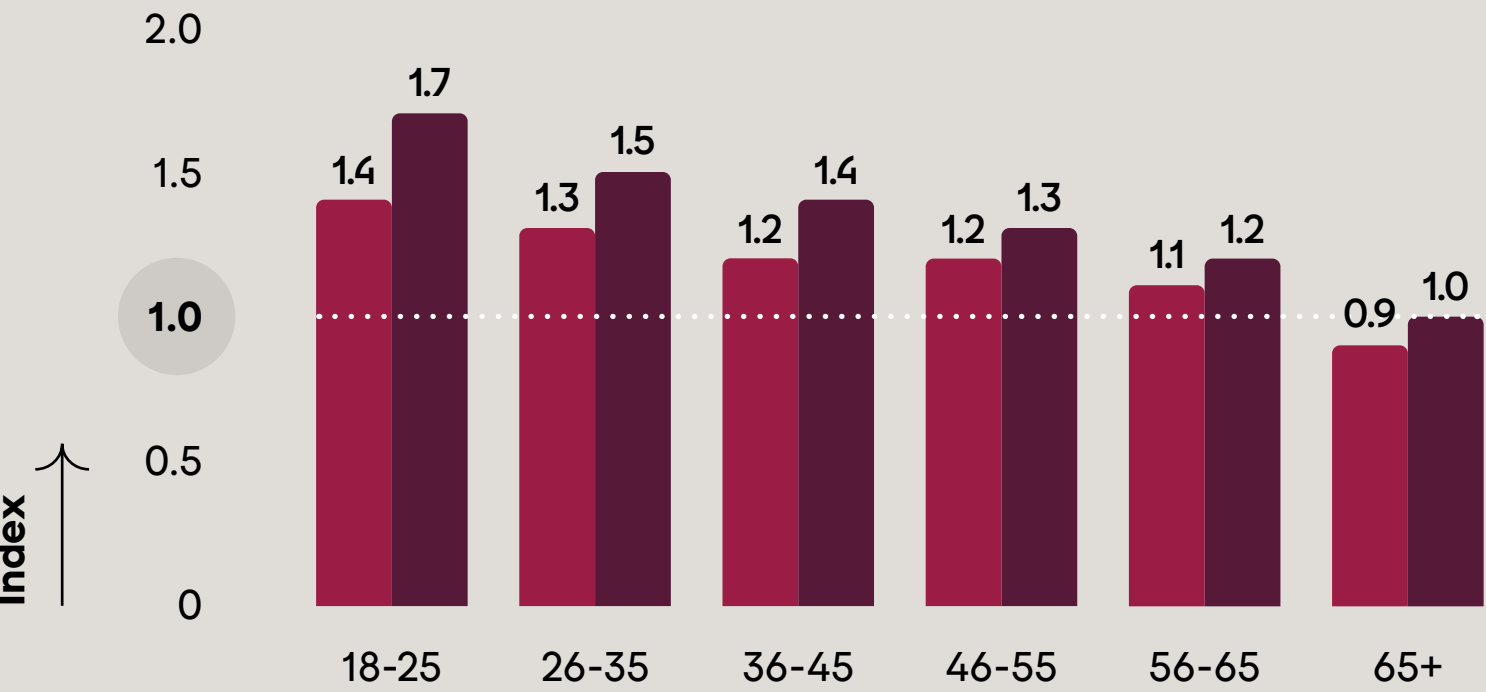
We see a notable increase in emails sent to members even for these two industries. **11%** in the electronics category and **20%** in DIY and home improvement. Worth noting? Email communication toward men has gone up way more than toward women!

DIY & home improvement

Number of emails sent by age group

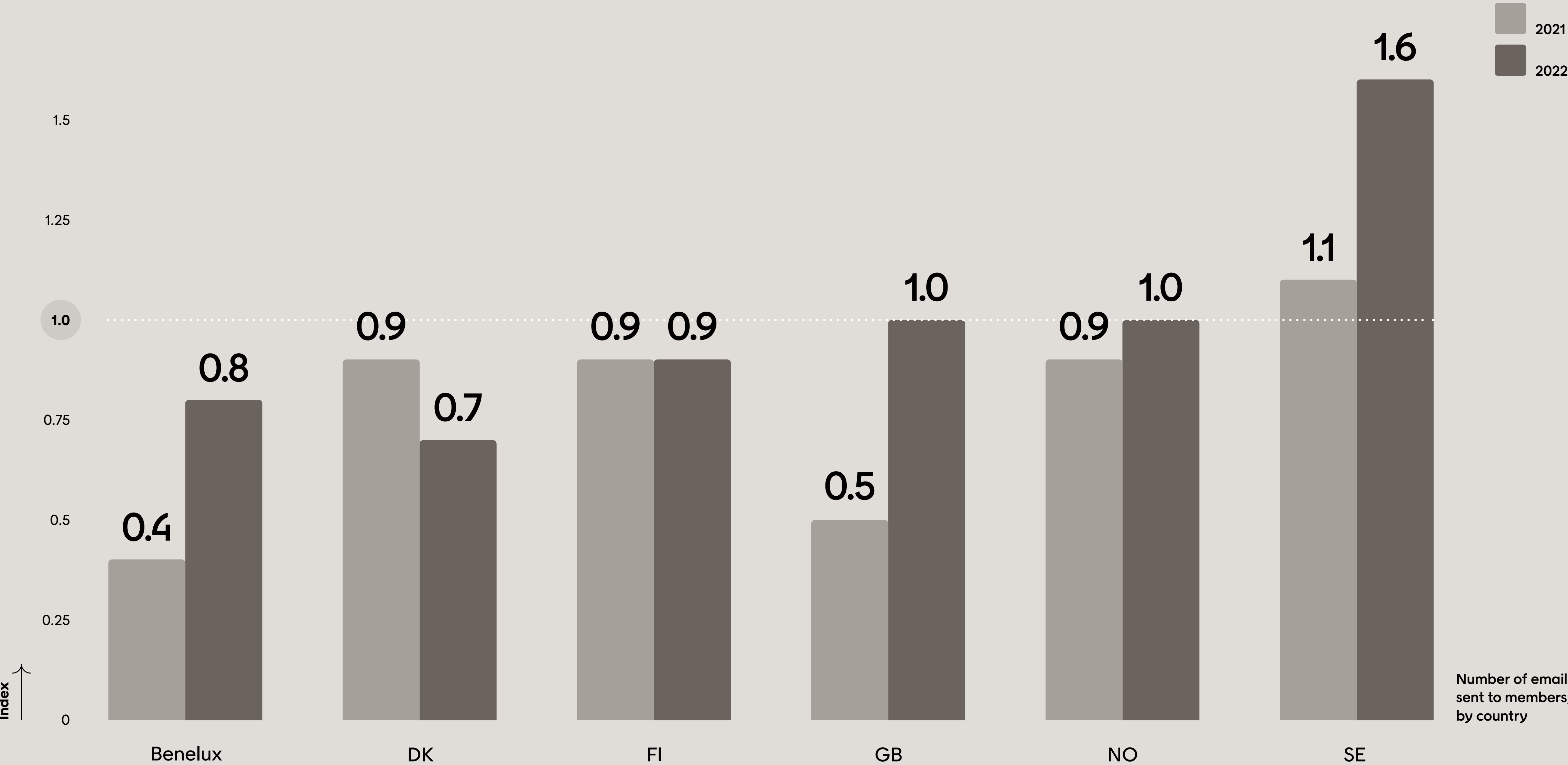
Women

Men



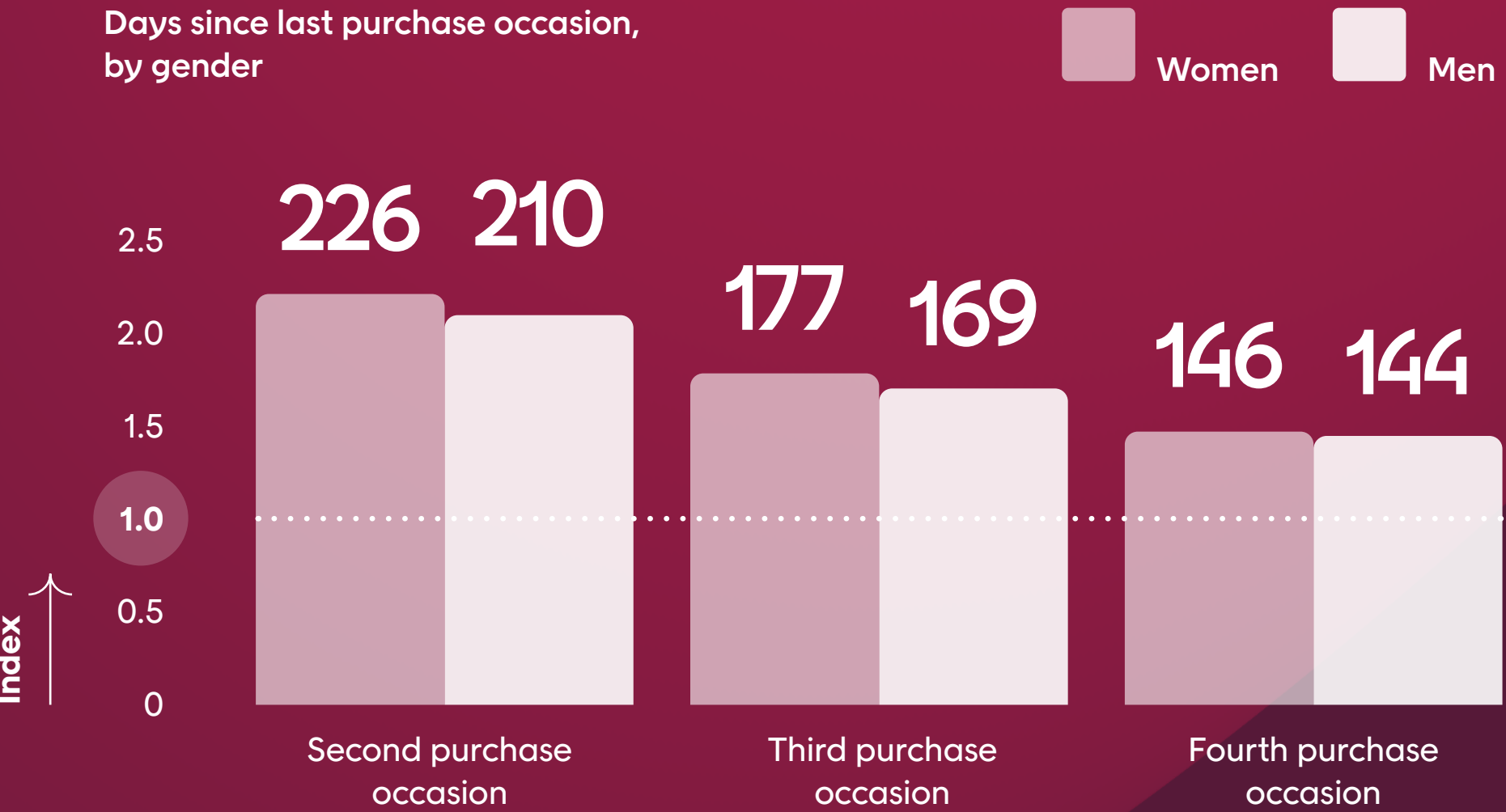
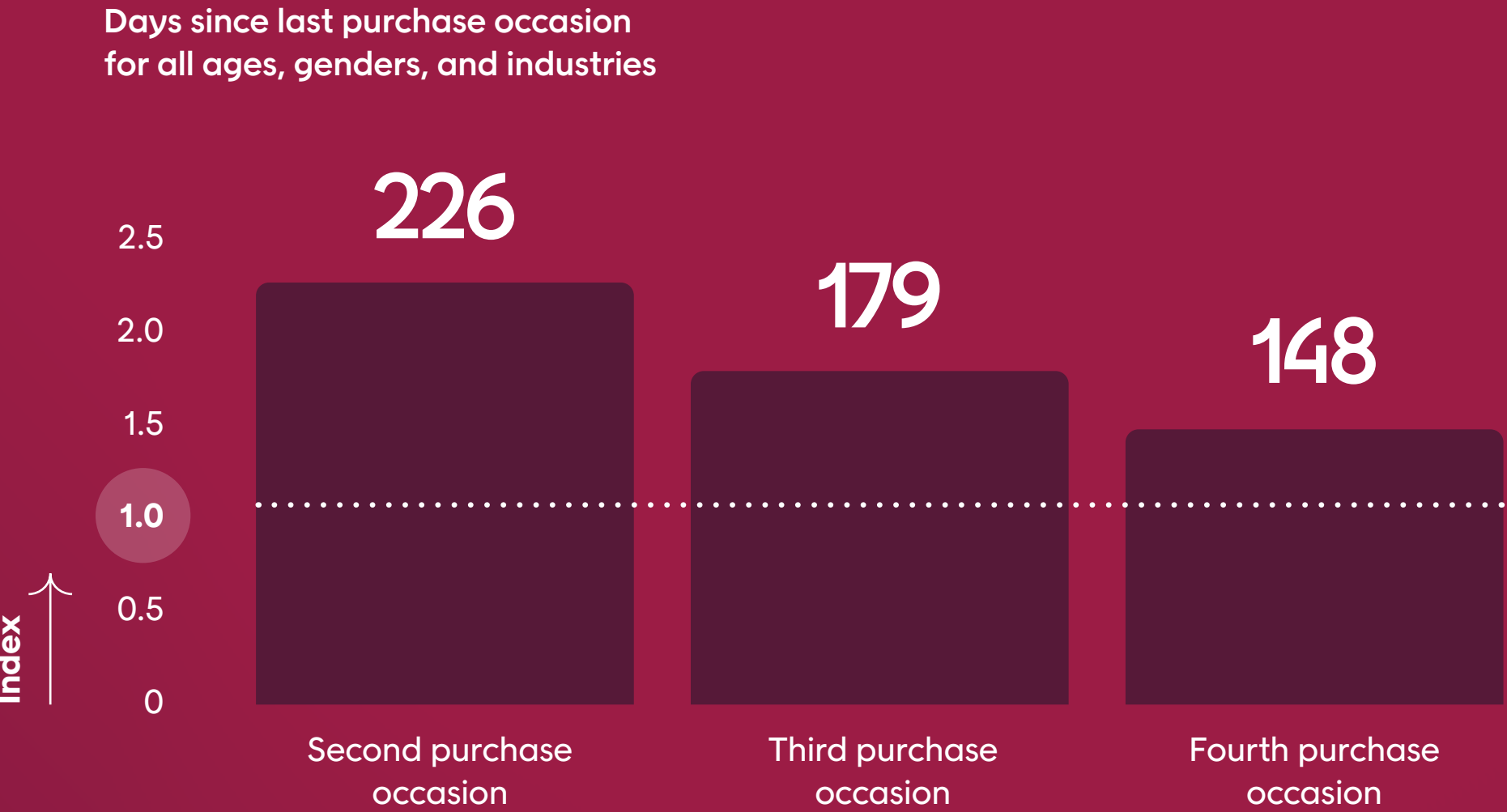


Number of emails sent to members



Number of emails  
sent to members,  
by country

Time between purchases



# The time between purchases gets shorter and shorter

These graphs visualize the time it takes for customers to buy from the same brand a second time—and a third and a fourth. We clearly see that the number of days becomes fewer the more purchases a customer makes. Also worth mentioning is that men have fewer days between shopping occasions than women.

**Psst! Scroll to the next page to see how this has to do with good loyalty work.**



# How to keep **existing** customers coming back

The time between purchases is a valuable metric since it reveals how happy customers are with your products and service. Statistics show that repeat customers generate more revenue than one-time shoppers and that consumers spend more money on brands they're loyal to. Hence, putting a lot of focus on loyalty work is crucial! On that note: here are three tips for building successful customer loyalty in 2023.

## **Get to know your customers**

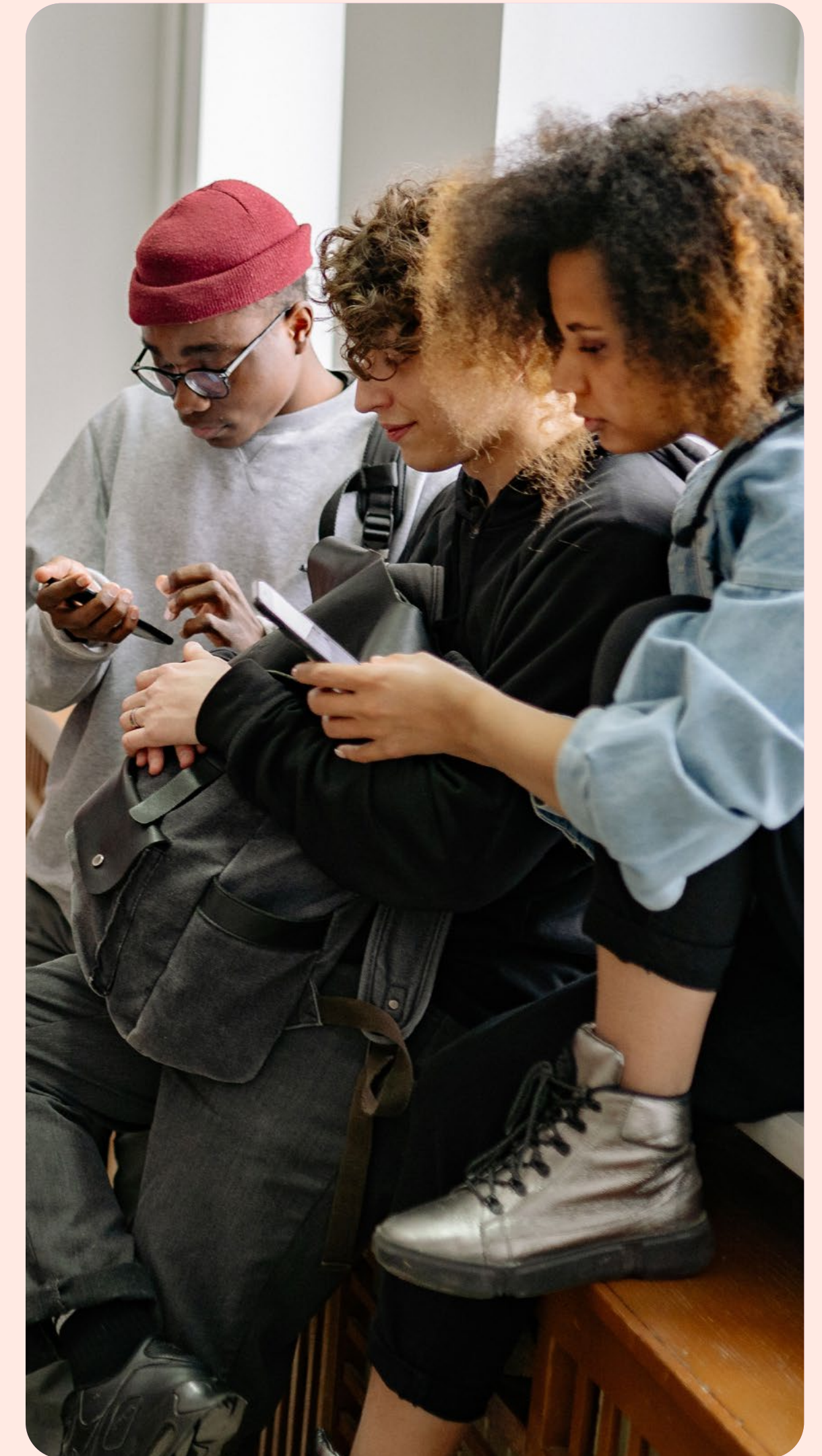
Collect as much data as possible about your target audience: who they are, what they love, where they hang out, and how to connect with them. This will enable you to segment customers based on their characteristics, meaning you can tailor your marketing to make every customer feel special and appreciated—and ultimately, encourage repeat purchases.

## **Provide faster rewards**

Your customers live in a speedy world, and your loyalty program needs to keep up. Think of ways to reward your members every time they engage and ensure they earn the offer or benefit within the first week after making a purchase. And remember that rewards can be many things other than classic offers—from small stuff like answering their comments on social media to inviting them to test new products or services, for example.

## **Keep your program fresh and fun**

What your customers value and want today will probably be different tomorrow, so your program needs to evolve. Gather customer feedback and continually measure the effectiveness of your loyalty work.



Average receipt per purchase

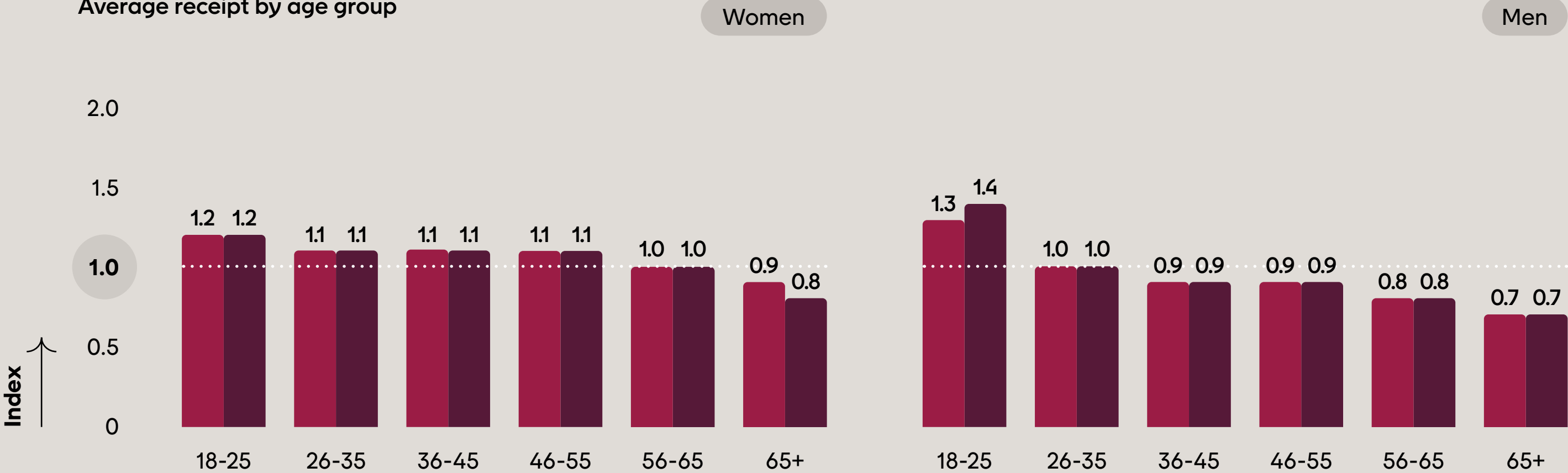
# People spend less money per shopping occasion

The average receipt value has decreased by a total of **4%**. The only increase is among men aged 18-25 in the health and beauty category (where women otherwise have a higher average receipt). And although the overall receipt value decreased by **2%** in sport and fashion, men can still be considered the big spenders. They shop for twice as much money as women in some cases.



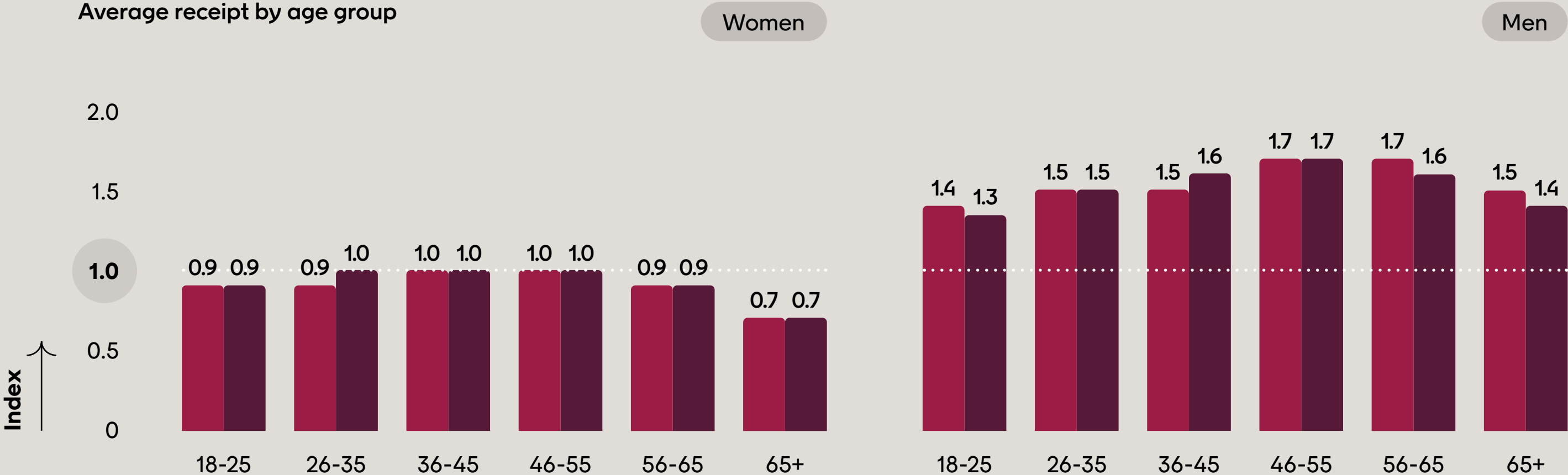
## Health & beauty

Average receipt by age group



## Sport & fashion

Average receipt by age group





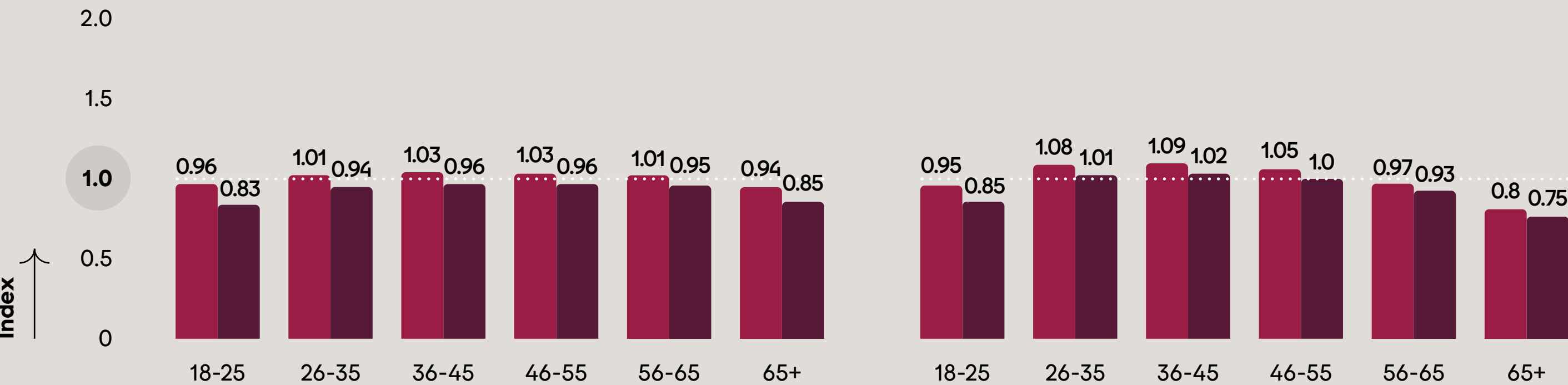
Average receipt per purchase

Electronics

Average receipt by age group

Women

Men



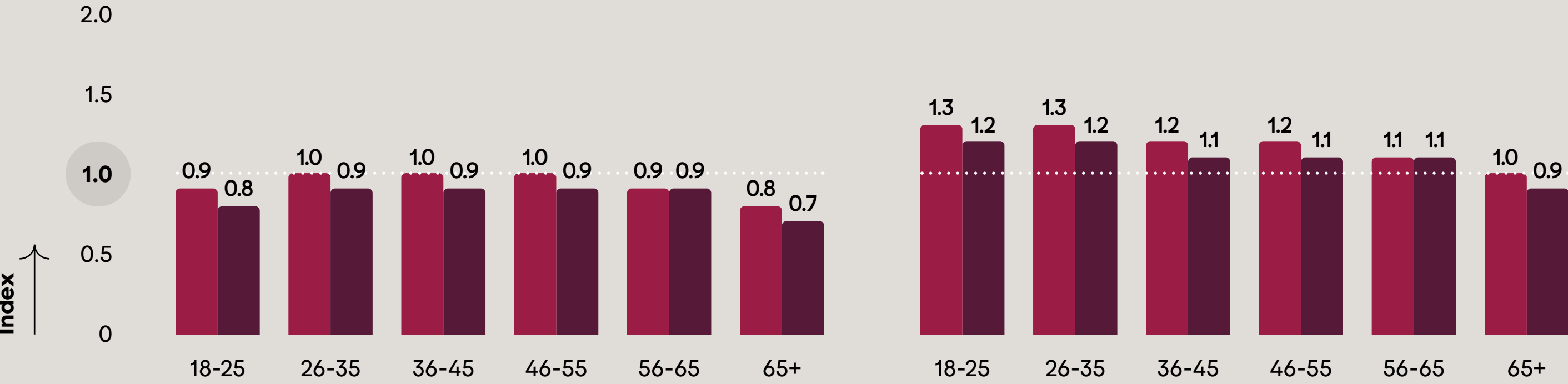
In both the electronics and DIY and home improvement category, the average receipt value has decreased by **6%**. A drop found across all ages and genders.

DIY & home improvement

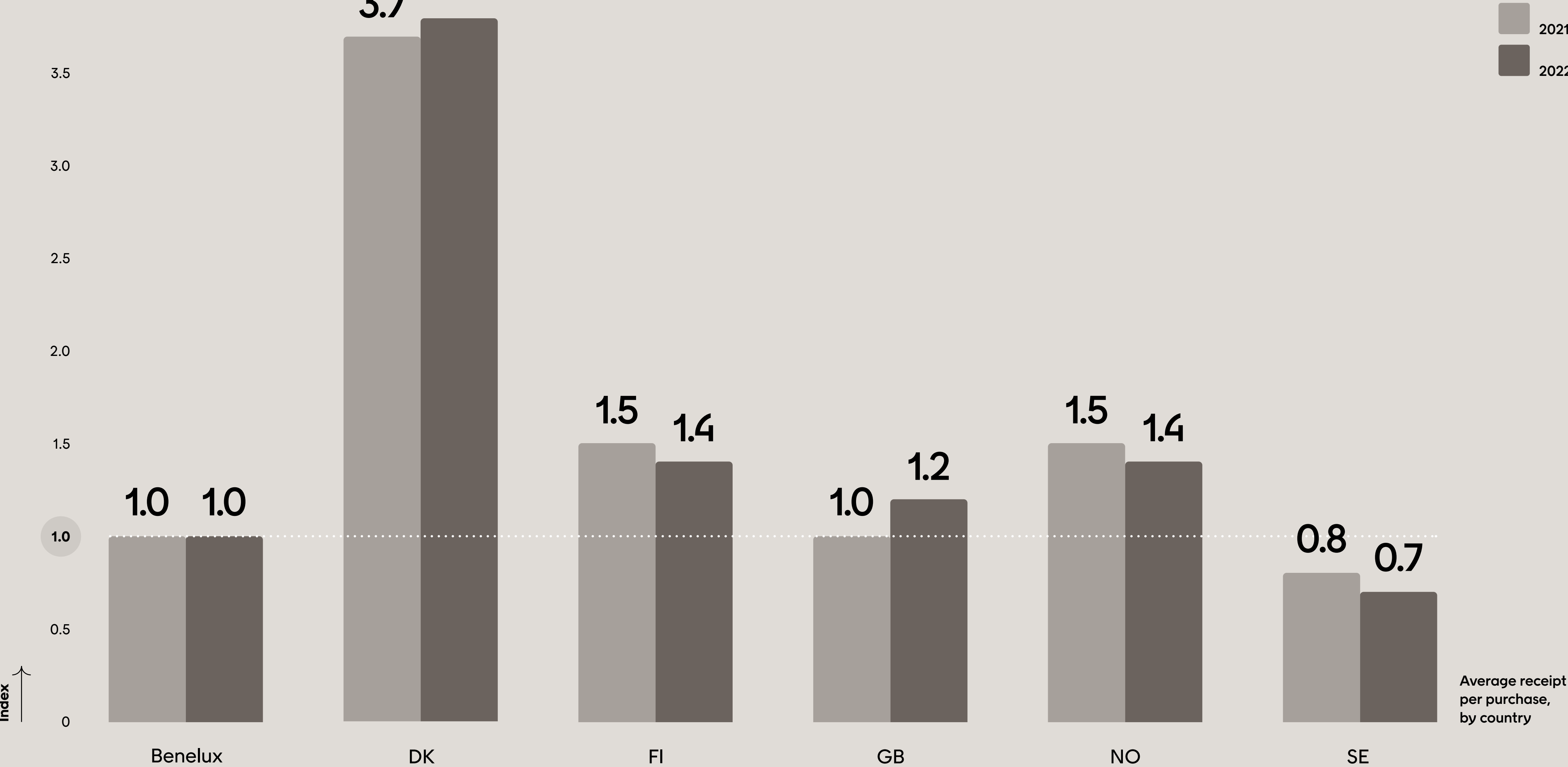
Average receipt by age group

Women

Men



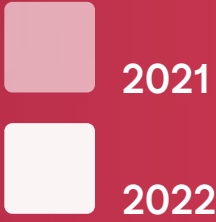
Average receipt per purchase





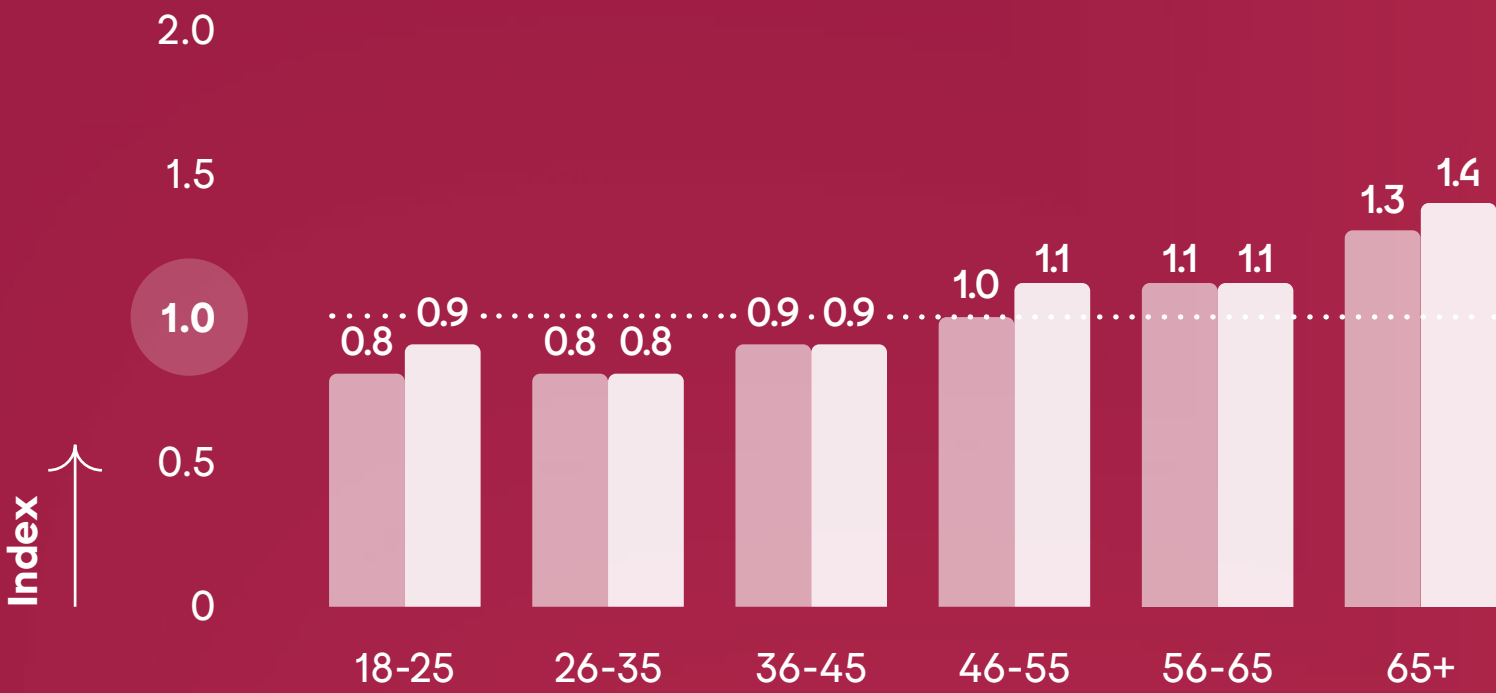
# The shopping frequency has gone up

The purchase rate has increased across all industries, meaning people shop more often these days. The highest increase of **16%** is in the DIY and home improvement category, closely followed by an **11%** increase in sport and fashion.



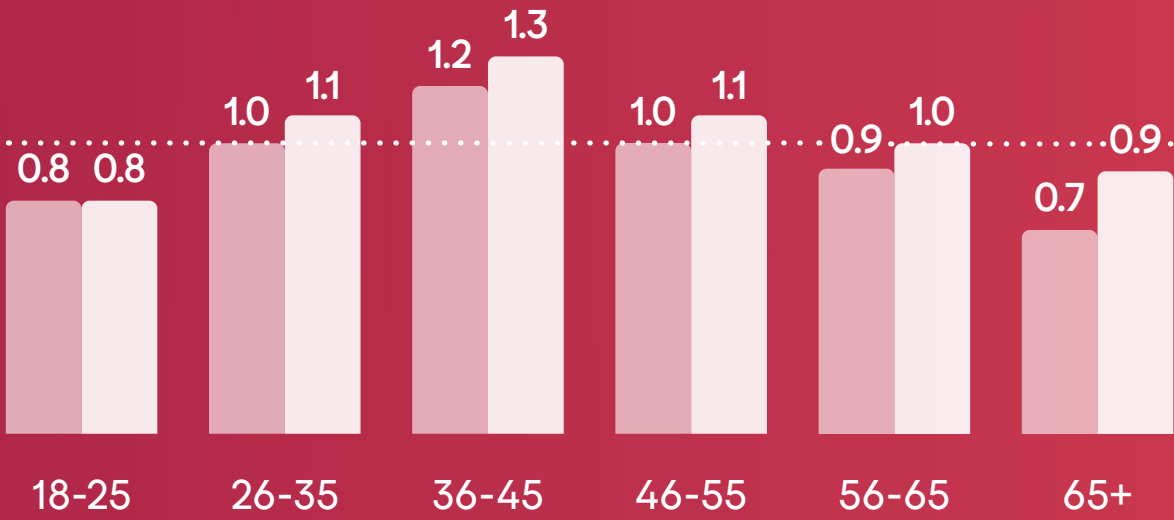
## Health & beauty

Average number of purchases per member, by age group



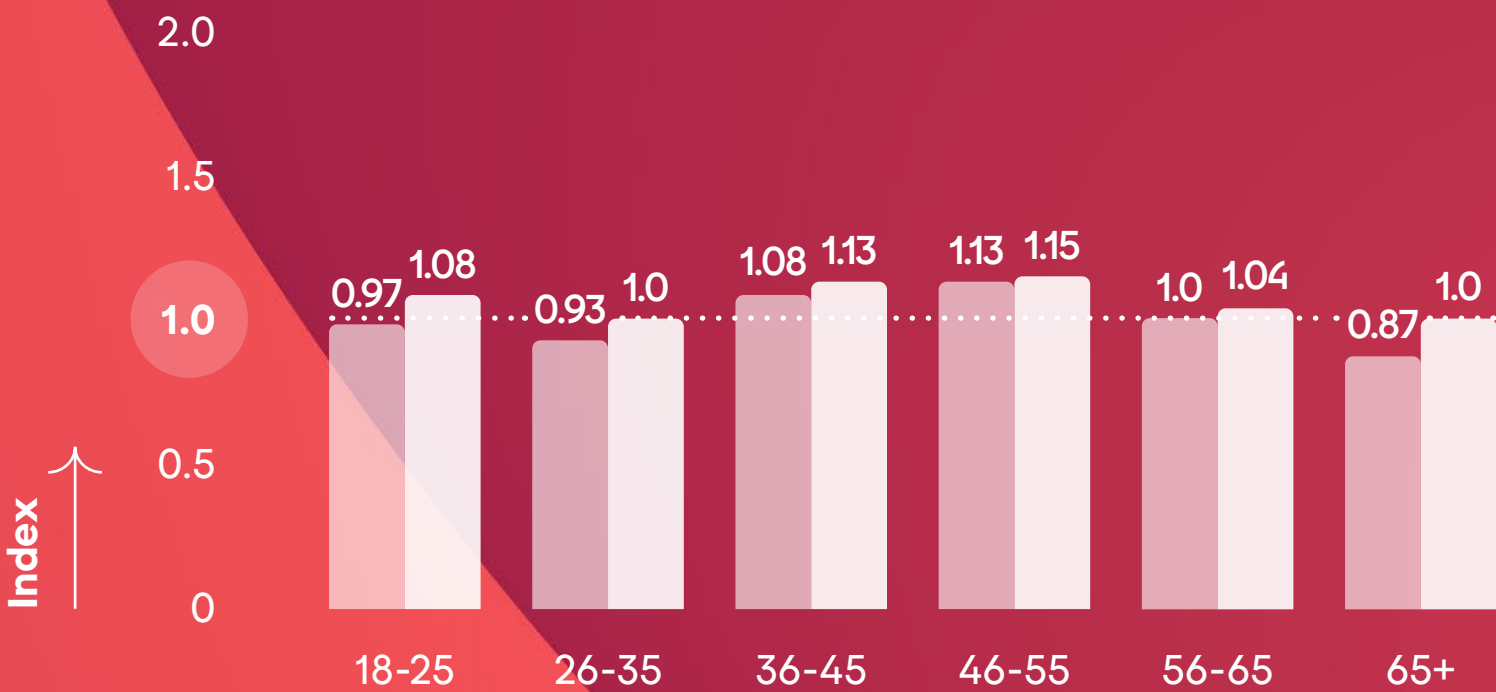
## Sport & fashion

Average number of purchases per member, by age group



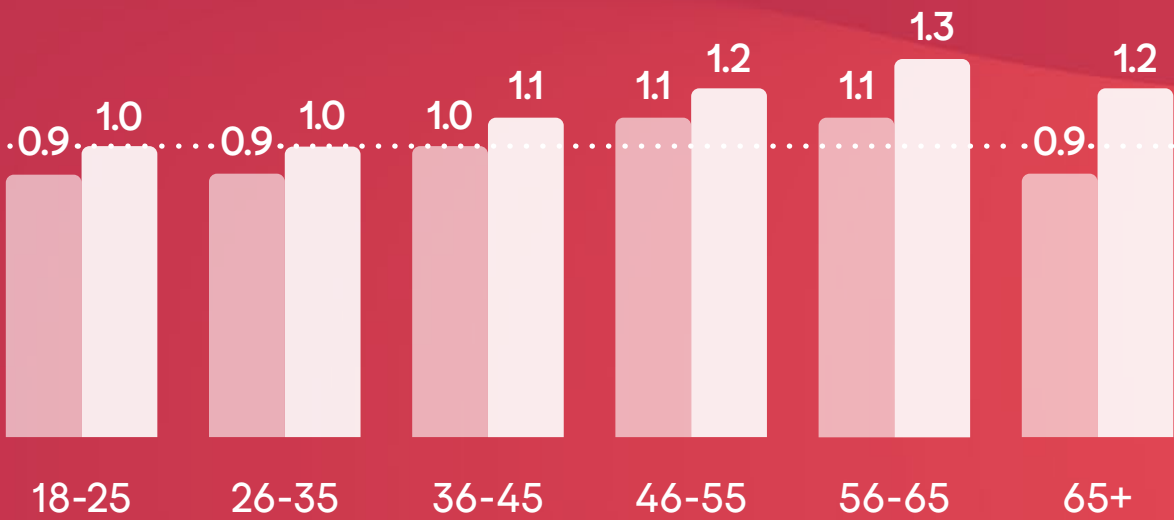
## Electronics

Average number of purchases per member, by age group



## DIY & home improvement

Average number of purchases per member, by age group



Average number of items per receipt

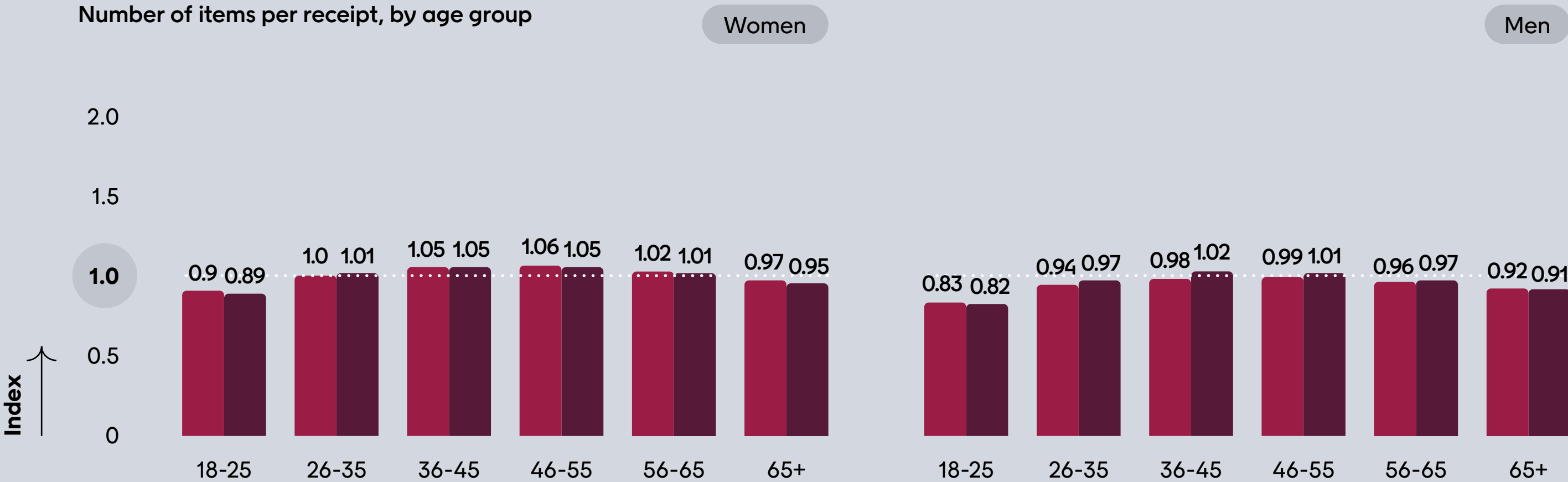
# People buy fewer products when they shop

Overall, the number of items per receipt has decreased by **2%**. In the health and beauty industry, men aged 18-25 and 65+ (where the number usually increases) bought fewer items per purchase. Among women in the same category, there was a notable decrease in the age groups 18-25 and 45 and up. In sport and fashion, we see a drop across both genders and most ages—except for men 35-55 and women 46-65.



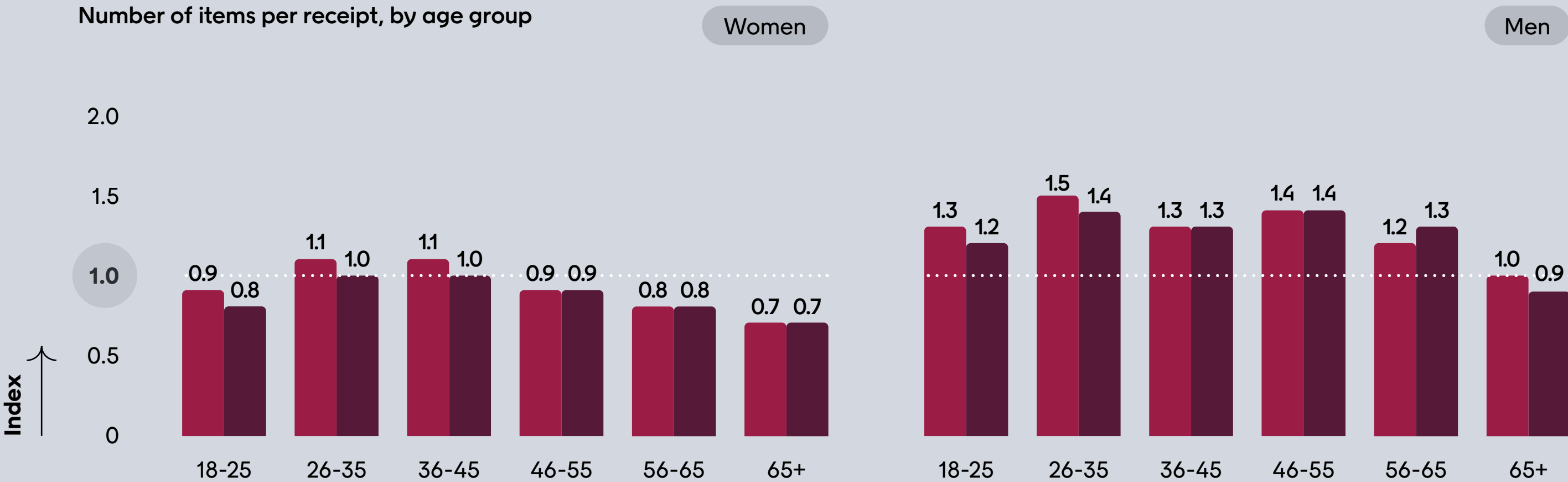
## Health & beauty

Number of items per receipt, by age group



## Sport & fashion

Number of items per receipt, by age group



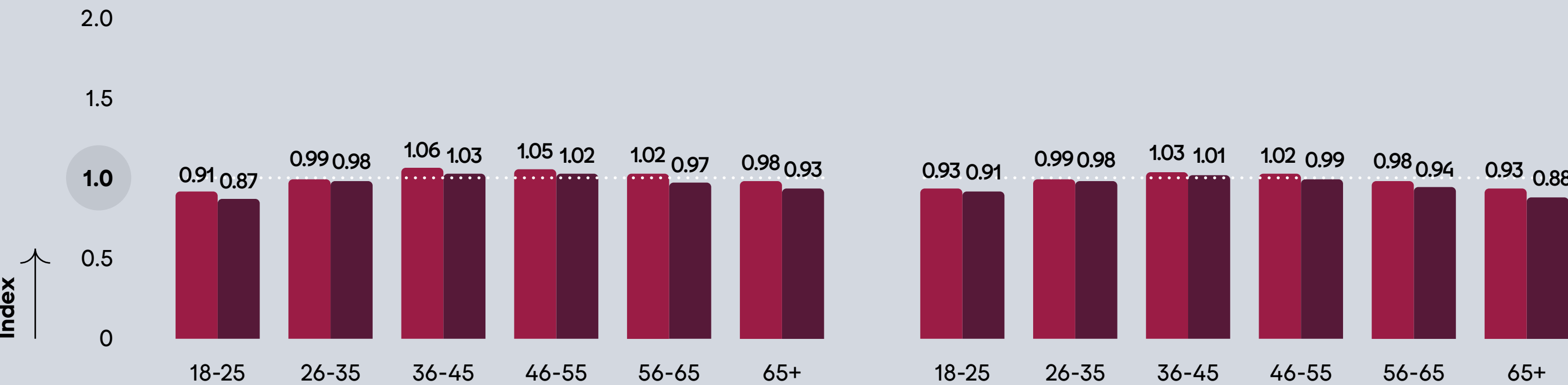
Average number of items per receipt

Electronics

Number of items per receipt, by age group

Women

Men



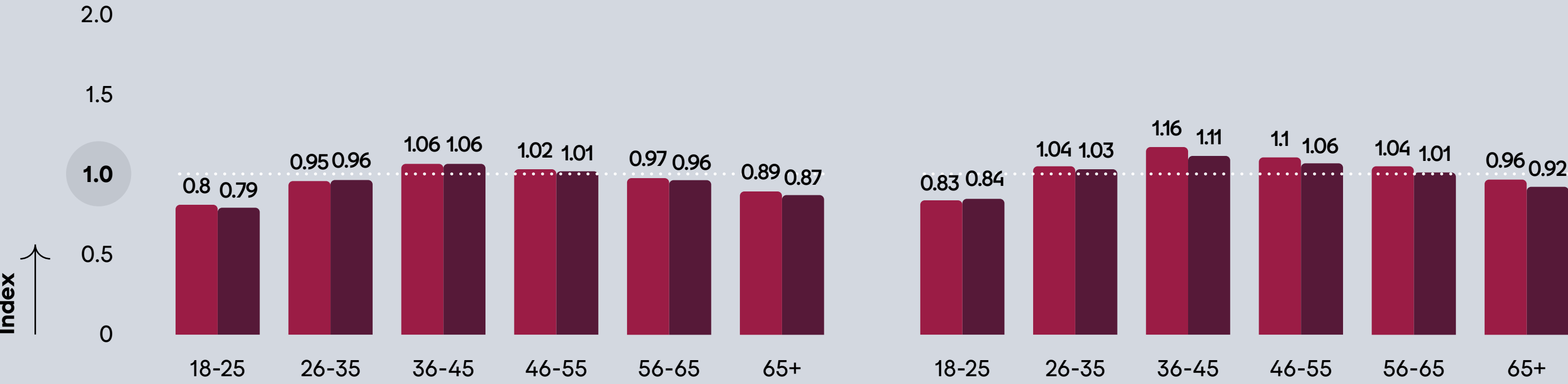
In the electronics category, people buy fewer products when they shop—a decrease of **3%** across all ages and genders. The trend continues with a **2%** drop in DIY and home improvement. Although, a small increase is found among men between the ages of 18 and 25 and women between 26 and 35.

DIY & home improvement

Number of items per receipt, by age group

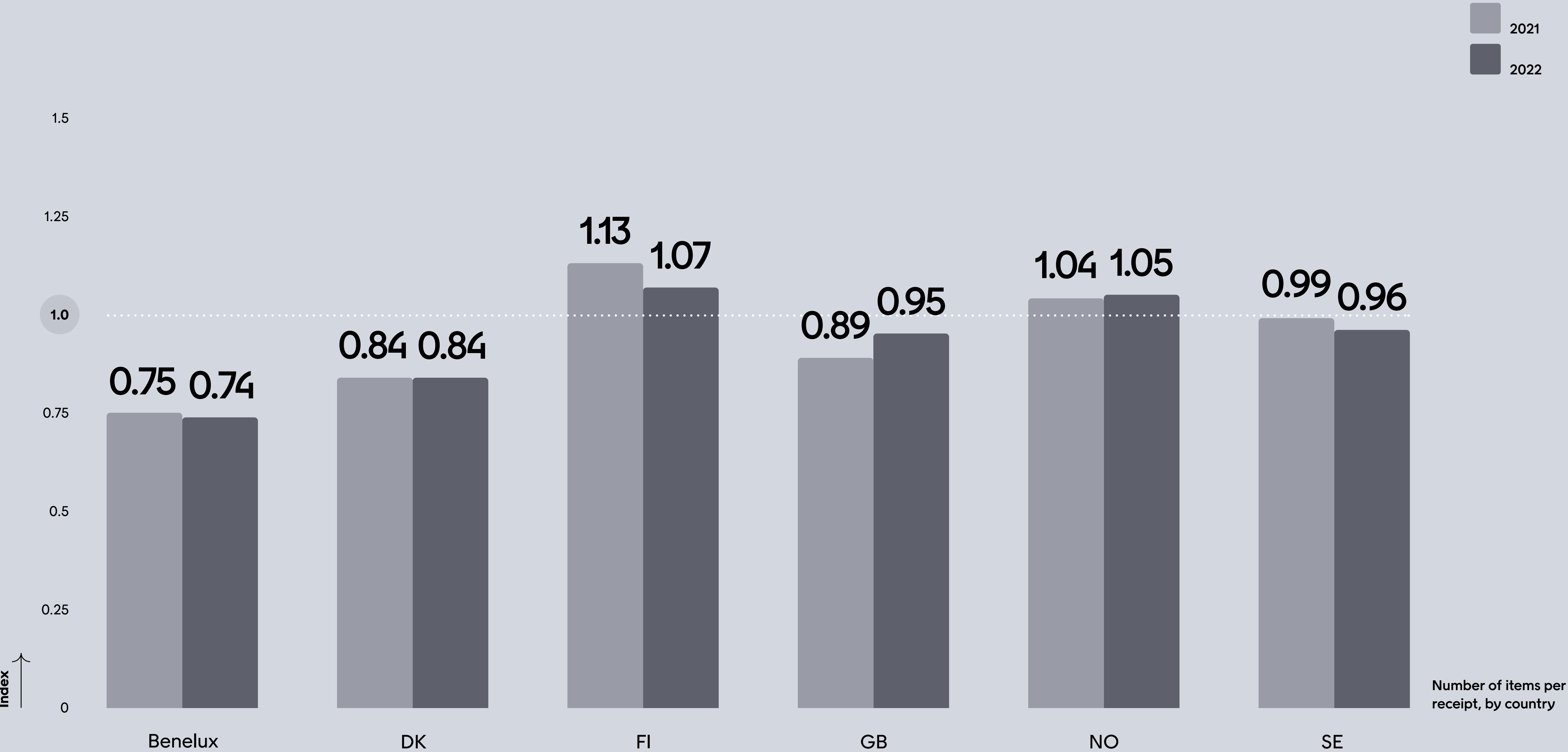
Women

Men





Average number of items per receipt

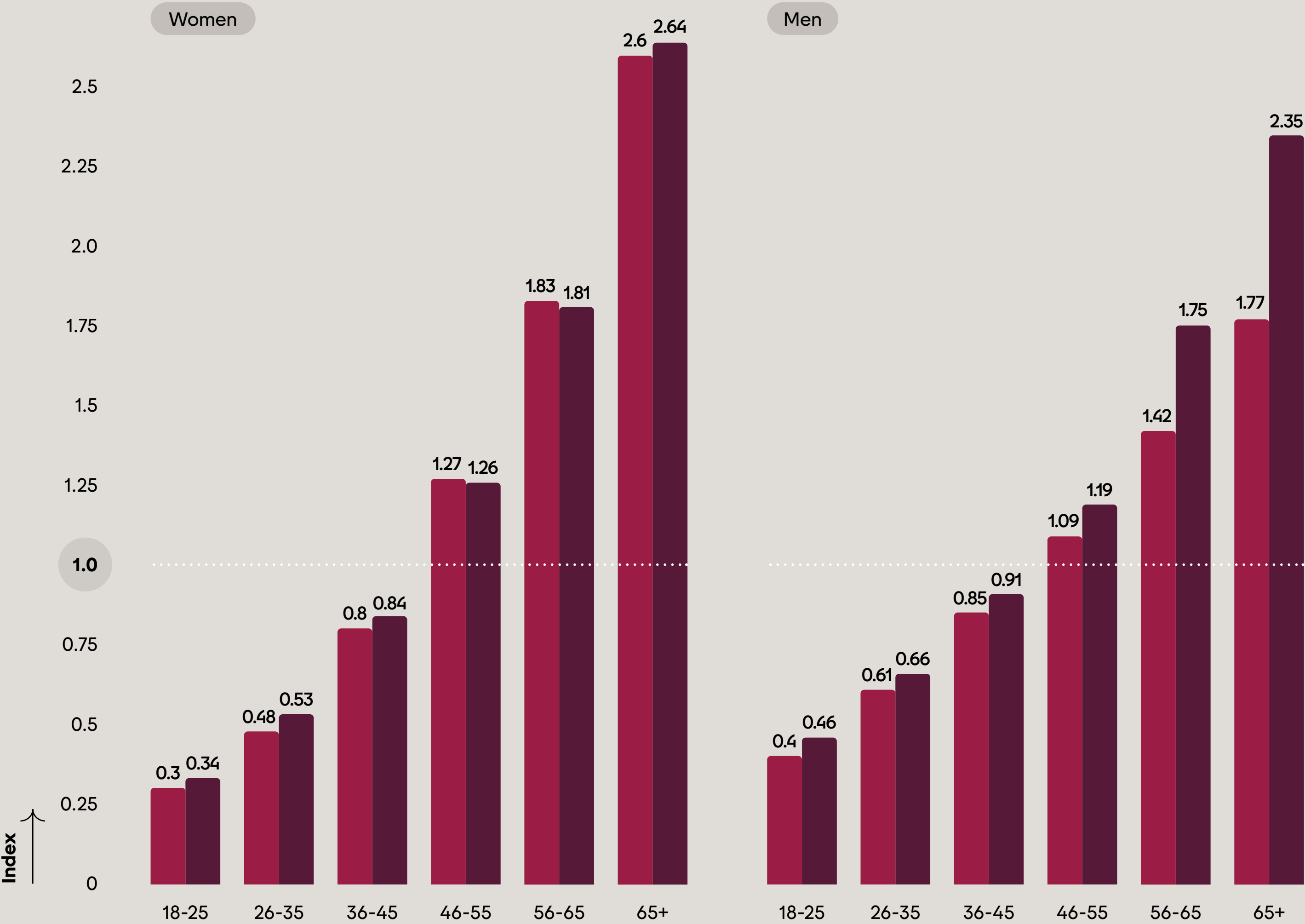


# Abandoned cart emails get more and more clicks

The click rates for emails sent to re-engage shoppers who abandoned their carts have increased by **3%** across all ages and genders, except for women aged 46-65. The most significant increase in clicks is among men in the oldest age group.

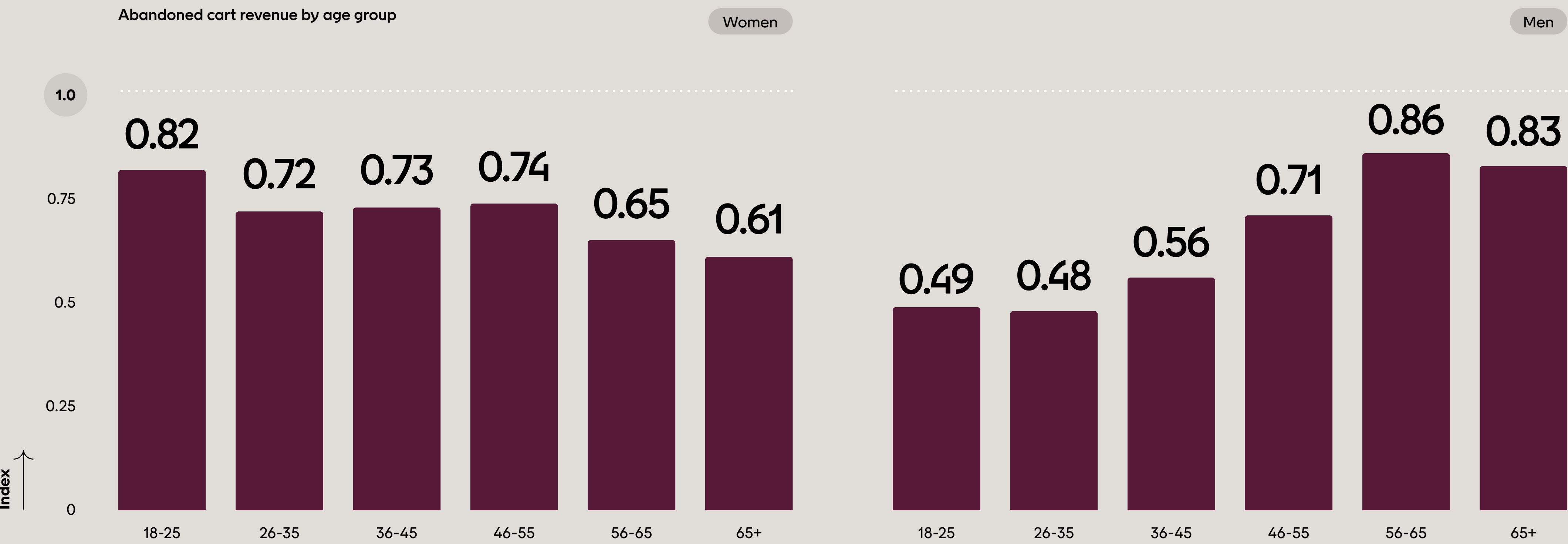


Abandoned cart click rate by age group



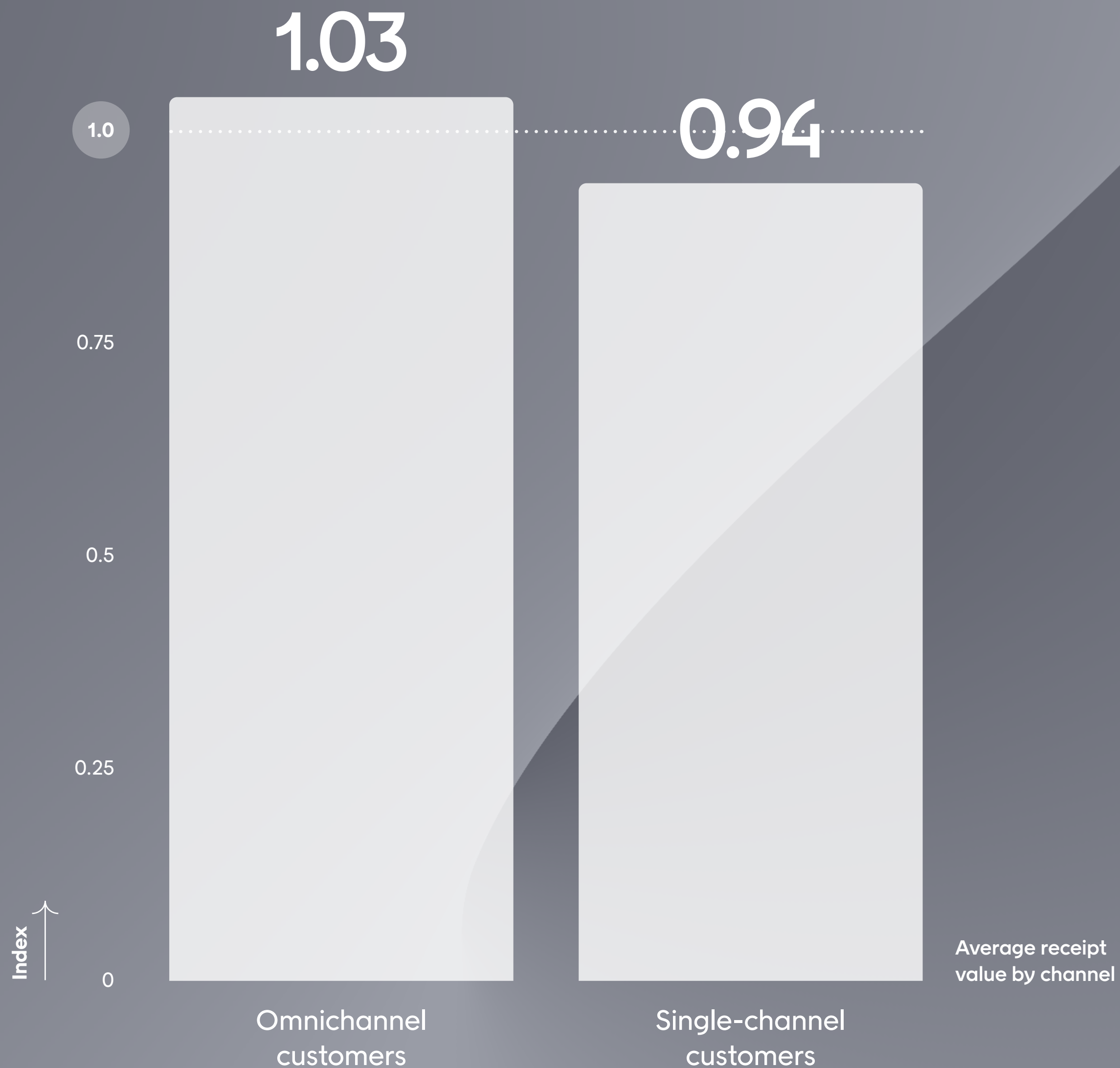
# Older men generate the highest revenue

These graphs show that the three groups of people that generate the highest abandoned cart email sales are: men 56-65, men 65+, and women aged 18-25. The least profitable group is men between 18 and 45.





Average receipt value by channel



# Omnichannel customers spend more

Omnichannel customers (aka people who shop both online and in-store) have a **9%** higher average receipt than single-channel customers. Put simply: they spend more money than the ones who shop in one channel alone.

Return rate

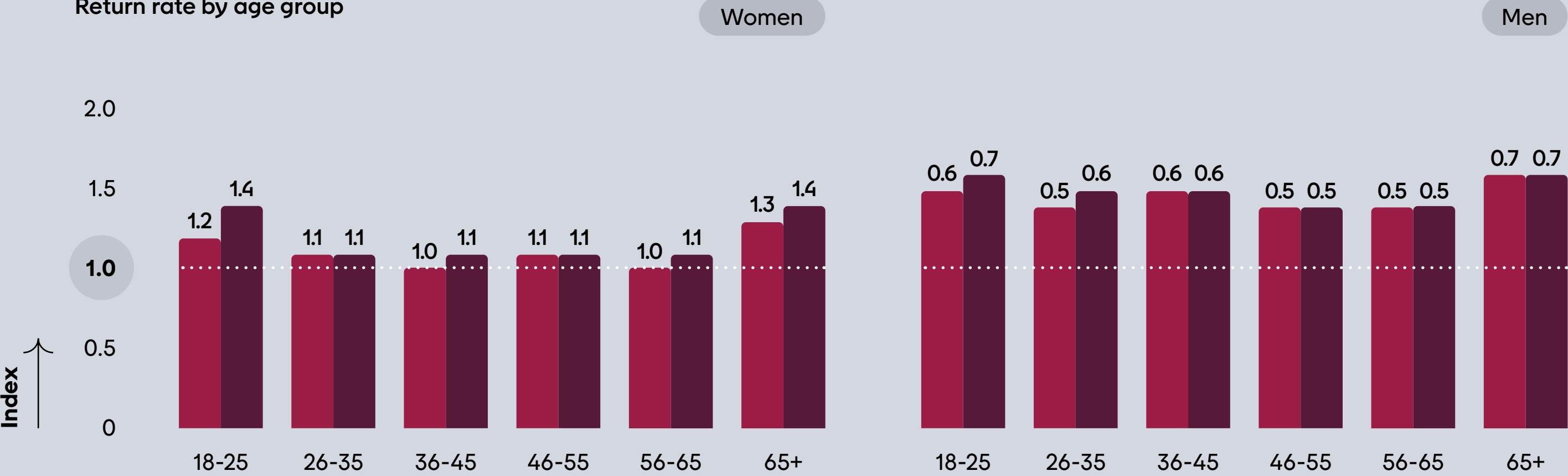
# Shoppers return items at a higher rate

The return rate has jumped to an average of **13%** this year! Women account for most of the returns—and the overall increase—in both the health and beauty and the sport and fashion industry.



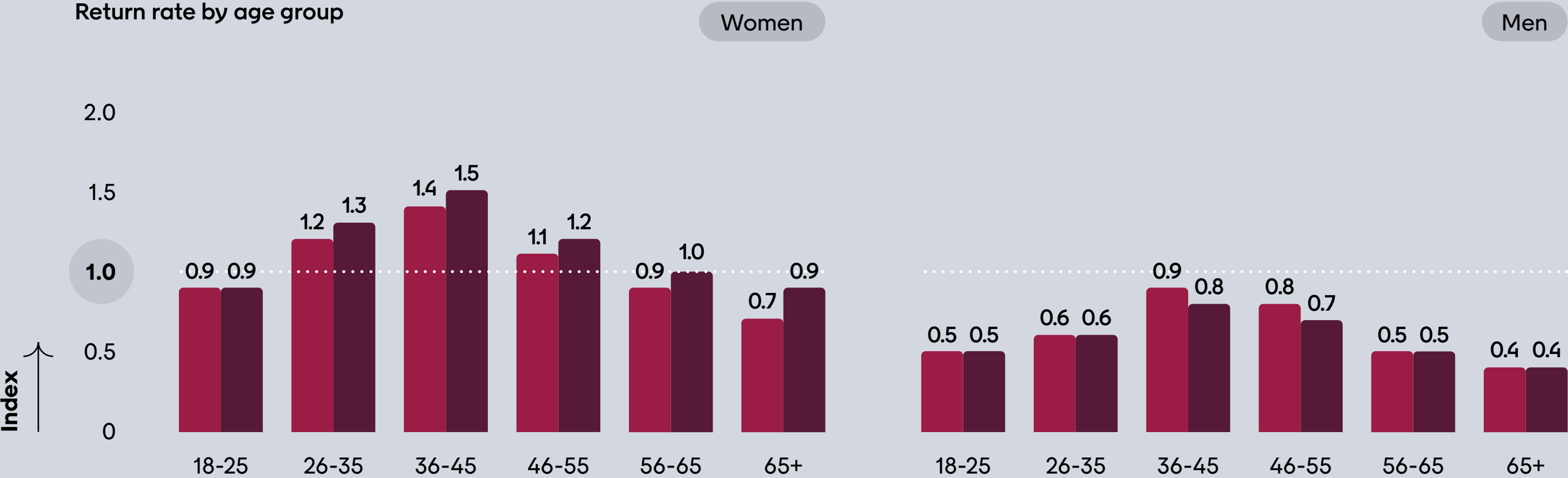
## Health & beauty

Return rate by age group



## Sport & fashion

Return rate by age group

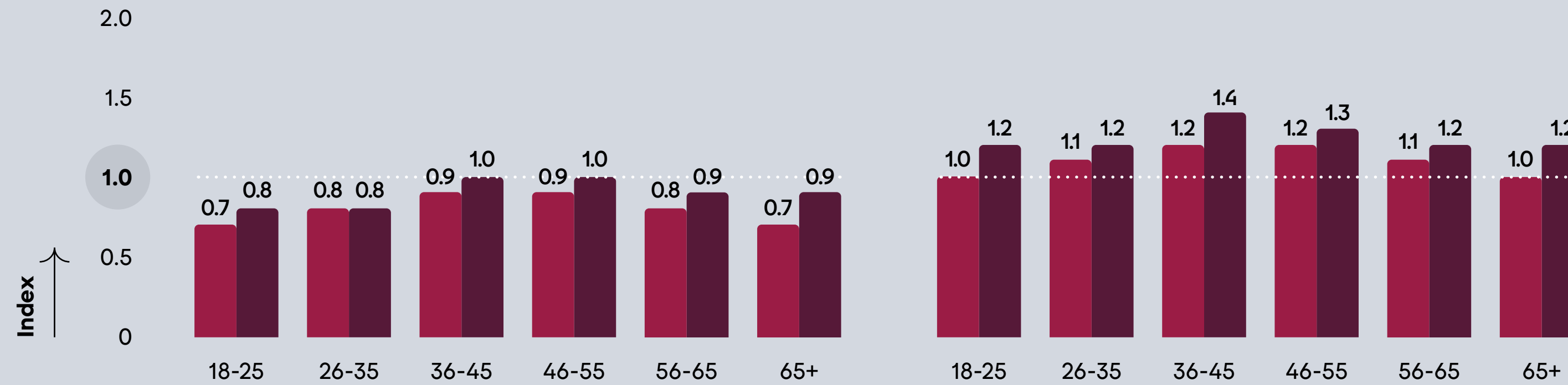


## Electronics

Return rate by age group

Women

Men



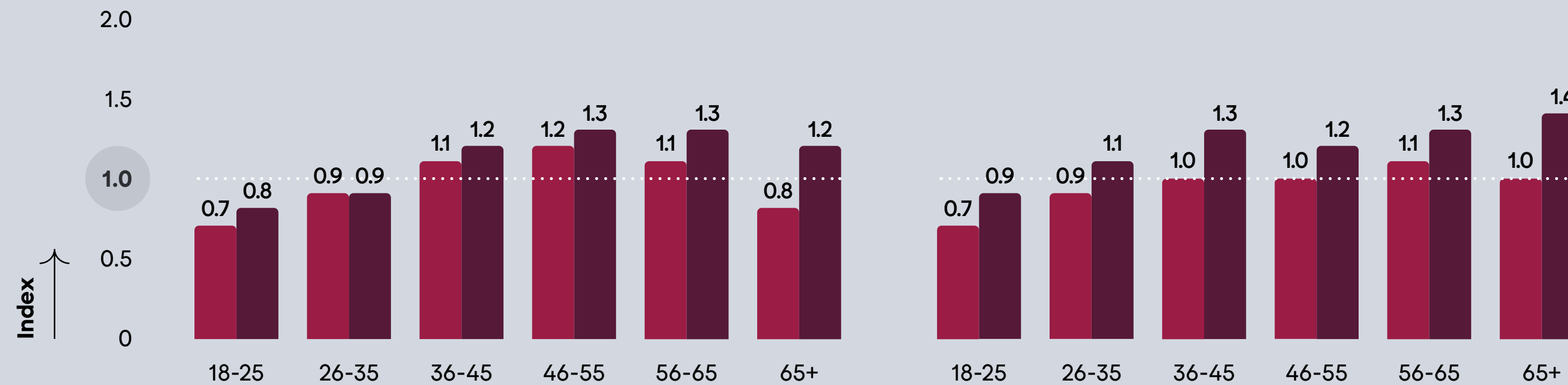
Some industries drive more returns than others. The DIY and home improvement category has the highest return rate of **20%**, while electronics has an average rate of **11%**.

## DIY & home improvement

Return rate by age group

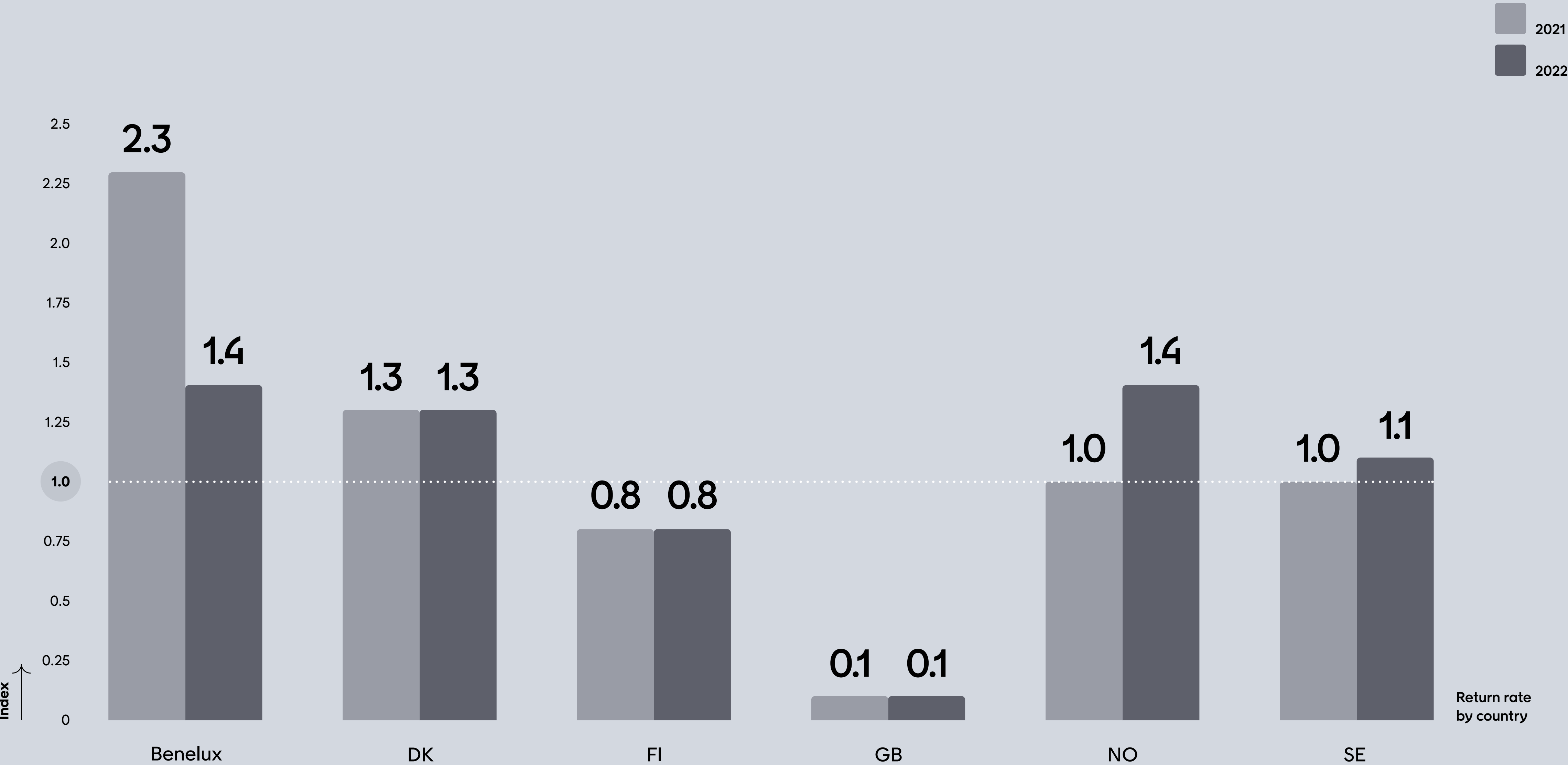
Women

Men





Return rate



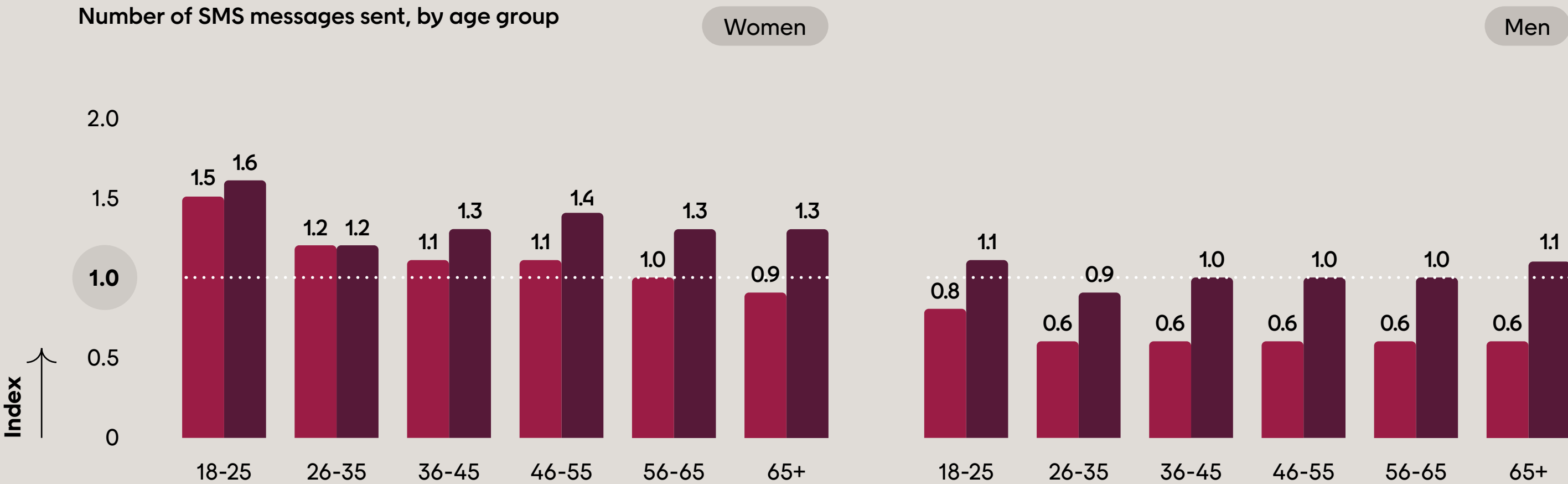
# Members receive many more **text messages**

The number of text messages sent to members has increased by an average of **60%** across all ages, genders, and industries. The health and beauty category has the smallest increase by **30%**—while people receive **80%** more messages in sport and fashion.



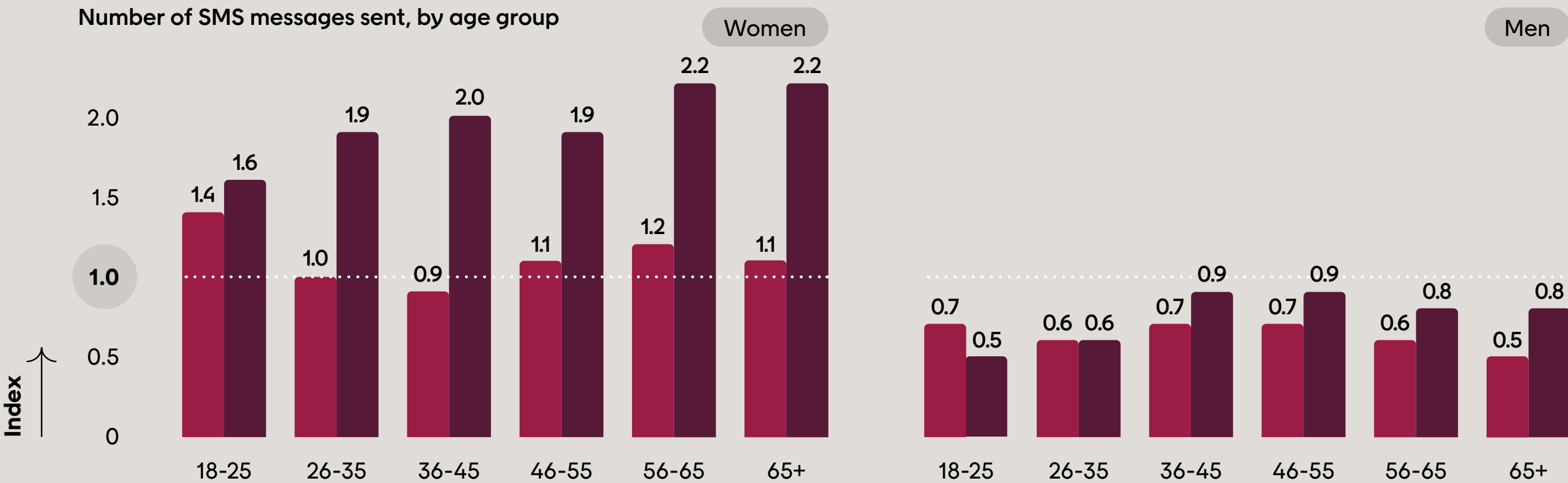
## Health & beauty

Number of SMS messages sent, by age group



## Sport & fashion

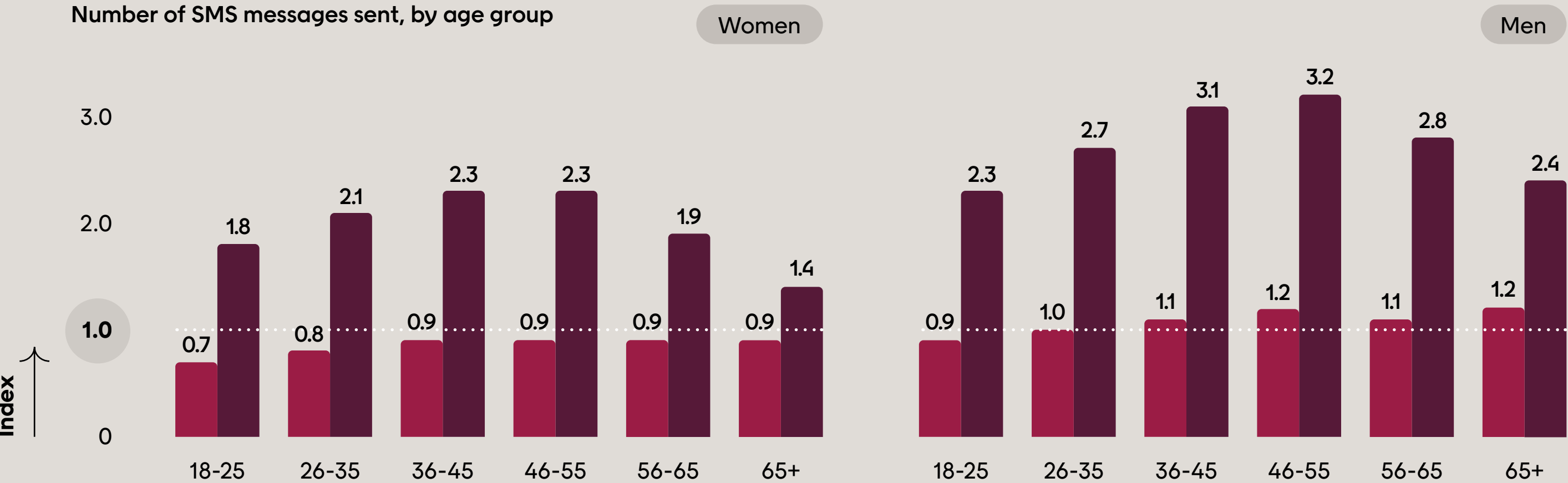
Number of SMS messages sent, by age group



Number of SMS messages sent to members

Electronics

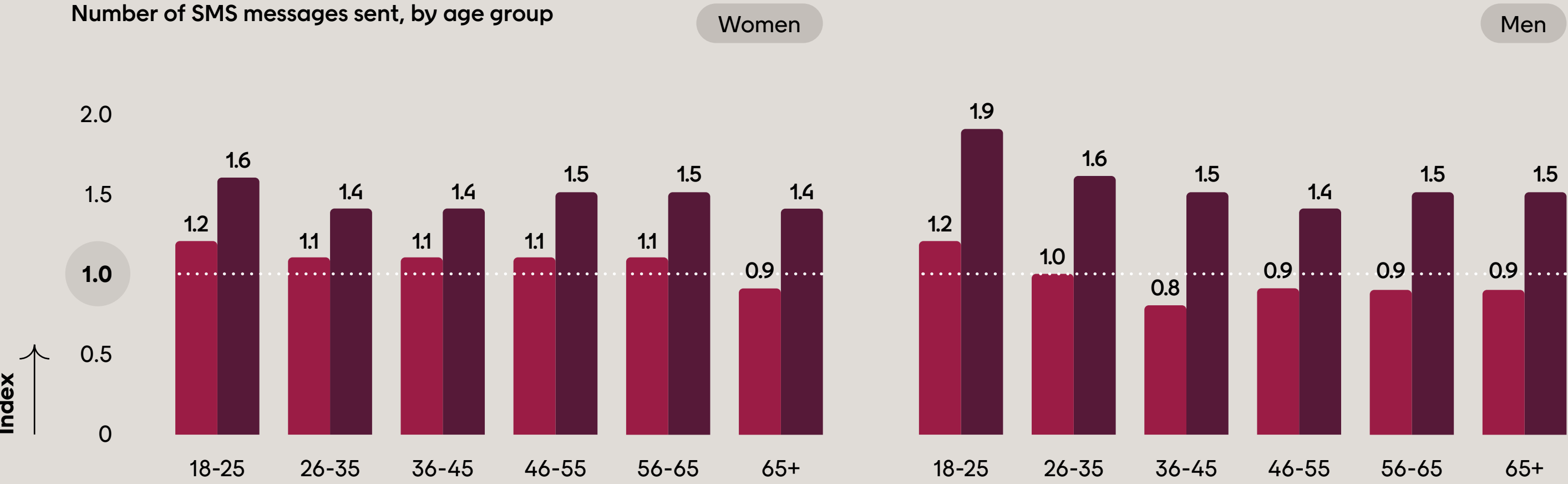
Number of SMS messages sent, by age group



A massive increase of **150%** more messages are sent to members in the electronics industry, followed by a **50%** rise in the DIY and home improvement category.

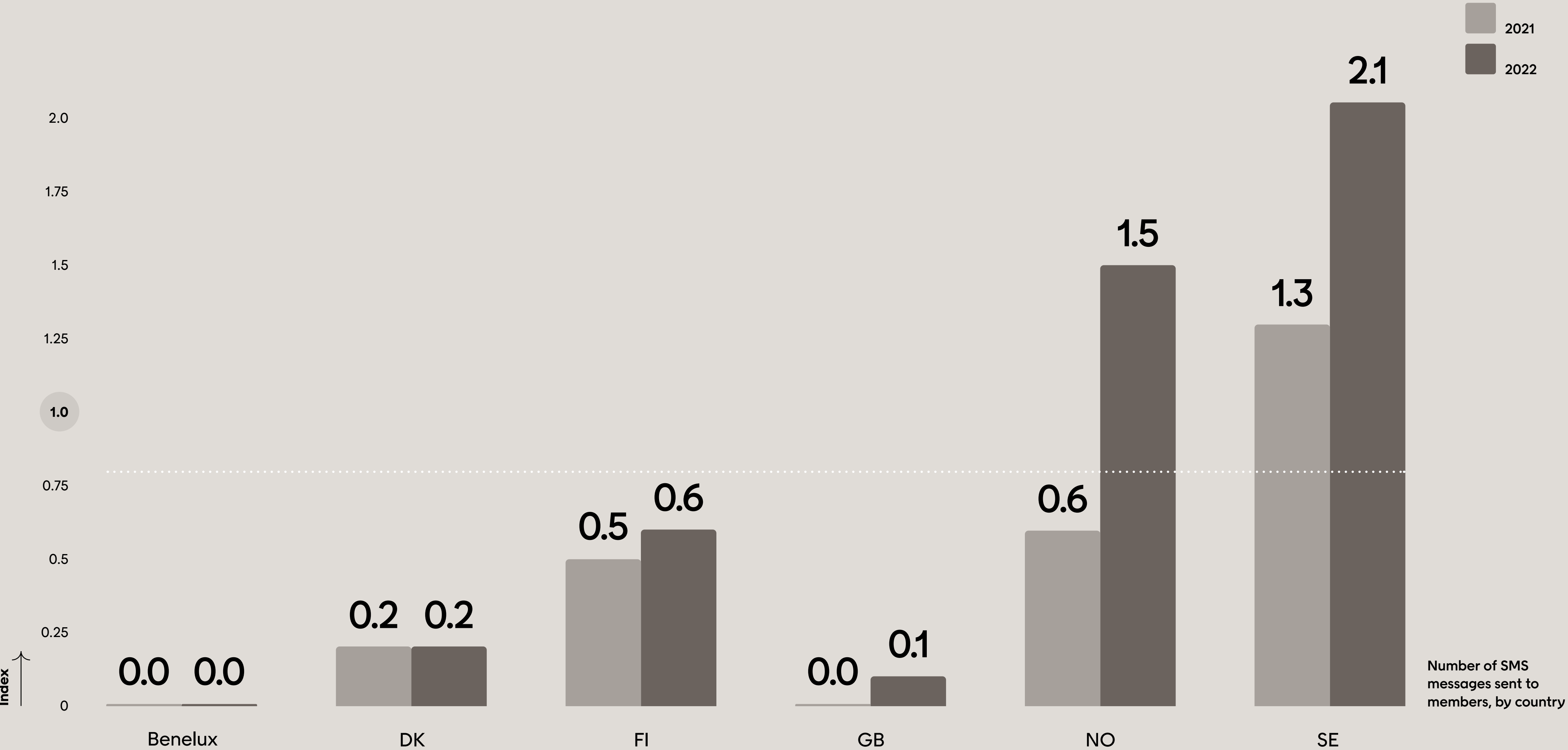
DIY & home improvement

Number of SMS messages sent, by age group





Number of SMS messages sent to members



# Top 5 takeaways and actions

# 1. Optimize SMS and email marketing

Email and SMS send-outs have increased significantly in volume, but there are a few things to consider to optimize the outcome (remember the decrease in email click rate?). Don't bore and bombard your customers with poor communication and irrelevant product recommendations. Instead, ensure you can collect, store and leverage customer data—and combine it with modern product discovery. Advanced product discovery processes historical behavior data to understand the customer's intention in real-time, increasing personalization and relevance in your communication. Simply tailored recommendations, exactly when the customer wants them.

Besides this, it's crucial that email and SMS marketing complement each other and is used wisely not to cause a lack of trust. But when to use what?

**Email content is perfect when you want to send inspiring messages that aren't time-sensitive, for example:**

- Visual product announcements
- Editorial content
- Newsletters
- Long-form content
- Order confirmations
- Receipts
- Abandoned cart emails

**SMS content, on the other hand, is beneficial when you want to push time-sensitive messages that require immediate action, for example:**

- Limited product launches
- Exclusive pre-access to sales
- Seasonal sales events
- Expiring offers or vouchers
- Opportunities for changes in member level
- Event invitations
- End of campaign info
- Flash sales

## 2. A big shift in shopping behavior

One of the biggest conclusions from this year's index is that people shop more often but buy fewer products and spend less money per shopping occasion. A change in consumer behavior that probably has to do with inflation and the rising cost of living. Could it be that people don't collect their purchases in one place anymore, but instead are on a constant hunt for the lowest prices? A behavior that leads to a lot of small purchases scattered at many different places. And can the fact that people receive more emails and text messages lead to more impulse purchases? Probably. Since the shopping frequency has gone up, there's a great chance to increase the average receipt (every time someone shops!). Here are some tips and tricks:

- **Do you offer free shipping for any online purchase?** Think again and encourage people to buy more products so you can have a higher profit! Still give customers free shipping—but with a catch that says: you must spend a certain amount of money before accessing delivery free of charge.
- **Increase the average order value** by making more money from each transaction. Only offer home delivery if the customer buys a minimum of three products, for example. Hopefully, this will contribute to people buying less on impulse, which will reduce the environmental impact. Win-win.
- **Once a customer has made it to the checkout page**, they have decided to make a purchase. That said, optimize this space by promoting personalized offers that the customer can't resist. Strategically placed product recommendations are an excellent way to encourage last-minute additions—but the key is to only make truly relevant suggestions.
- **Improve customer satisfaction** (and sales!) with the function called "Add to favorites"—a way for customers to tag the items they like and add them to their favorites list. The products added will stay on the list even after purchase, making it incredibly easy to buy the same thing over and over. Who wouldn't want the option to simply check a list before checkout to ensure nothing is missing?



# 3. The importance of abandoned cart emails

The average email click rate has dropped significantly, but when it comes to abandoned cart emails, it's the total opposite. These emails are being clicked on more frequently! Why? Because what they communicate is nothing but super relevant to every customer. There are ways to gain even more from these emails, though.

- **Divide your cart abandoners into segments** like cart value or product type, and send different messages to each group to optimize the effect. For example, offer a modest discount for high-value abandoned carts or reach out to low-value shoppers more quickly than others.
- **When reminding customers about something they forgot to purchase**, seize the opportunity to suggest other things they'll probably like too. How? By adding personalized product recommendations to the email! You make the most of your data and increase your conversion rate—at the same time.

# 4. It's all about **one holistic approach**

Customers who shop omnichannel spend more money than single-channel customers, meaning it's a great idea to adopt an omnichannel approach in your marketing, sales, and services! And increased profit is just one of many benefits. How about greater reach and more satisfied customers? Yeah, thought so!

## → **Step 1:**

To achieve a cohesive, omnichannel customer experience, intertwine online and offline by creating communication and offers that apply to both your e-com and your physical store. Merge offline and online data so you can see customers' online shopping history in the checkout view in-store—and vice versa. By knowing what your customers like and look for, no matter the channel or platform, you can orchestrate their shopping experience and make it seamless.

## → **Step 2:**

"Click and collect", the process where shoppers order items online to pick them up in-store, truly integrates the online and the physical! One major benefit of this way of shopping is that customers who come into a store to collect their parcel often get inspired to buy extra goods. And if customers who are on a shopping spree in-store are shown suitable options that are only available online, you have another chance to upsell. When it comes to returns, give your customers the option to return online orders in a physical store—and there's a great chance they will purchase something on pure impulse.

# 5. When return rates are on the rise

Shoppers are returning more clothes, shoes, and other purchases than ever before, and the return rate is even higher when stuff is bought online. This is a headache and a huge cost for retailers and the environment. **So, what are the best tactics to remedy the problem? Here are eight foolproof tips.**

1. Provide better and more detail-rich product information.
2. Introduce a reliable, accurate, and dynamic sizing chart.
3. Improve and provide a variety of product imagery, shot on different body types (from different angles, including close-ups). And implement product videos!
4. Promote easy and frictionless exchanges instead of returns.
5. Shorten the amount of time you allow customers to make a return and clarify your return policy if needed.
6. Encourage customers to leave detail-oriented product reviews.
7. Monitor and set up a strategy for how to deal with “serial returners”.
8. Send a post-purchase email about how to best care for the product, use it, or assemble it. Anything that makes people less likely to return their new item.

# Increase engagement with omnichannel experiences

Unify and utilize all your customer data in one place with the multichannel marketing platform Voyado Engage. It serves you the insights and campaign tools you need to deliver highly relevant, real-time experiences in every retail channel. Why? Because it's these kinds of shopping journeys that will make your customers come back! Again and again.

Get your free trial tour →

Find out more!

## 4 reasons to switch to Voyado Engage

- Collect actionable first-party customer data
- Personalize communication across all channels
- Predict customer behavior and act on it
- Prevent churn and create long-term customer loyalty