

# WHAT SHOULD THE FOOD RETAIL & GROCERY INDUSTRY KNOW ABOUT BOPIS?

Retailers win when shoppers choose their store not only for purchases, but also for pickup of online orders. To increase both sales and your customer base, it helps to understand what motivates shoppers to use BOPIS.

## 5 FREQUENTLY ASKED QUESTIONS ABOUT BOPIS

### 1) WHAT ARE THE KEY DRIVERS FOR CONSUMERS?

Our 2020 survey revealed the top two reasons for choosing in-store pickup - it's faster and less expensive than shipping. Consumers also like not having to worry about whether a shipped package will be safe sitting on their doorstep.

### 2) HAS COVID-19 CHANGED MY CUSTOMERS' BUYING BEHAVIOR?

As coronavirus awareness grew in April 2020, curbside pickup surged a whopping 208%. In fact, 50% of consumers are basing their shopping decisions on whether or not they can buy products online for in-store pickup.

### 3) HOW MANY SHOPPERS HAVE TRIED BOPIS—AND LIKED IT?

More than three-quarters of consumers report buying items online for pickup in store. 70% say the service improved their shopping experience.

### 4) WILL CUSTOMERS STAY AND SHOP WHEN THEY COME TO MY STORE FOR PICKUP?

Yes, a good number of them will buy items off the shelf. In fact, one-third of consumers say they intend to purchase additional items when they go to pick up their online orders.

### 5) WHAT ARE THE DEMOGRAPHICS OF BOPIS SHOPPERS?

Millennials have more than doubled their use of BOPIS recently, with 85% now turning to this service. Others who like it: Baby Boomers, rural residents, and consumers making more than \$200K.

King Retail Solutions will create a compelling shopping environment that's unique to your needs.



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A well-designed pickup experience can highlight add-on items as well as draw customers into your store. At King Retail Solutions, we provide the services to make this happen. We create award-winning retail spaces that connect with shoppers and drive sales.