

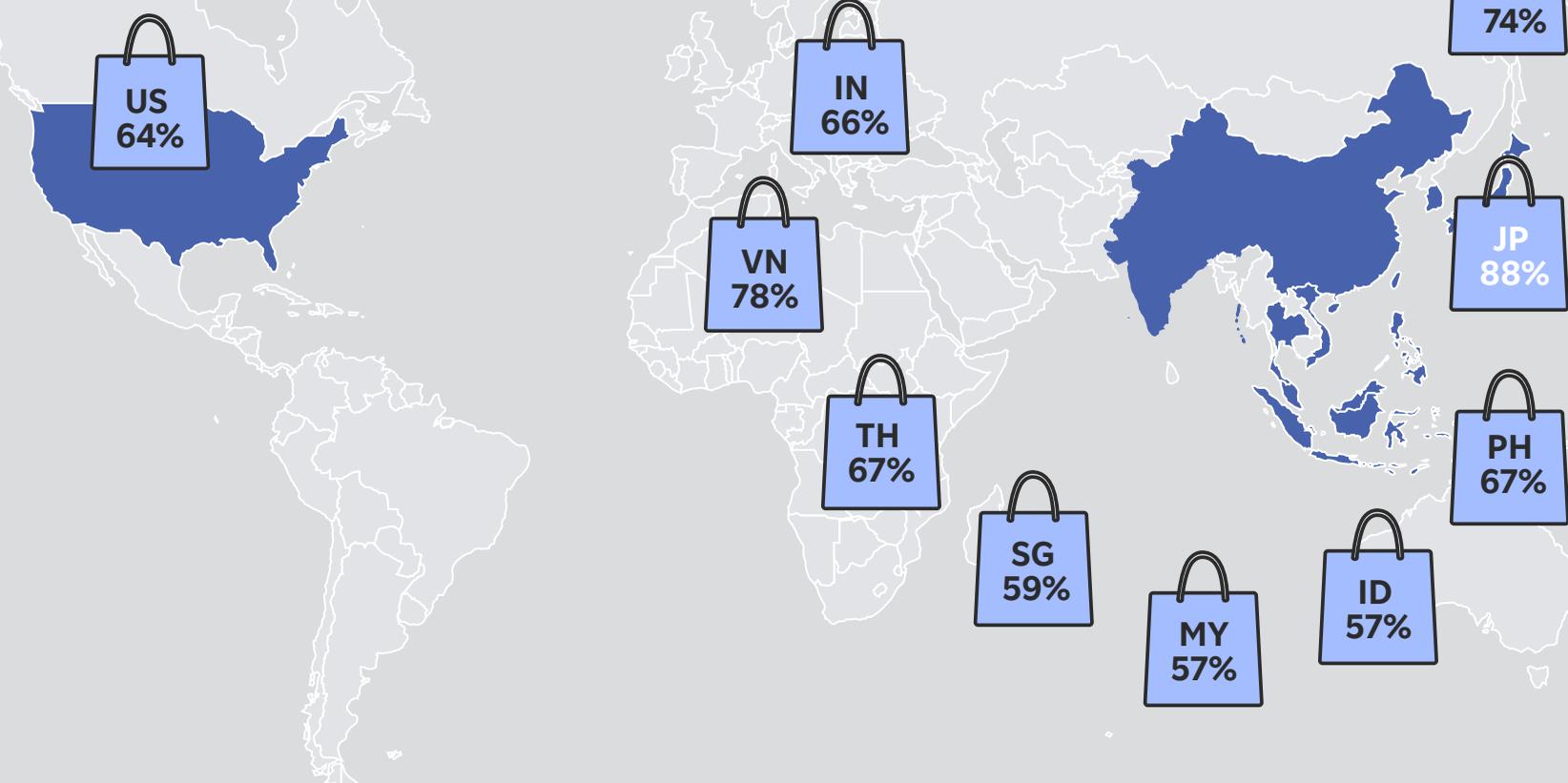
Snapshot - Retail Insights

Japanese consumers buy non-grocery items in physical stores much more regularly than other markets with **28% buying several times a week**, compared to **only 10% doing the same in US**. The lifestyle differences surrounding location of physical stores & role within social life should be examined further.

Daily routines differ across markets. **37% of Japanese consumers prefer shopping in physical stores in the mornings**, compared to just 7% in China. **Chinese consumers prefer shopping in the evenings (36%) and at the weekends (37%)**. Daily rituals such as family time in the evening impact shopping behaviour.

Gen Y & Gen Z is not a homogenous group across markets & cultures. **In Japan, 67% of 16-24 year olds & 43% of 25-34 year olds prefer physical stores**. The youth in China more closely fit stereotypes with 7% of 16-24 year olds & 8% of 25-34 year olds preferring physical stores

Would you be shopping as frequently in **physical stores** as you used to after restrictions are lifted in your country? - **YES**

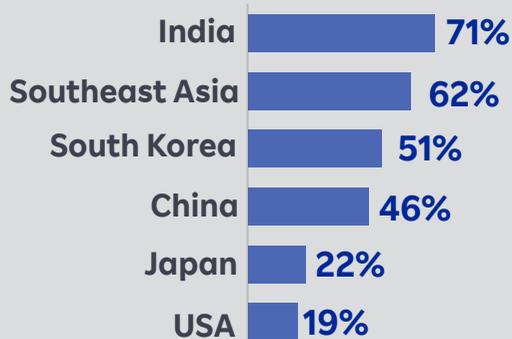


The impact of COVID on preferred retail channel is not consistent across markets. **In China, 26% state that they have switched from physical stores to online, whilst US is 12%. Japan is only 4%**. Physical stores continue to meet the needs of the Japanese consumer, showing a preference for physical stores only at 45%, compared to China at just 7%.

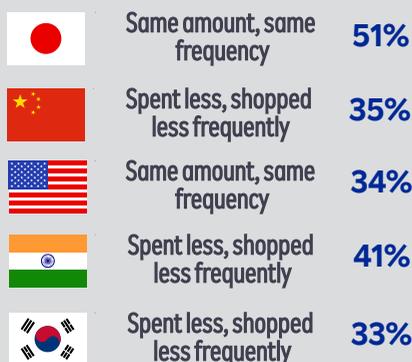
The convenience of shopping online is more appreciated in China, with 36% agreeing the convenience of online, leads to less shopping in physical stores. Japan (24%) and US (20%) see the convenience, **but prefer the benefits of the mix of online & physical, Japan (24%) & US (27%)**

The role of the government differed by market during COVID and these differences are reflected in shopping behaviours. **In China, 25% of consumers only shopped at certain times due to COVID restrictions**, compared to **just 5% in Japan**. Instead 19% of Japanese consumers tried to do more of their shopping at the same time, compared to just 3% in China.

Changed time of shop during the pandemic



Impact of COVID-19 on average spend



Top 3 Reasons for less frequent shopping in physical stores

