



MYSIZEID



Future of Retail and Contactless Shopping

How Can Retailers Build Customer Loyalty – While Still 6 Feet Apart?

Methodology

- MySize is a leading retail measurement technology company, used by companies such as Boyish Jeans, U.S. Polo Assn. and Intimates Uncovered. As states move to reopen, consumer trust has waned following events connected to the global pandemic. In order to better assess how consumers feel about returning to the physical retail setting, MySize conducted the following survey that outlines how consumers view the current in-store shopping experience, and their pain points with e-commerce operations.
- To capture these insights, MySize surveyed 1.5k people across the United States.
- The data derived from this survey revealed that consumers still crave a personalized shopping experience, but appreciate contactless tech-driven solutions. Consumers trust retailers and brands that implement new rules (i.e. private fitting rooms and requirements for holding returned clothing) in order to feel safer about returning to stores post-COVID.
- The survey also showed that the majority of consumers do not trust their clothing will fit them without physically trying apparel items on, which shows how critical contactless measurement technology will be to the future retail experience.

Consumers Are Ready to Shop In-Store Again

- Yes, I'm comfortable
- No, I'm not comfortable

But, are they ready to step back in-store immediately?



To wait, or not to wait?

11%

Of consumers would wait **over 4 months**

14%

Of consumers would wait **2-3 months**

18%

Of consumers would wait **1 month** after stores reopen to shop in-store

26%

Of consumers would wait **2 weeks** after stores reopen to shop in-store

30%

Of consumers would feel comfortable shopping in-store again **immediately**

35%

of consumers say they will be most comfortable shopping at **department stores** following the pandemic

So, Where Will They Shop?

16%

of consumers say they will feel most comfortable shopping at **standalone specialty retail stores**

49%

The majority of consumers say they will feel most comfortable shopping at **small, local retailers** following the pandemic

The majority of women (28%) will wait 2 weeks after the stores reopen to shop again

A whopping half of Gen Z will wait 2 weeks before shopping in-store again

The majority of men (36%) will return in-store immediately after stores reopen

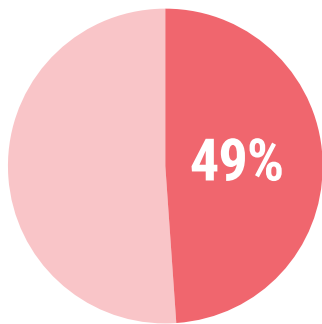
Majority of Millennials, Gen X and Baby Boomers will all return in-store immediately

Baby boomers are the most likely to support local businesses, with the vast majority (59%) responding that they will feel most comfortable shopping at small, local retailers

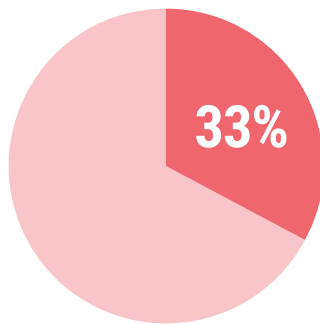
The majority (43%) of **Gen Z** respondents said they feel most comfortable shopping in department stores following the pandemic

What Will Consumers be Avoiding?

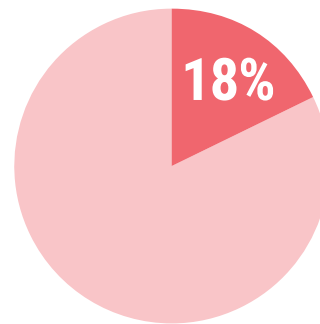
Shoppers say they are the most comfortable to shop in-store for the following



The **majority of shoppers (49%)** are uncomfortable to shop for **apparel** now

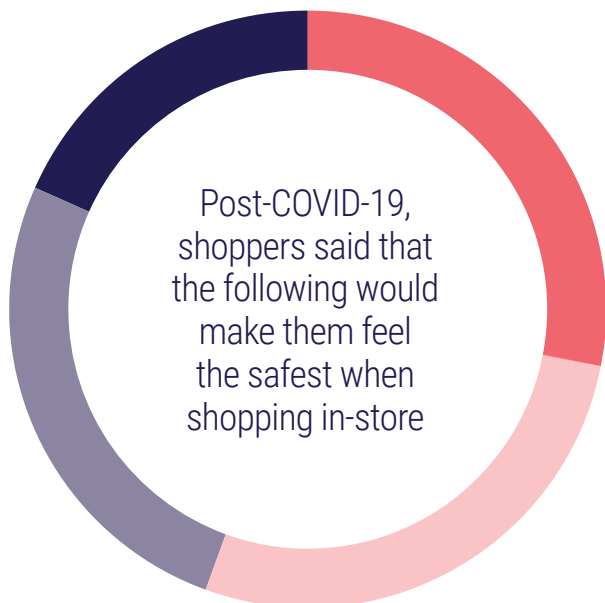


33% of shoppers are uncomfortable to shop for **cosmetics** now



18% of shoppers say they are uncomfortable to shop for **shoes** now

What Makes Shoppers Feel Safe



18%

said retailers **color coding returned clothing**, based on how long ago the item was returned

28%

said **requiring contactless payment options** and purchases made via mobile devices

26%

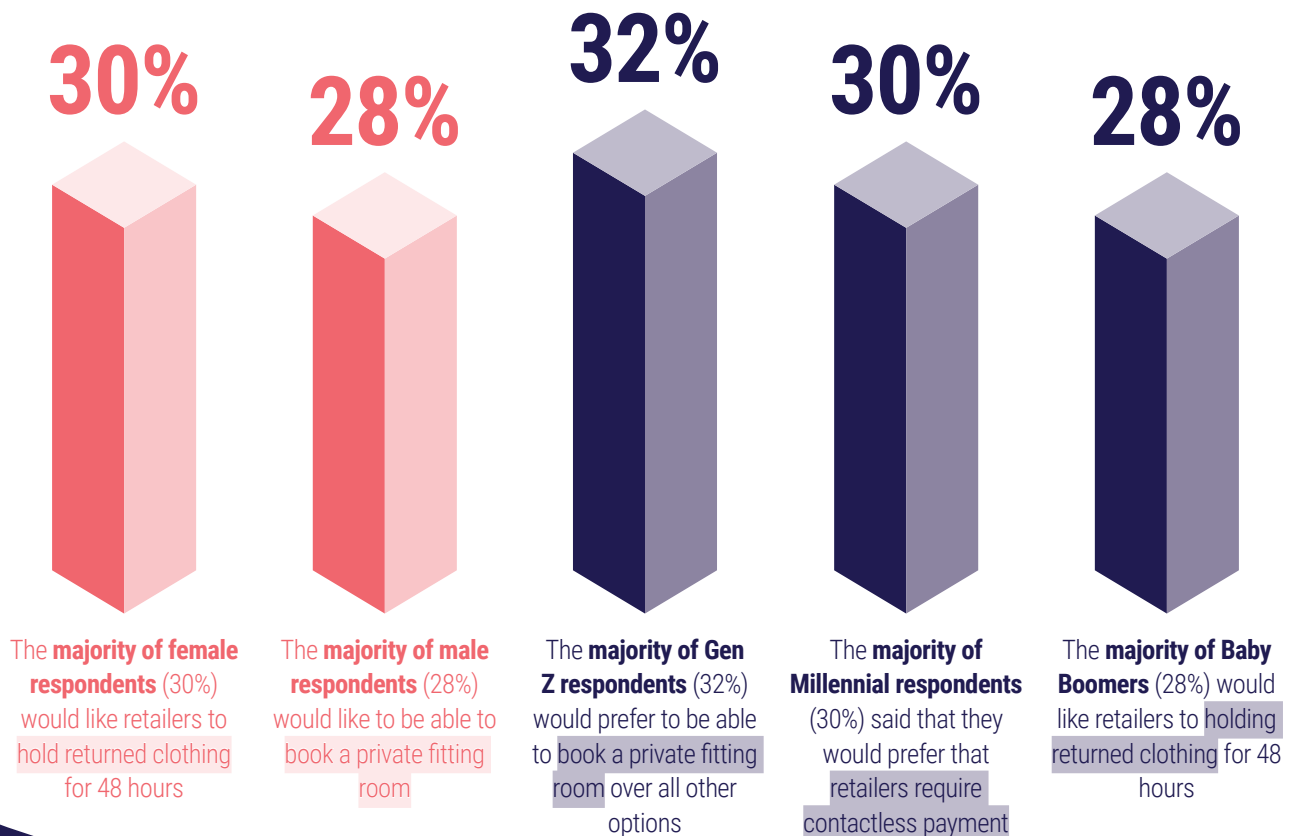
said being able to **book a private fitting room** in advance that has been properly sterilized

27%

said retailers **holding returned clothing** and/or merchandise for 48 hours

Safety priority shifts amongst gender and age groups

Breaking down the data from the previous question, we found the following

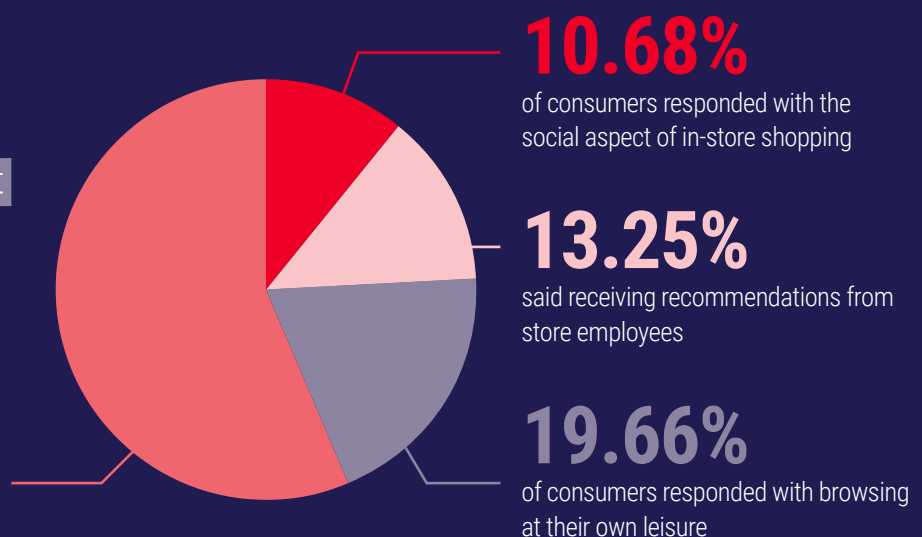


What Consumers Will Miss About Pre-COVID Shopping

Baby Boomers (24%) were the number one group who responded with browsing at their own leisure

56.41%

The majority of consumers responded saying that the most impacted aspect will be getting to try on items before purchasing



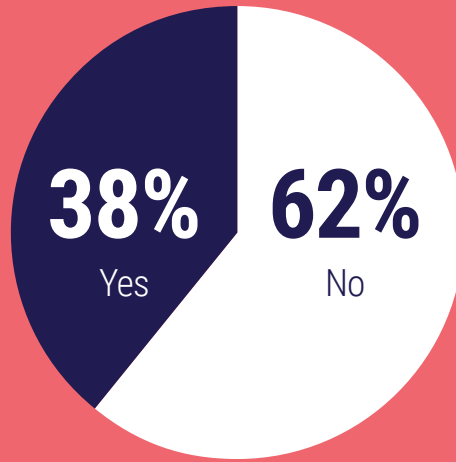
Consumer Trust & Proper Fit

62% of consumers *do not trust* that their clothing will fit without physically trying it on.

Baby boomers were the least likely to trust that their clothing will fit (34.74%), followed by millennials (19.48%)

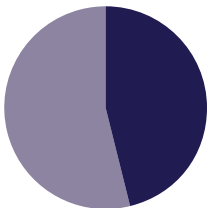
With the majority of respondents lacking trust in retail sizing, how do the majority of consumers determine their proper fit when making online purchases?

Will your clothing fit properly?



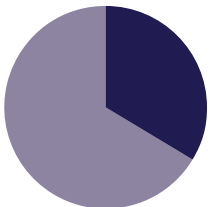
Consumers and Sizing

The survey results show that when online shopping, the majority of consumers would proceed with their purchase by **making a guess on their size** for the apparel item



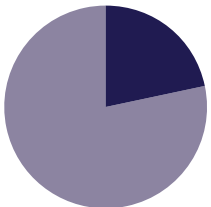
44.07%

of respondents would make a sizing guess and hope that it fits



34.27%

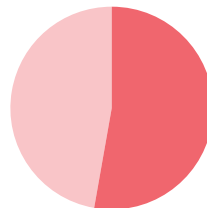
of respondents wouldn't buy the item all together



21.67%

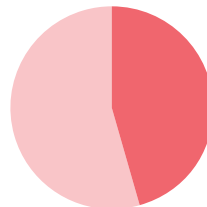
of respondents would purchase multiple sizes and return unused merchandise at a later date

Men are more **likely** than women to **purchase multiple sizes** and return unused merchandise at a later date



Purchase multiple sizes

52.92% of men would prefer to purchase the item in multiple sizes and return the additional merchandise



Wouldn't buy the item all together

Willing to guess their size

The majority of women (**61.72%**) would prefer to make a sizing guess and hope that the item fits

The Reasoning Behind Returns

70.97%

The majority of consumers reported that the most common reason behind returning clothing merchandise was that the item **didn't** fit properly

Millennials return items the most because they don't fit properly



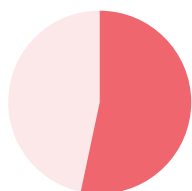
18.42%

commonly return items because it's not their style

4.61%

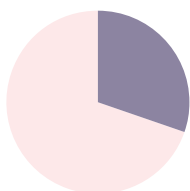
return clothing merchandise because it's damaged

Additionally consumers want convenience when it comes to return



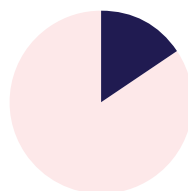
53.42%

prefer to return items in-store



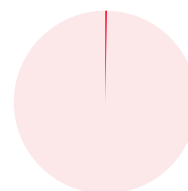
30.34%

want to mail the item back



15.81%

prefer to curbside return



0.43%

wouldn't return the item

93.54%

The majority of consumers believe that retailers need to be **more transparent** about clothing sizes and the way in which items fit

29.33% of Baby Boomers feel that retailers need to be more honest when it comes to clothing sizes

6.46%

A slim percentage of consumers **do not feel** that retailers need to more transparent about clothing sizes

66.67% of males do not feel that retailers need to be more transparent



Transparency in Sizing