



Key Insights in the Retail Industry: Consumer Behavior, Talent Retention & Skill Challenges

CONSUMER INSIGHTS

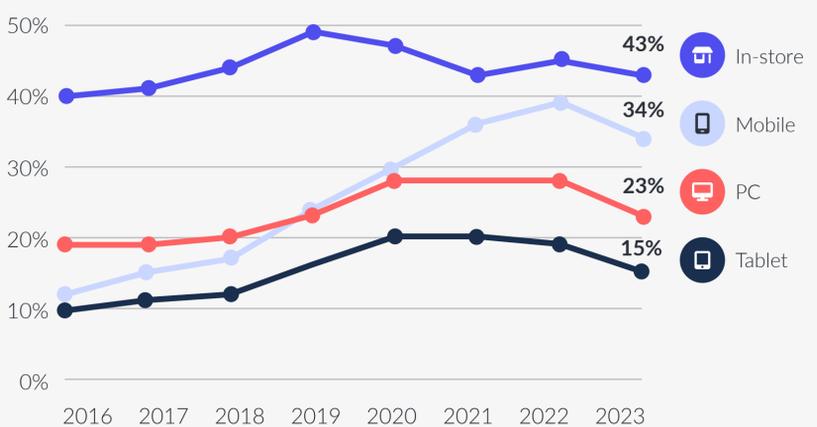
Consumers who engage with an omnichannel brand shop

1.7

times more than single-channel shoppers.

Share of consumers stating they've shopped daily or weekly on each channel over the past 12 months

Since 2016, consumers have maintained in-store as their favorite shopping channel with mobile rising to second.



Top 3 consumer **in-store expectations** are:

*** 50%**

Knowledgable and helpful sales associates

*** 42%**

Ability to use self-service checkout kiosks

*** 41%**

Ability to use retailer website in the store

TALENT RETENTION CHALLENGES IN RETAIL



- * The retail industry hosts the **largest share** of the US workforce at **20% (31 million)**.
- * Yet in April 2022 the **quit rate** was **70% higher** than the national industry average.
- * Nearly **half** of retail frontliners want to quit.
- * Frontline managers are **1.75 times** likelier than nonmanagers to leave their jobs (63% versus 36%).
- * The age group most at risk of leaving is **older than 35**.

WHAT DOES YOUR TALENT VALUE?

The talent groups **most vulnerable** to attrition value:



Manager:

1. Workplace flexibility
2. Career development
3. Health and well-being



Nonmanager:

1. Career development
2. Compensation
3. Workplace flexibility

Are you ready to **train your talent** with critical **retail skills** that improve employee retention and meet new consumer demands?

Download our Retailer's upskilling checklist.