

TCS Retail Survey (US)

Top Trends & Takeaways



Retailers are bracing for an unpredictable economy.

How can they get ready to meet the challenges ahead?

We surveyed 1,500 US cross-generational retail consumers of all genders, ages 18 to 77+ years, about their values and shopping behaviors, including:

- Sustainable shopping
- New technologies to improve the customer experience
- Discretionary spend for 2023

The research uncovered five essential takeaways

- 

86%

of consumers care about whether an item is sustainably made and responsibly sourced.*
- 

69%

of all consumers say they have paid more for sustainably-made and responsibly-sourced items recently.*
- 

62%

of consumers are more inclined to spend with retailers offering rewards for sustainable choices.*
- All age groups are interested in tech-enabled shopping experiences, with each generation showing unique preferences.*

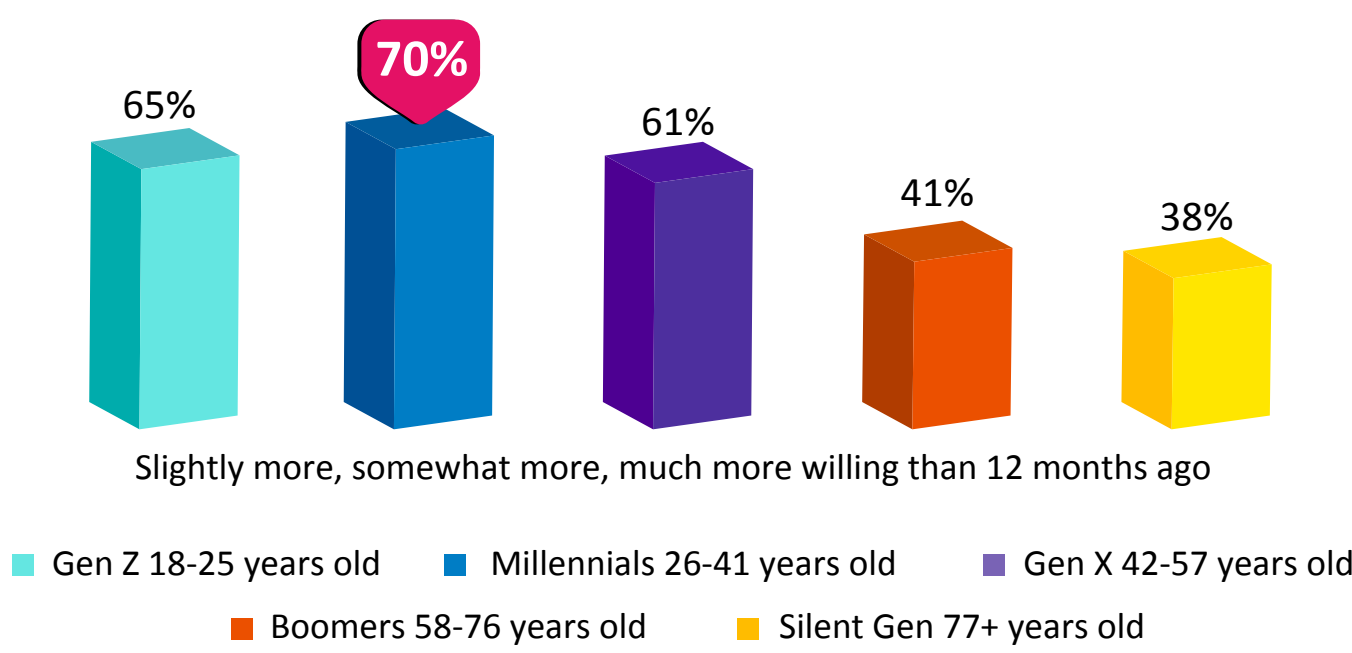


“ As consumers tighten their wallets in today's economy, retailers must get smart and rely on data and insights with technologies that bring the best return on investment in the short- and long-term. ”

— Ashish Khurana, Retail Head, Americas, TCS

- All age groups plan on changing their spending behavior to adapt to a challenging economy with Millennials less impacted. Millennials are also more open to sharing personal information in exchange for a discount or perk.

Willingness to share personal information to get a discount or perk



“ It is easy for retailers to pit sustainability against the bottom line, especially in tough economic times; but it can be a win-win-win — for them, for their customers, and for the planet. ”

— Ashish Khurana, Retail Head, Americas, TCS

* This figure reflects an average of the total number of respondents surveyed.

[Read the Key Findings report](#)