

# Voice of the Consumer: Digital Survey 2023 . Key Insights

July 2023

[Table of Contents](#)

## INTRODUCTION

Introduction

Background and coverage of the Voice of the Consumer: Digital Survey

Key findings

## SHOPPER ENGAGEMENT

Consumers value balance of automation and human interaction in service experience

Social media has become an integral part of everyday lives

Widely used social media fuel engagement and online shopping in 2023

Asia Pacific region is driving the livestream shopping phenomenon

Apparel and personal accessories emerges as the leading category for livestreaming

## SHOPPER ENGAGEMENT

Personal recommendations outweigh influencers' endorsements

## DIGITISED PATH TO PURCHASE

Consumer electronics and appliances stands out as the most extensively researched online

Digital consumers prioritise the traditional in-store shopping for food and beverages

Credit and debit cards remain the leading payment methods

Digital wallets gain momentum, especially in Asia Pacific

Asia Pacific's high digital wallet usage means regional brands lead in global consumer survey

## DELIVERY, COLLECTION AND RETURNS

Consumers have a strong expectation for transparent delivery planning

Consumers benefit from click-and-collect service options

Digital consumers expect seamless returns and prompt refunds

Consumers opt for a selected list of foodservice delivery apps

## PRIVACY, SECURITY AND TRUST

Consumers expect benefits in exchange for sharing their personal data

Consumers expect retailers and brand act responsible with personal data

Consumers are taking actions to protect personal data

## COMFORT LEVEL WITH NEW TECHNOLOGIES

Digital shift influence growing comfort with technologies

Virtual and augmented reality are gradually making their way into digital consumers' lives

Digital consumers exhibit a strong interest in a diverse range of virtual activities

Barriers surrounding voice assistance limit their usage

Voice assistants are mainly used for everyday activities

## CONCLUSION

Key takeaways

## ABOUT EUROMONITOR INTERNATIONAL'S RESEARCH

About Euromonitor International's Syndicated Channels Research

Information about Euromonitor International's syndicated survey methods

Digital Survey offers insight into digital consumer habits and attitudes

## ABOUT EUROMONITOR'S RESEARCH

Voice of the Consumer: Digital Survey: FAQs

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/voice-of-the-consumer-digital-survey-2023-key-insights/report](https://www.euromonitor.com/voice-of-the-consumer-digital-survey-2023-key-insights/report).