

# Digital Disruption Waits for No Retailer.

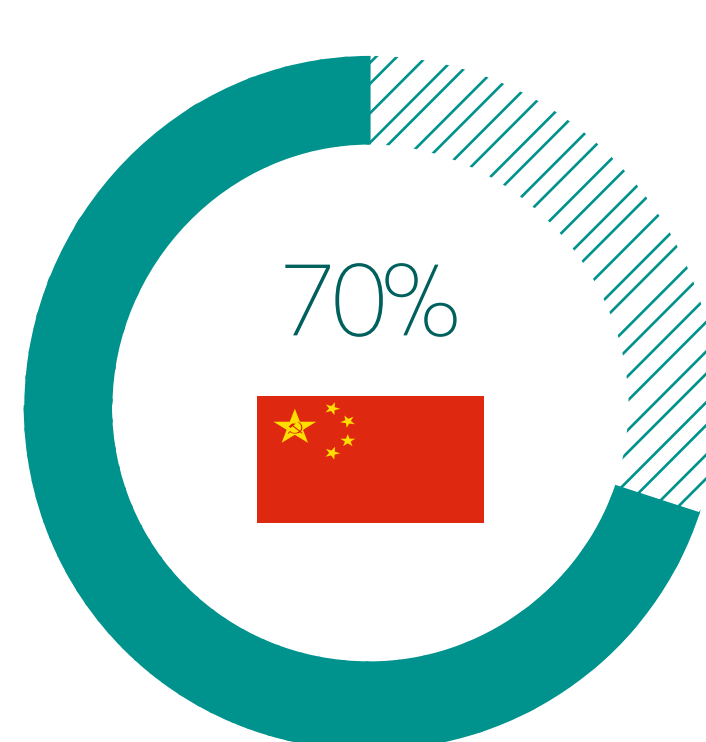
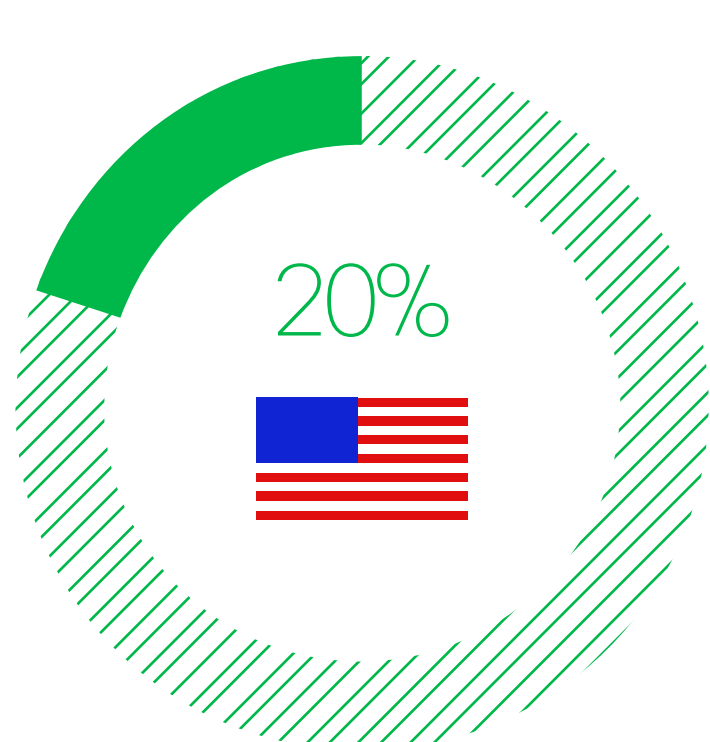
It's no surprise. Consumers around the world have adopted digital shopping behaviors at a rapid pace. Yet it's tech-savvy customers in emerging countries that show the fastest disruption. Cisco surveyed 6000 consumers from 10 countries to understand the current state of digital consumers.

Let's see how emerging countries lead this change

## DEVELOPED COUNTRIES

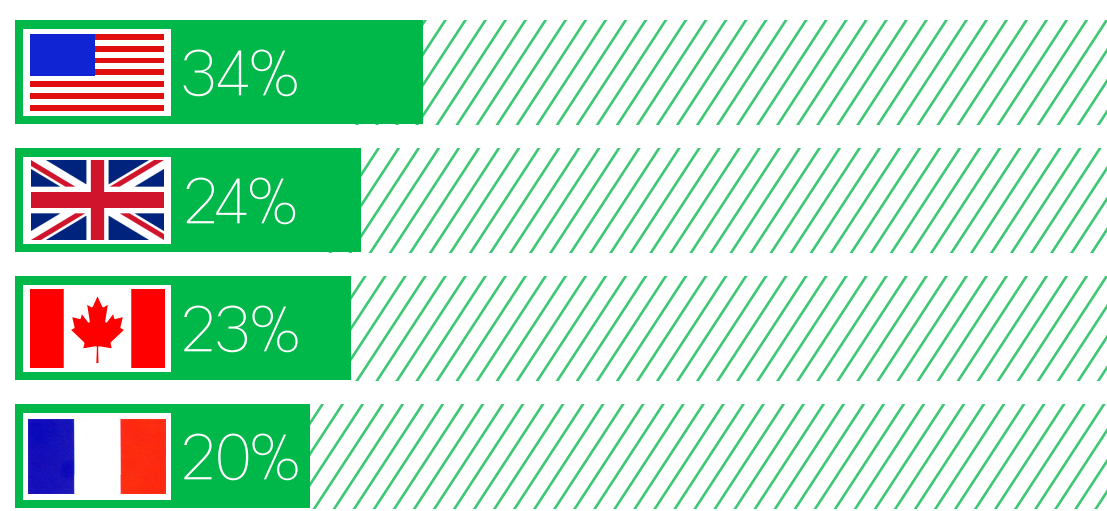
### Online Reviews

## EMERGING COUNTRIES



70% of online users in China post online ratings and reviews on a monthly basis. In comparison, less than 20% of consumers in the U.S. participate in this behavior.\*

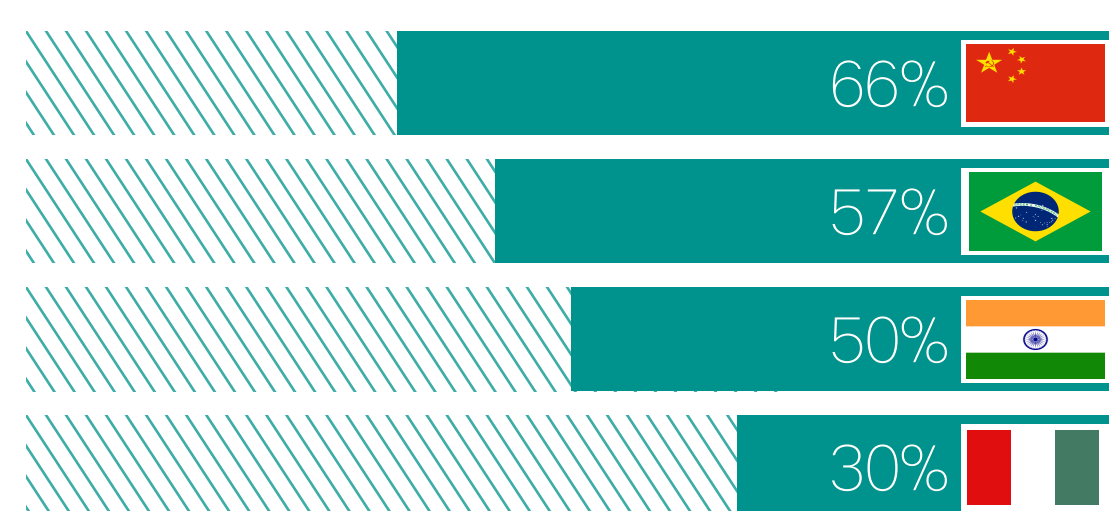
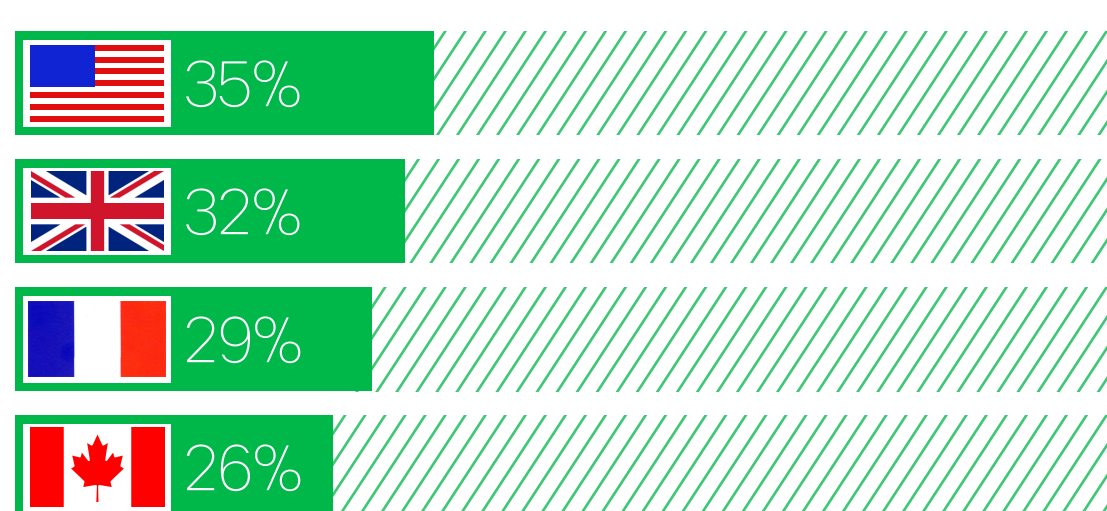
### Mobile App Usage



Consumers' use of independent\* shopping apps around the world is strong and growing. However, China and India lead globally in using third-party shopping apps once per week.

\* Independent shopping app is defined as an app not affiliated with a specific brick-and-mortar retailer (e.g. Shopify, Groupon)

### Online Shopping Satisfaction



Consumers in China, Brazil, and India show the greatest satisfaction shopping online, while developed countries are lowest in their enjoyment of the online shopping experience.

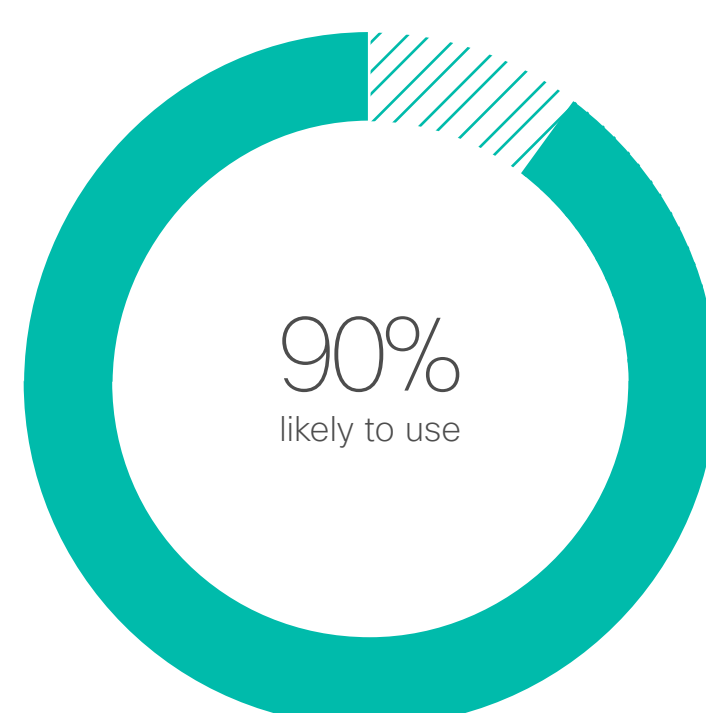
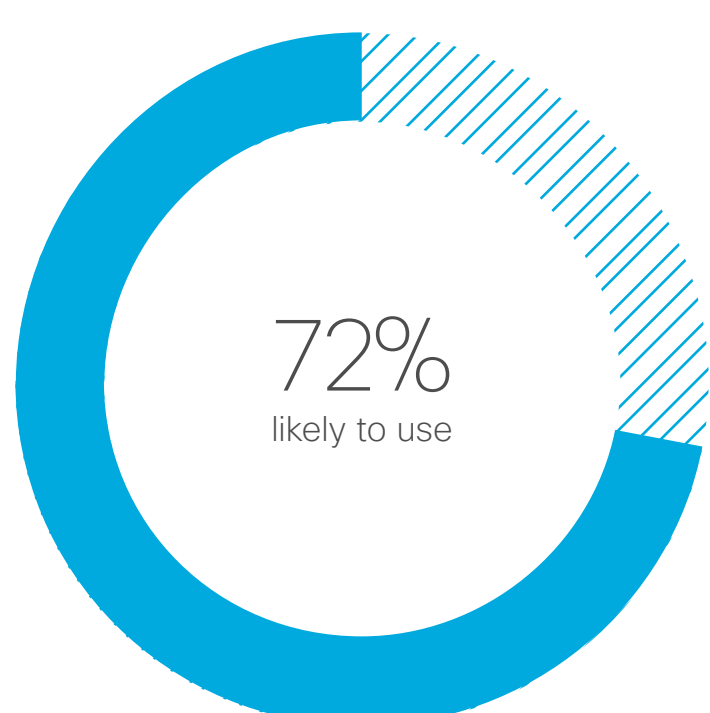
To delight consumers you must merge digital behaviors with your in-store experience

Cisco surveyed consumers on new retail concepts enabled by the Internet of Everything. Here are the Top 3 capabilities that consumers around the globe are 'somewhat' or 'very likely' to use.

## DEVELOPED COUNTRIES

### Checkout Optimization

## EMERGING COUNTRIES

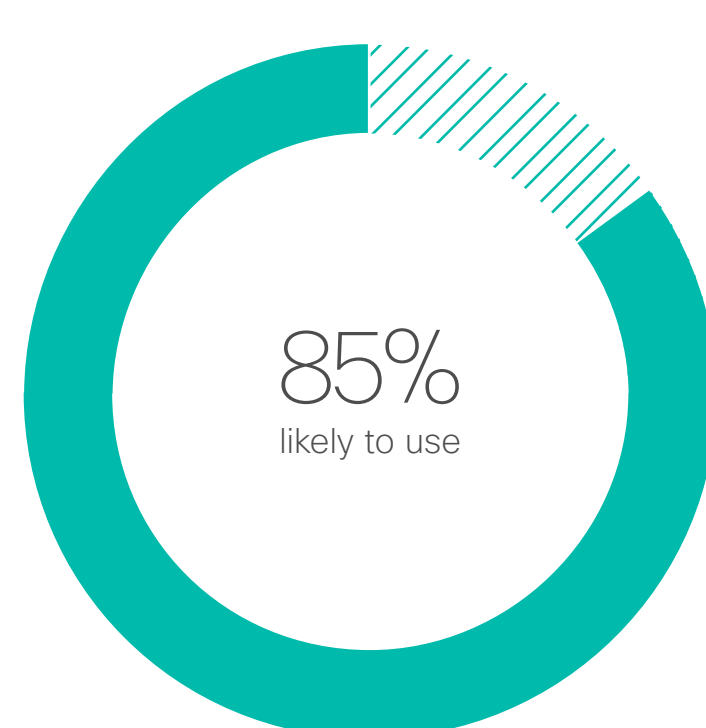
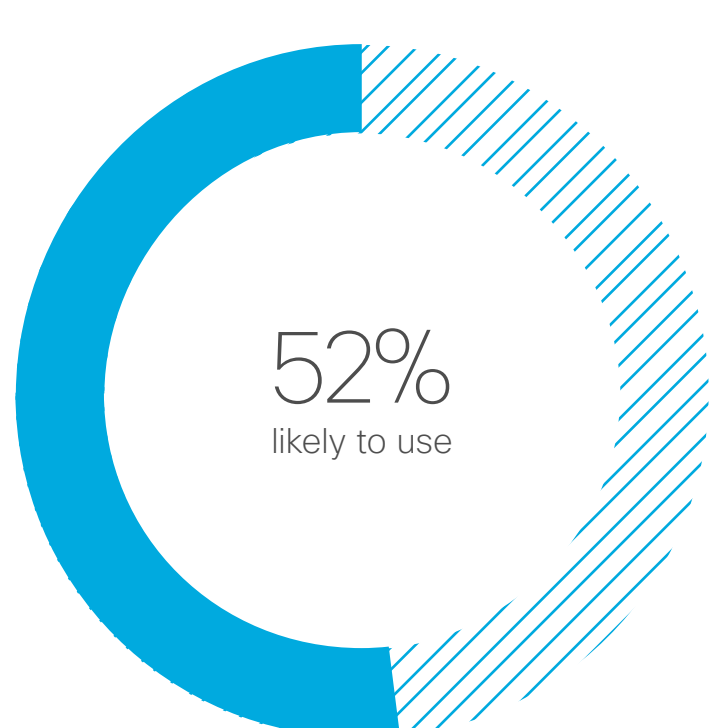


Digital signs, video, and analytics provide customers wait times for check out lines.

## DEVELOPED COUNTRIES

### Reviews

## EMERGING COUNTRIES

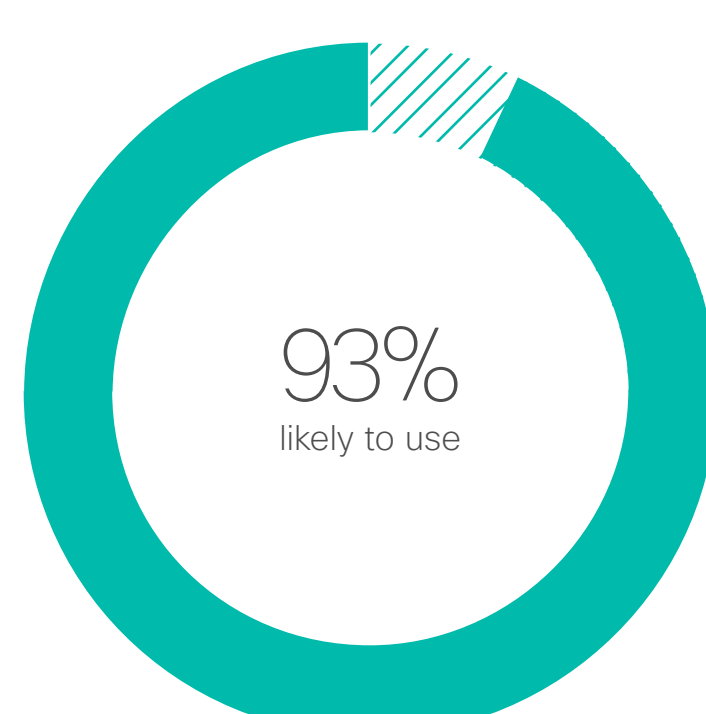
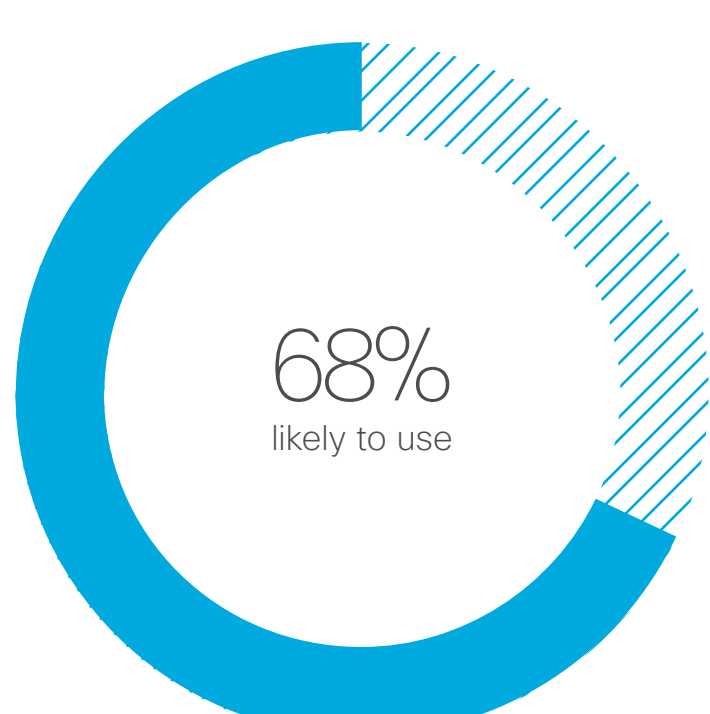


A mobile app provides consumers with product reviews, prices, and comparisons.

## DEVELOPED COUNTRIES

### Special Offers

## EMERGING COUNTRIES



Consumers receive real-time discounts on items they are browsing or that are relevant to their shopping habits.

Cisco customers are already implementing innovations for digital consumers. According to Cisco Consulting Services, a \$20B retailer that implements these and other Internet of Everything enabled solutions can capture a profit improvement of 15.6%.

For greater insight into digital consumers, download the whitepaper: <http://cs.co/9009BuKRL>