

Consumer Buzz

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Stores Reign Supreme

Ann-Marie Vazzano

In-store shopping is far from dead. According to TimeTrade's 2017 State of Retail survey, 70% of consumers plan to shop at brick-and-mortar stores just as much in 2017 as they did in 2016. In fact, 44% of respondents said they did 75% or more of their shopping in stores (excluding grocery stores) in 2016 and another 38% did about half their shopping in stores. Just 18% did 25% or less of their shopping in physical stores. **GP**