People are shopping across Google more than a billion times a day.¹

In the last few years, we’ve seen a shift in the path to purchase, with shoppers connecting online and offline, even when they’re researching a product or buying from a business online. Shopping experiences and solutions that help to simplify the shopping journey are essential for every brand.

Every day, hundreds of millions of people turn to Google to discover and buy products online, and the shift toward online shopping has accelerated during the pandemic. Social commerce and local online shopping are key ways people engage with brands, and people are finding inspiration and information from trusted sources to compare products and narrow down choices.

Reach customers as they browse

People research and shop online in search of inspiration, answers to questions, and to make purchasing decisions. This shopping journey begins and ends with people searching for what they care about. Finding out how to connect with current and potential customers, knowing when and where to show up is essential for brands.

To buy products online and see what stores have in stock, shoppers:

- Research products and brands
- Compare prices
- Check reviews
- Look up local stores
- Get shipping options
- Stay informed

To seek information, compare products, and narrow down choices, shoppers:

- Turn to Google to find the best information about products and brands.⁶
- Discover new brands and products that are relevant to them.
- Watch videos on YouTube to catch up on interesting topics.
- Scroll through Google Images to explore new ideas and keep up with the latest trends.
- Check local businesses on Google Maps to see if a local store is open and has products available for pickup.
- Look for information and articles on the product category they’re interested in. Eighty-eight percent of shoppers surveyed in APAC agree that YouTube creators give them the highest-quality information about products when they’re interested in a category.
- Turn to YouTube in each industry to find trustworthy creators that can provide the best information about products and brands.

Engage customers as they research

According to a Google/Talk Shoppe study, in APAC, 85% of consumers surveyed in APAC agree that YouTube creators give the best information about products and brands.⁷

Searching for brands and products

People search online to explore new ideas and keep up with the latest trends. There are hundreds of millions of global shopping searches on Google Images every single month.³

YouTube videos and reviews help shoppers make informed decisions and find the best products. Eighty-five percent of people surveyed across APAC say they feel like a product expert after watching a YouTube video.²

Almost half (49%) of consumers in surveyed countries expect to be able to buy from any store online.⁹

Almost one in 10 US consumers (9%) prefer shopping online to avoid stock, inventory, and shipping challenges.⁸

Eighteen percent of consumers say they research a purchase they plan to make in-store or online.⁵

Shopping locally online or in-store

People are shopping locally online on Google Maps searches for “shopping near me” have grown globally by over 100% year over year.⁷

People are looking for local businesses on Google Maps to see if a local store is open and has products available for pickup. Thirty-one percent of consumers in surveyed countries say they are researching online more before purchasing to avoid stock, inventory, and shipping challenges.⁸

Twenty percent of people in the US search online before making a purchase to avoid stock, inventory, and shipping challenges.¹⁰

Convert customers looking to purchase

When it comes to making purchasing decisions consistently, one key behavior online and in-store is making sure to check local inventory. Almost one in 10 US consumers (9%) prefers shopping locally online or in-store if they don’t know what specific products are available online.¹⁰

Almost one in 5 US consumers (20%) search online before making a purchase to avoid stock, inventory, and shipping challenges.¹⁰

Thirty percent of consumers in surveyed countries say they are researching online more before purchasing to avoid stock, inventory, and shipping challenges.⁸

Tens of products, online search trends show from brick-and-mortar shopping experiences to meet their changing needs.

Sources

2. Google/Talk Shoppe, APAC., Shopping at the Speed of Culture 2021 study, n=18,000 A18–64 gen. pop video users,
4. Google/Talk Shoppe, APAC., Shopping at the Speed of Culture 2021 study, n=18,000 A18–64 gen. pop video users,