Shoppers are preparing for seasonal shopping moments earlier this year.

Of holiday shoppers surveyed in 2021, sales-based shopping festivals. For instance, Indonesian shoppers are primed for these seasonal shopping moments and they are end-of-year holiday season. Shoppers are increasingly加速 three to five weeks ahead of both cultural and shopping moments earlier through the year, ranging from cultural occasions to mega shopping festivals and the end-of-year holiday season. Shoppers are preparing for seasonal shopping moments earlier this year.

The retail landscape in APAC is highly dynamic, with many shoppers turning to Google to explore and evaluate products. Even as shopping in-person has increased, consumers who have grown more comfortable with the digital world are also choosing to stay online. In 2021, more than 58% of consumers in India and China bought the majority of items they needed online instead of in-store, and in Southeast Asia, more than 7 in 10 adopted an omnichannel approach, using both online and offline touchpoints, in-store, and online.

Convenience is key for people, and they want to be able to choose how and where they shop. This is especially important for omnichannel shoppers, who rely on both online and offline touchpoints. In a study of Southeast Asian shoppers, shoppers, inundated with choice and unsure about purchase decisions, turn to Google at all stages of their purchase journeys for help in deciding what to buy. In a study of Southeast Asian shoppers, shoppers are turning to Google to explore and evaluate products.

Omnichannel shopping is the new normal

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