

Most relevant results

- 79% of consumers prefer **physical stores** to buy clothing
- 50% of these usually buy in **malls**
- “People who bought online and picked up at a physical store bought more products than what they planned to”
 - Via Varejo

**"Experience is the marketing
by itself now. Stores that don't
offer experiences are simply
useless"**

Joe Pine - Consumer Disruption specialist | Author of The Experience Economy

"The future of physical retail in a post digital world"