

The Voyado Index

Shopping behaviors

2021

VOYADO

We wanted to find out how consumer behaviors have changed since 2020 that was highly impacted by the beginning of the covid-19 pandemic. We found some very interesting numbers and you will find them in this special edition of the Voyado Index!

The analysis

Voyado is trusted and used by some of the largest e-com and retailers in Northern Europe. This report is **based on aggregated and anonymous data** from 16 million purchase occasions – comparing January 1st to March 31st, 2020 to the same dates in 2021. The data is collected from different industries, ranging from fashion and furniture to hobbies and sports. Are you curious to see the numbers? **Let's get into it!**



Keep reading! →



Email open- and click rate increased for every age group and gender

Key findings

- The average receipt value has increased by 28% in 2021, and average products per receipt have decreased by 15% – indicating that customers are willing to spend more money per product
- The email open- and click rate increased for every age group and gender – proving that this cost-effective channel has a newfound interest
- The e-com purchase frequency increased by 35% – showing that this channel grows stronger compared to last year and that brands need to be available in all channels

Email stats in 2021 so far

76%

increase in
personalized emails

8%

increase in email
open rate

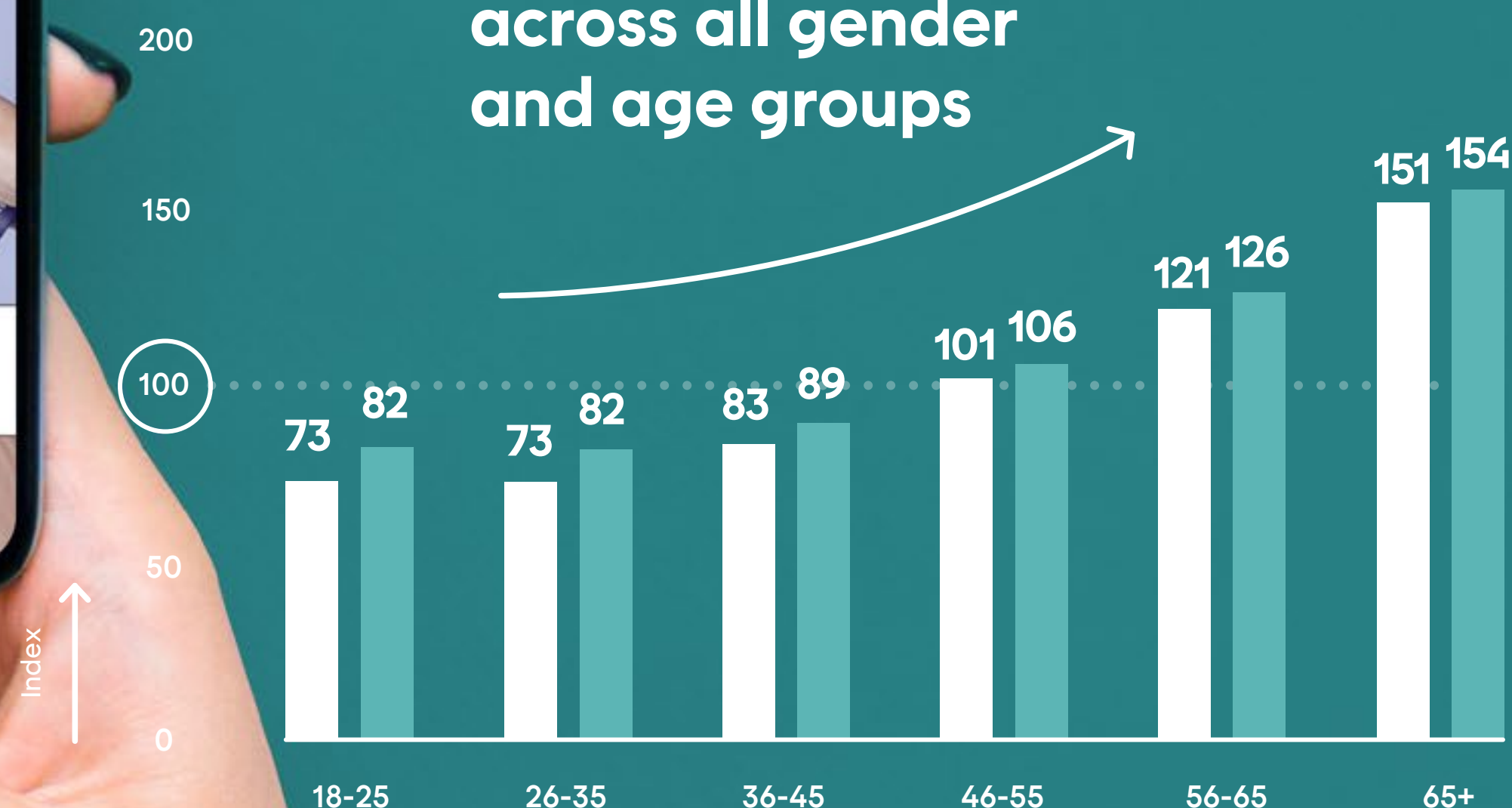
13%

increase in email
click rate

Increase your open- and click rates with personalized emails

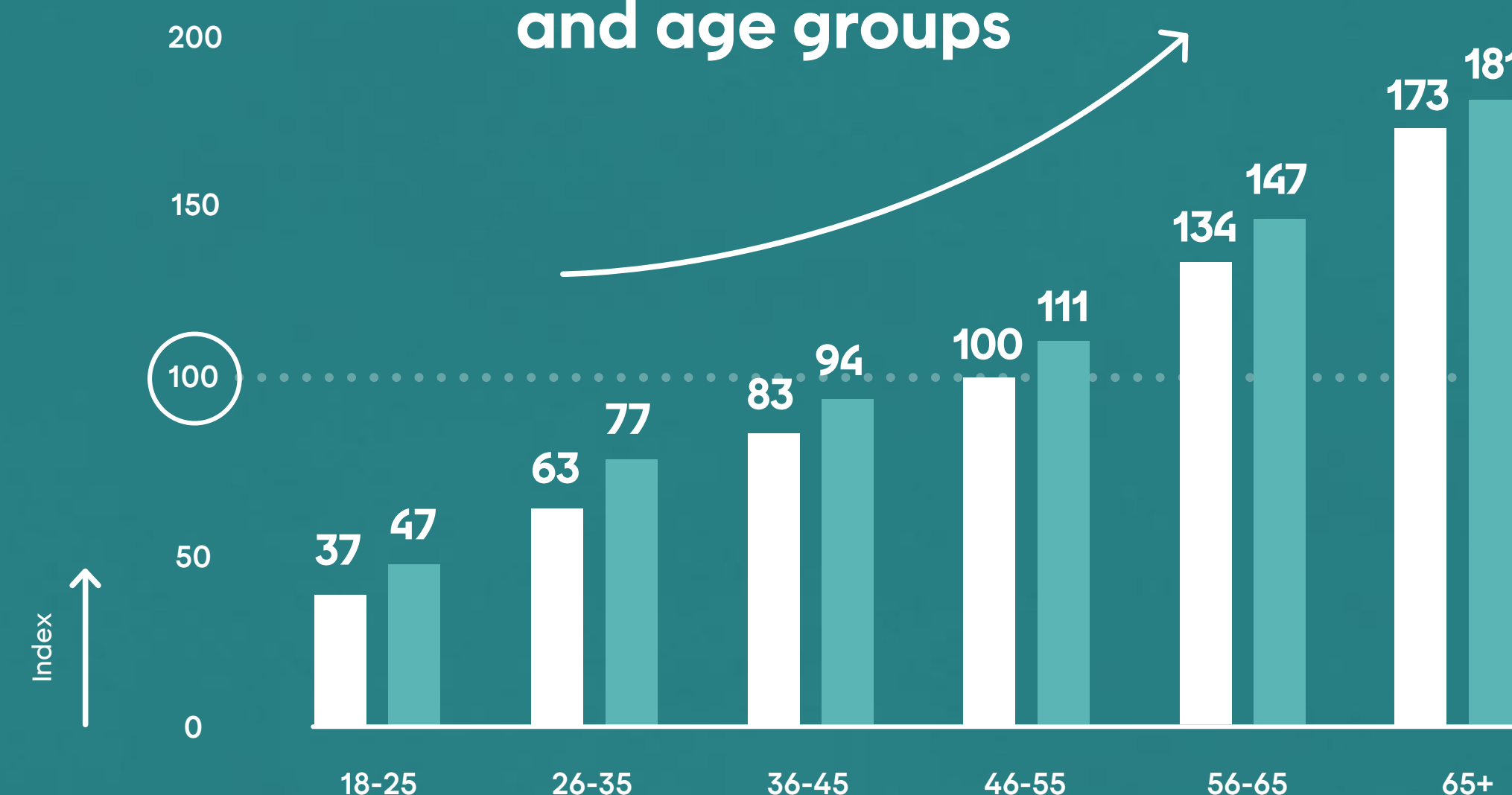
Both open- and click rates have increased among all age groups since last year. And with email being one of the most cost-effective marketing channels, this is great news! We can also see that companies are sending a lot more personalized emails this year. Coincidence? We think not. This shows the importance of using personalization to break through the noise!

The open rate has increased by 8% across all gender and age groups



Open rate per age group

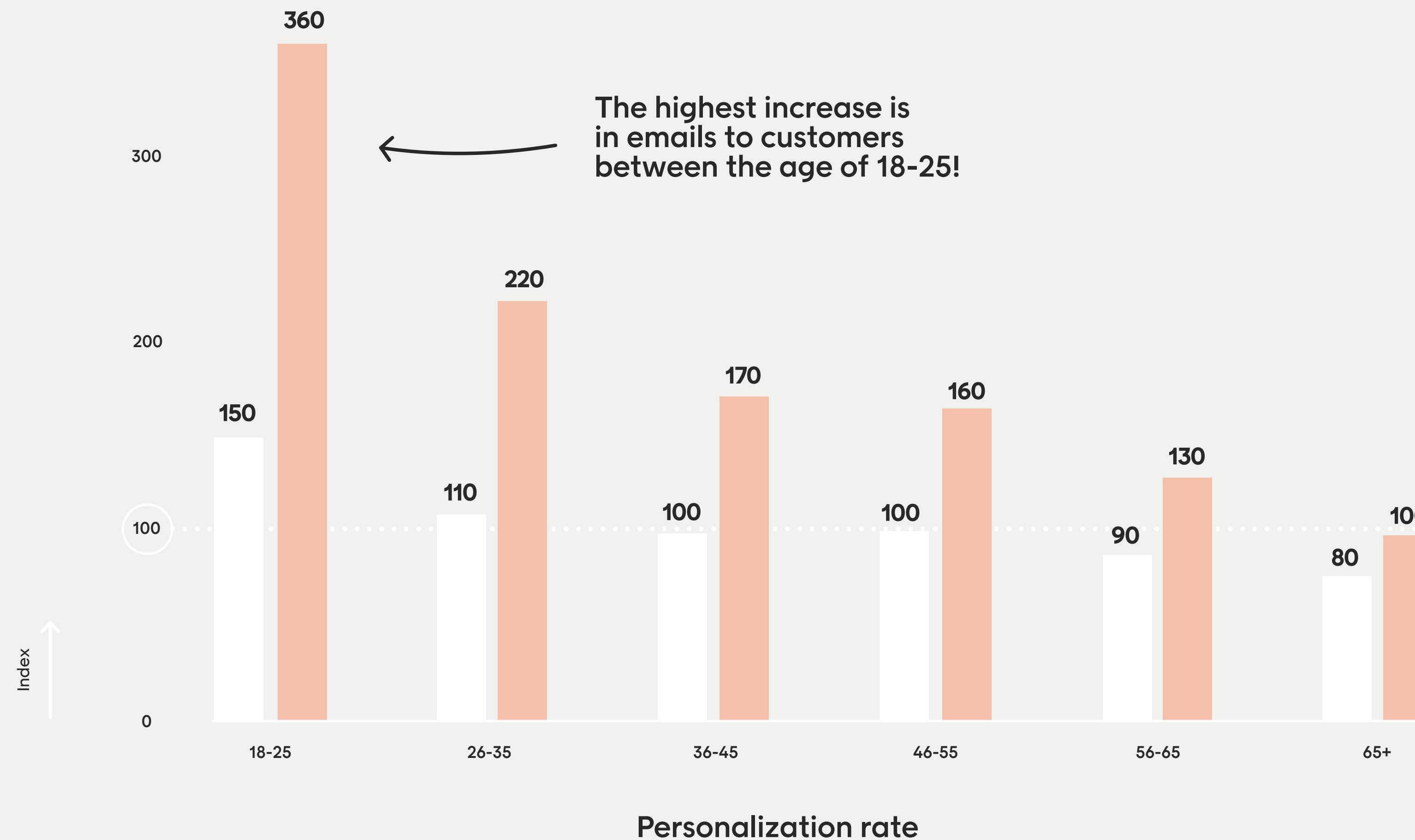
Click rate has increased by 13% across all gender and age groups



Click rate per age group

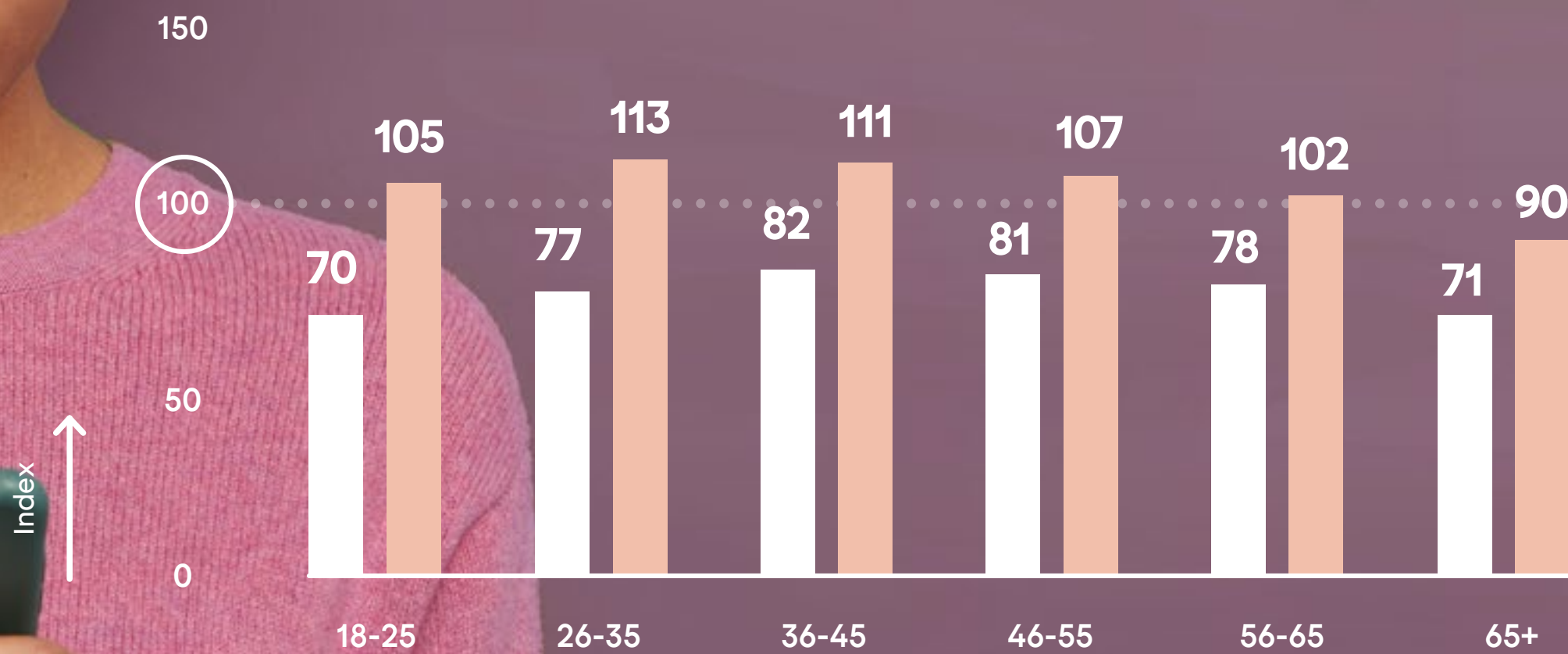
Brands personalize their emails 76 % more this year!

Like mentioned before, there is a huge spike in how personalization fields in emails are used this year. The highest increase is in emails to customers between the age of 18-25. This is probably what led to the large increase in opened emails in this age group! Your customers are willing to integrate with your emails – you just have to understand what makes them tick! Personalization is such an important area for all e-com and retail businesses so if there's one thing you should focus on in 2021 it's that – because it obviously works.



We spend more money on products this year

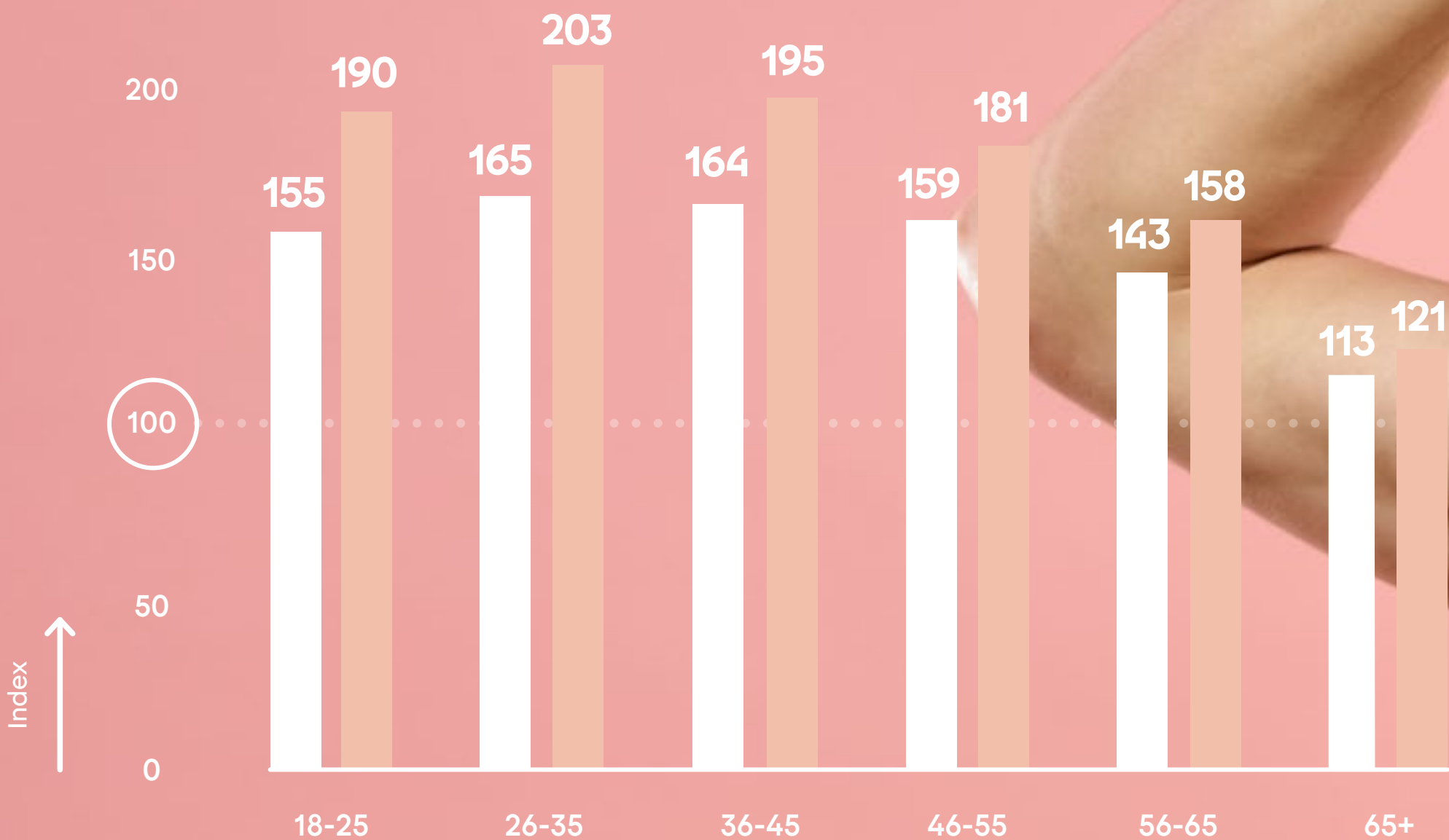
We see a whole 28% increase in average receipts per purchase since last year! The increase is seen in both genders and throughout all age groups. This means that all people are willing to spend more money. And as seen in previous index reports – men are still the big spenders with a higher average receipt both in store and in e-com.



Average receipt for women

2020 2021

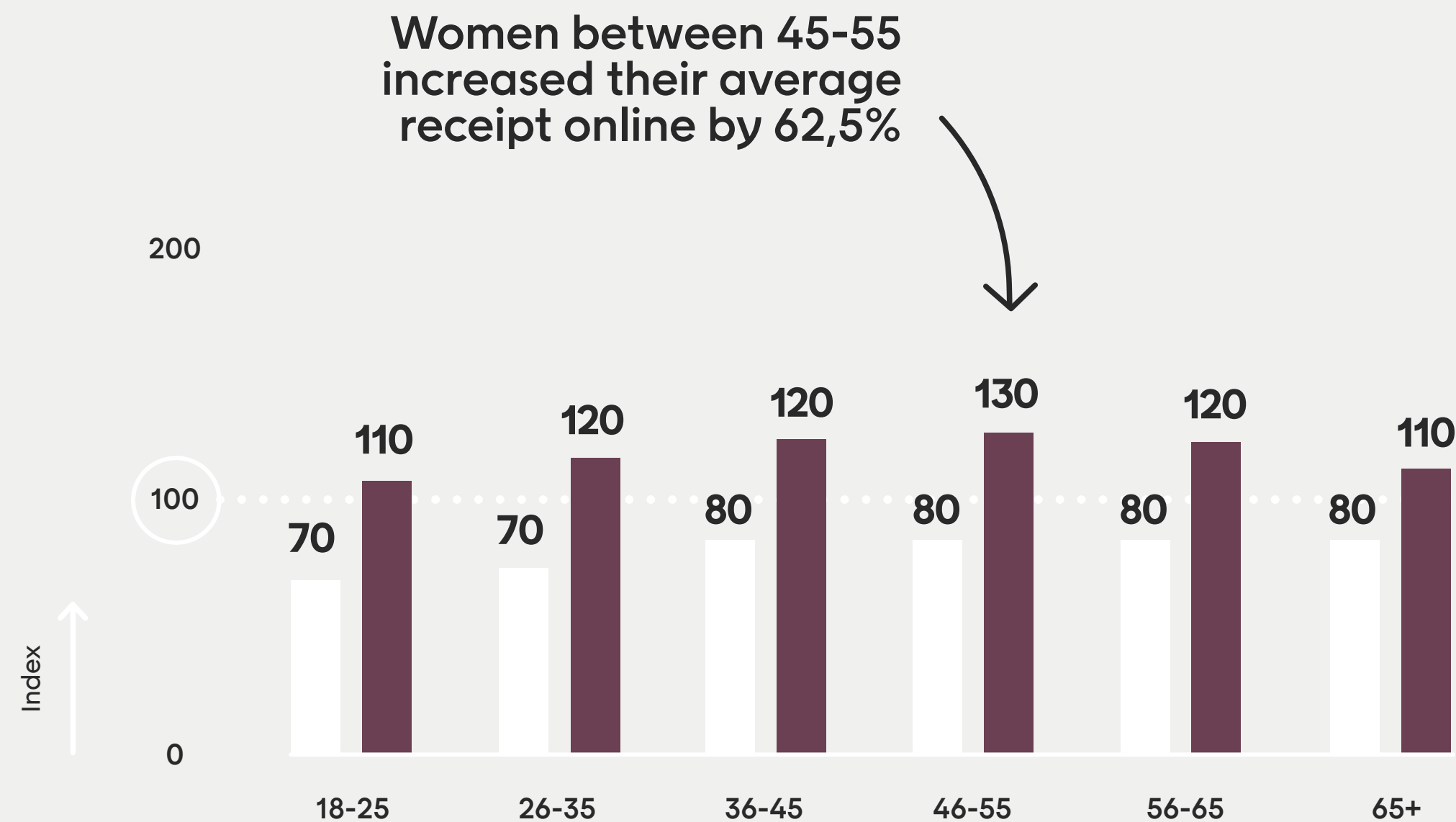
Men have a higher average receipt both in store and in e-com.



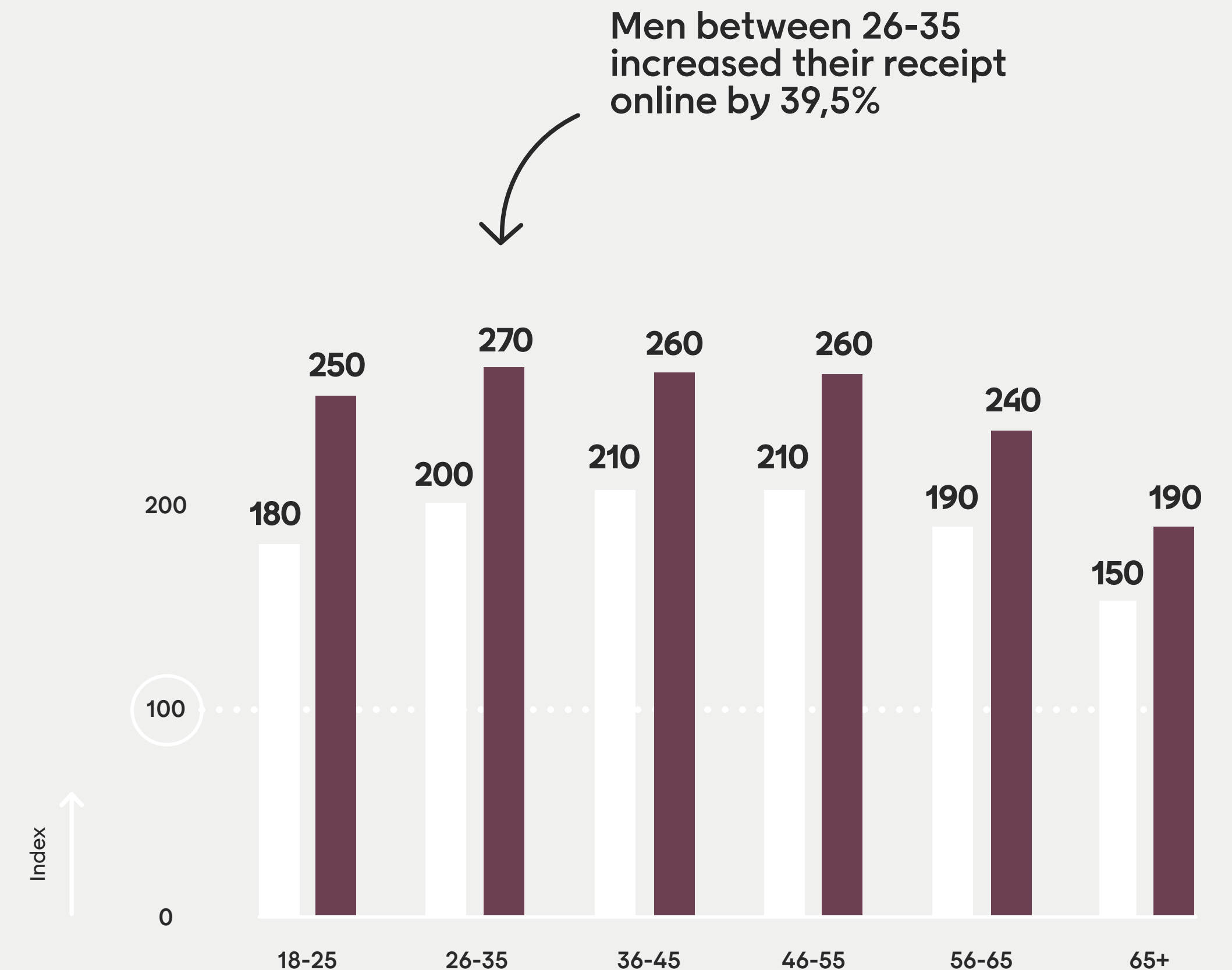
Average receipt for men

Customers spend the most online

The average e-com receipt increased by 46% in 2021 – an increase which is seen among all age groups! The highest e-com receipts are found in the middle age groups, showing that this is the age group with the strongest purchasing power online. The average receipt has increased by 50% for women since last year and by 25% for men. This means that the spending gap between the genders is decreasing.



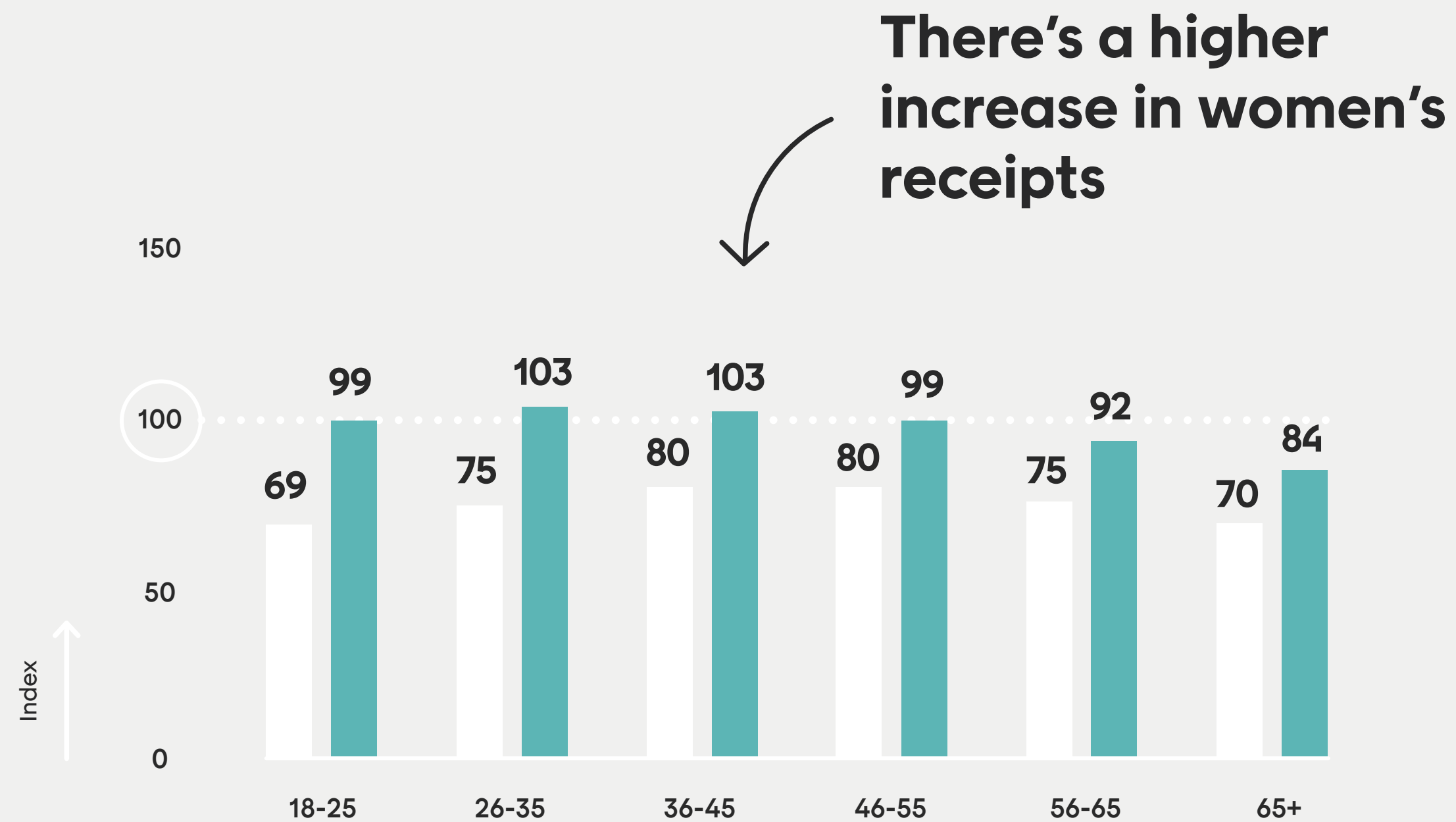
E-com average receipt for women



E-com average receipt for men

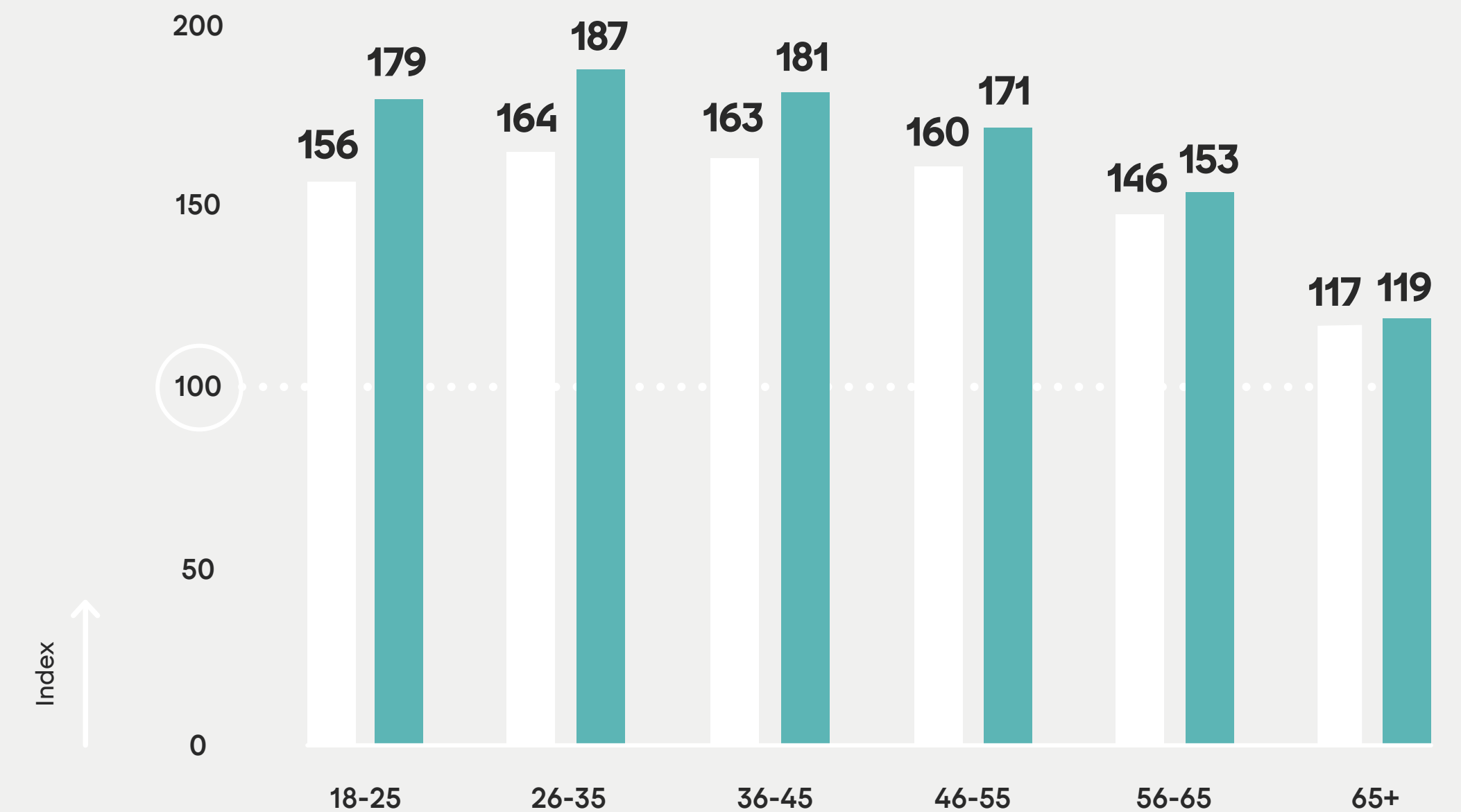
Spending has increased by 20% in-store

This adds to the fact that customers spend a lot more money this year and women are the ones with the highest increase in average receipt in-store – with a 28% increase. Men have a higher purchase value than women in-store but the gap is decreasing here as well. The gap has closed by 29% – moving from 94,7% last year to a 67% difference this year. It means that women have stronger purchasing power in-store now! Could it be because they want to visit stores to be inspired or that they spend more on home and decór?



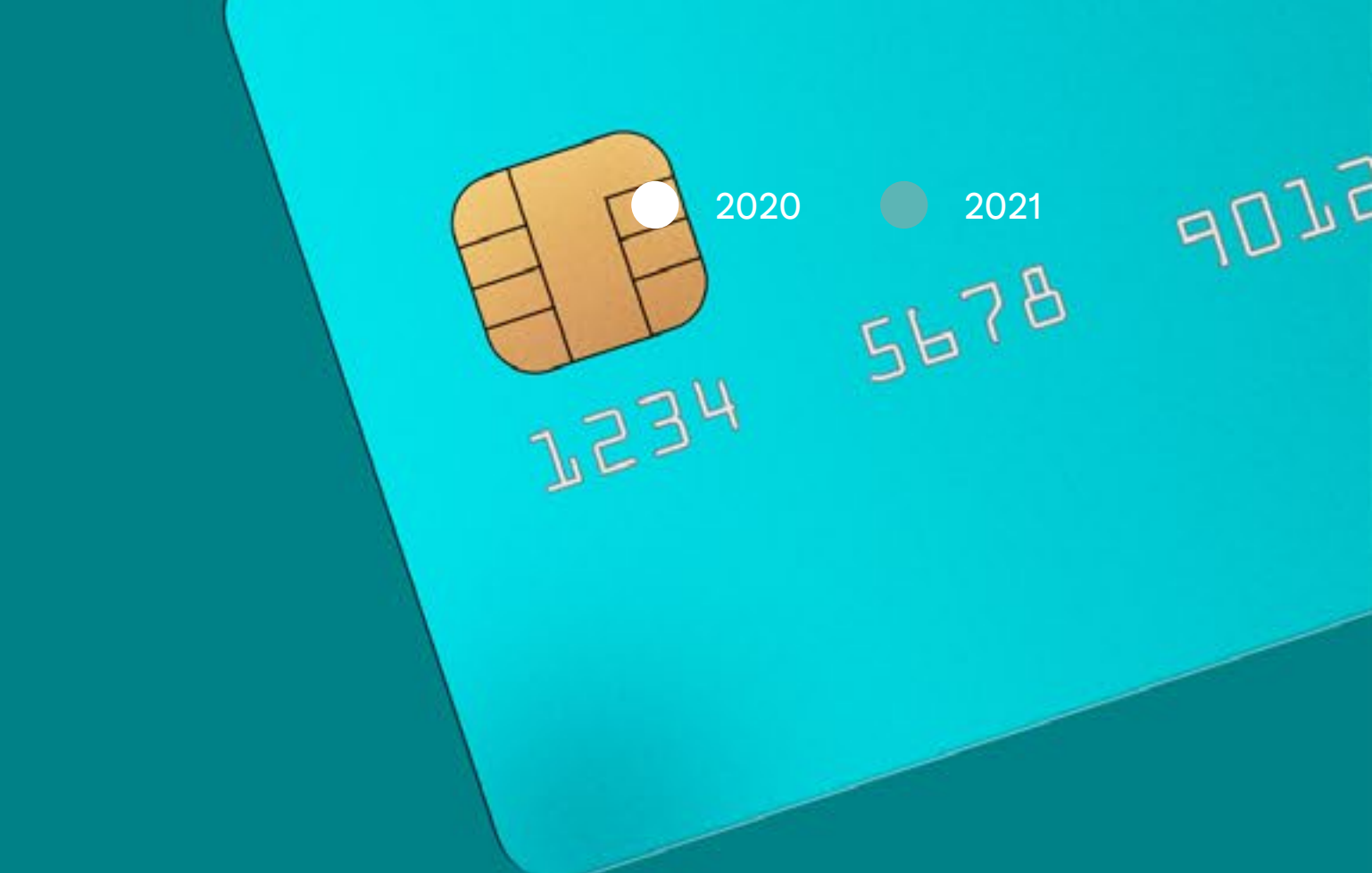
In-store average receipt for women

Men have a higher purchase value than women in-store but the gap is decreasing



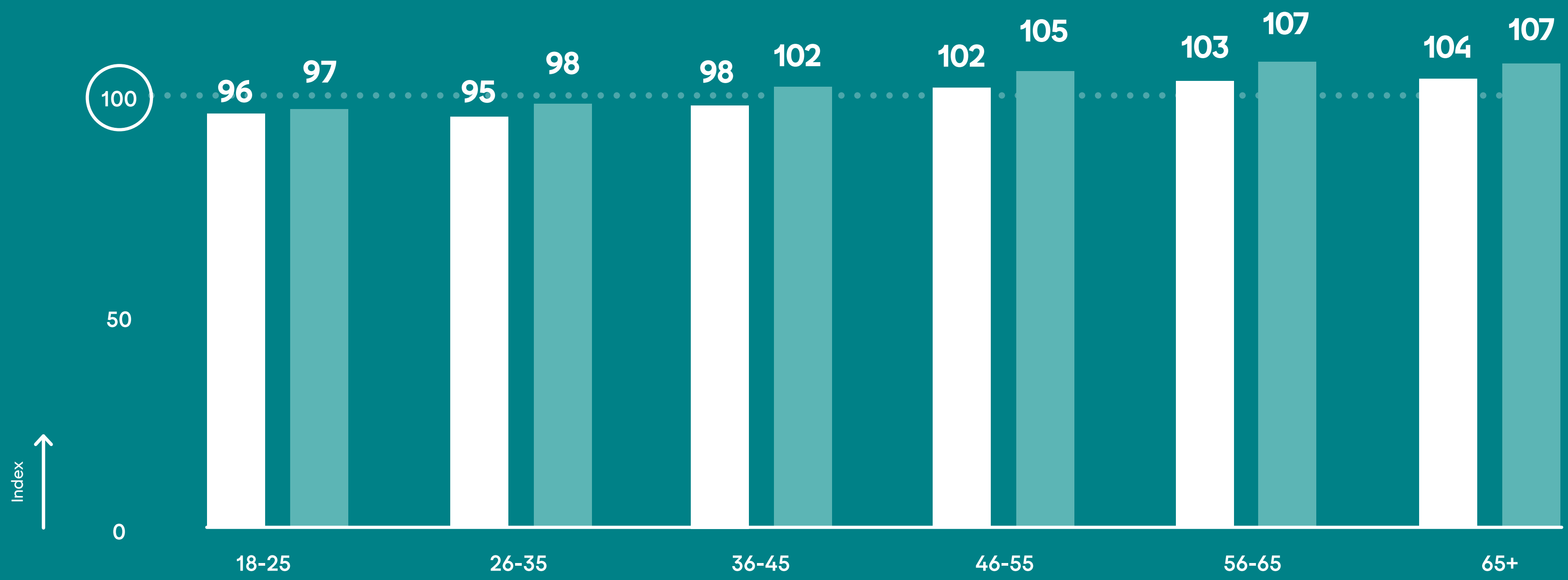
In-store average receipt for men

Customers shop more often this year



The total purchase frequency has increased for all age groups, **with the biggest change being in the age group 36-45**. This probably has to do with the fact that customers aren't able to spend money on traveling, so they spend more on improving their homes and health. People shop **less in physical stores** but the overall number increased due to the high increase in purchase frequency online.

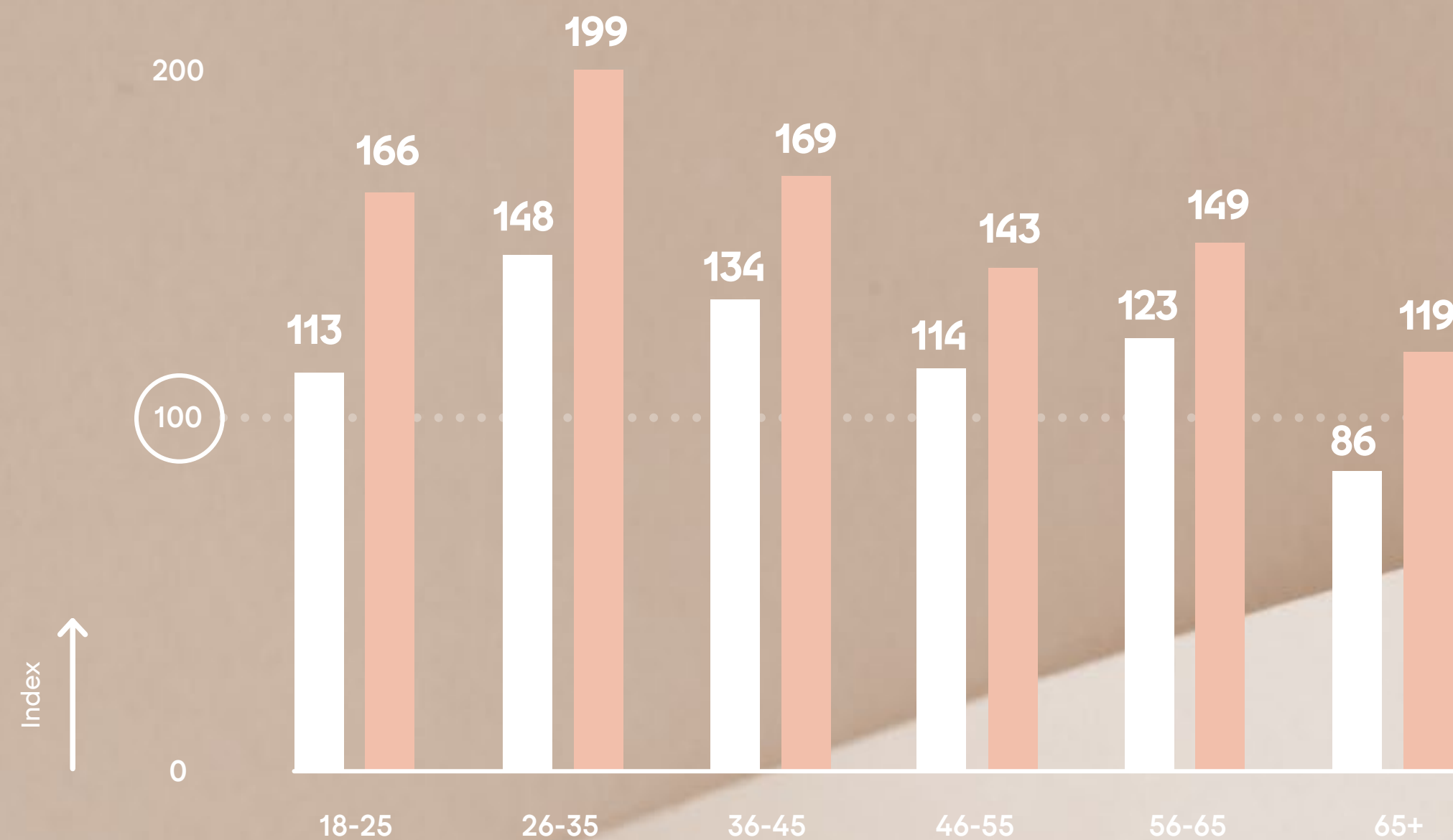
4% increase in total purchase frequency for customers aged 36-45!



Purchase frequency per age group

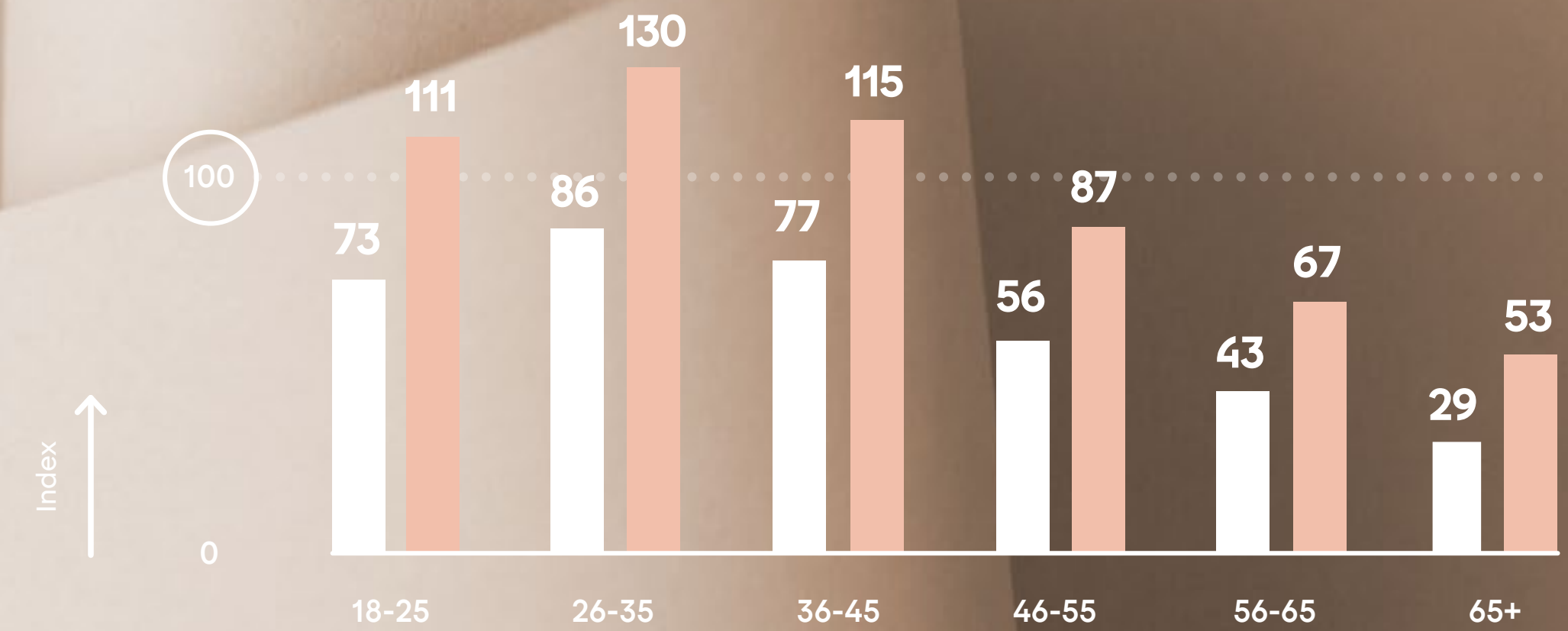
Not only do customers spend more online this year – they shop online more often too

Women still shop more frequently online than men – a whole 74% more. And all numbers are showing that the digital channels are continuing to flourish. Both women and men shop more frequently on average online, across all age groups. So, if you are not online yet – you need to sharpen up because this is where your customers are!



Purchase frequency for women

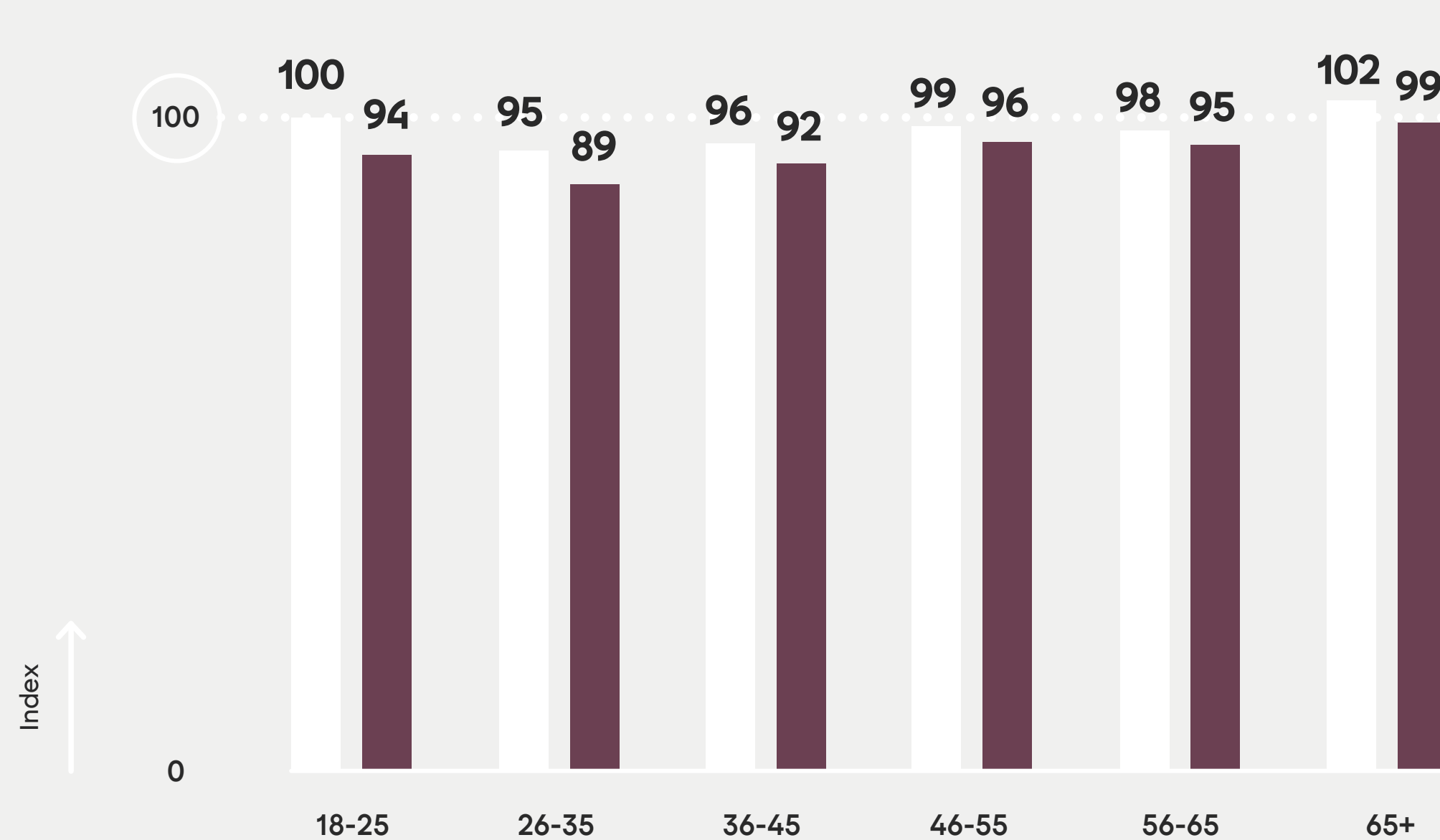
In the age group of 65+, both men and women are shopping more online this year. So, make sure you don't forget to create unique customer experiences for this age group! Make sure that the journey is as smooth as possible and resembles the physical purchasing journey that they are used to.



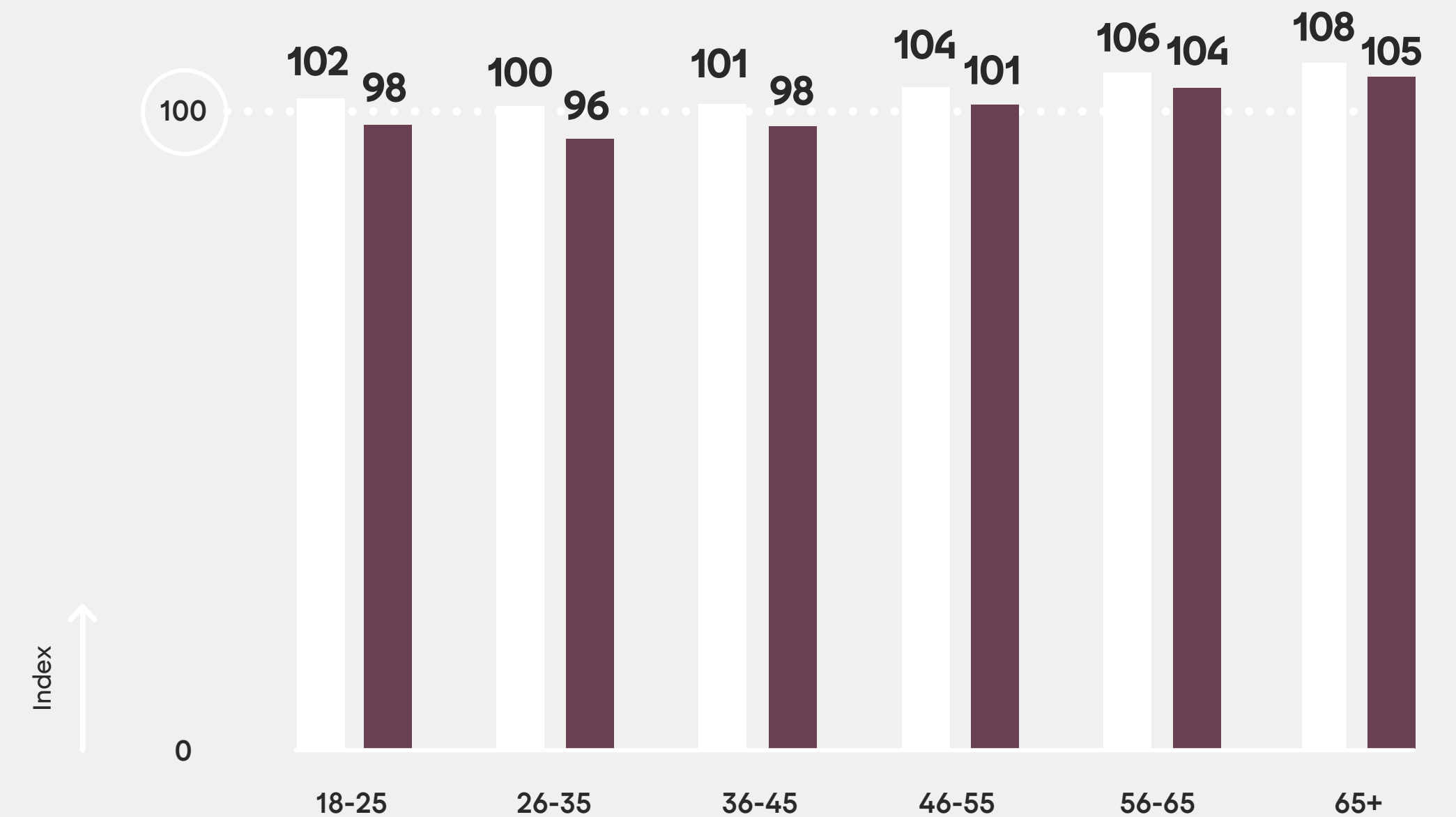
Purchase frequency for men

The in-store shopping frequency has dropped by 4%

Customers don't buy products as often in-store this year as **there is a decrease in all age groups**. Women between 26-35 shop less frequently than any other age group this year.



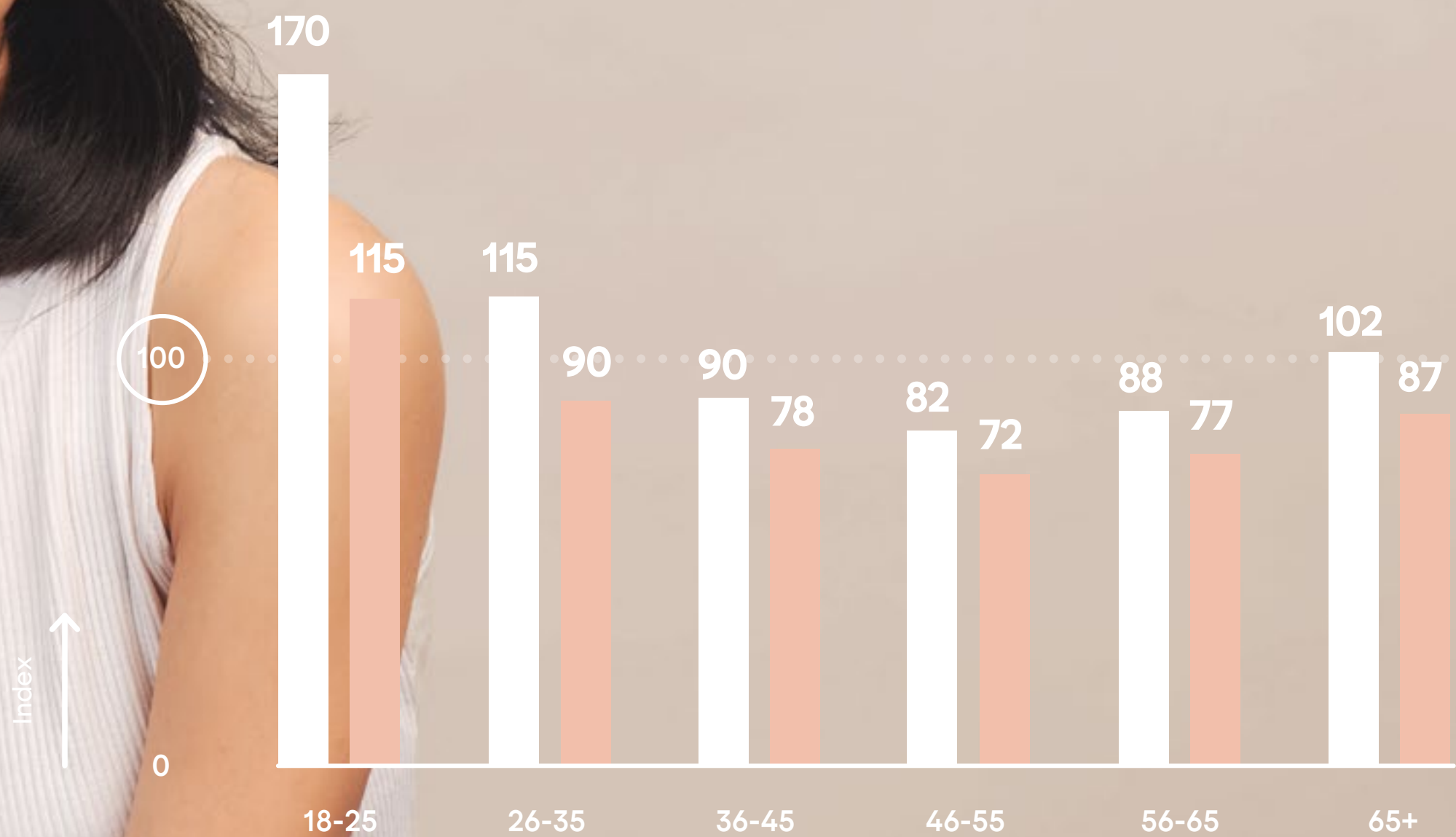
In-store shopping frequency for women



In-store shopping frequency for men

The average products per receipt decreased by 15%

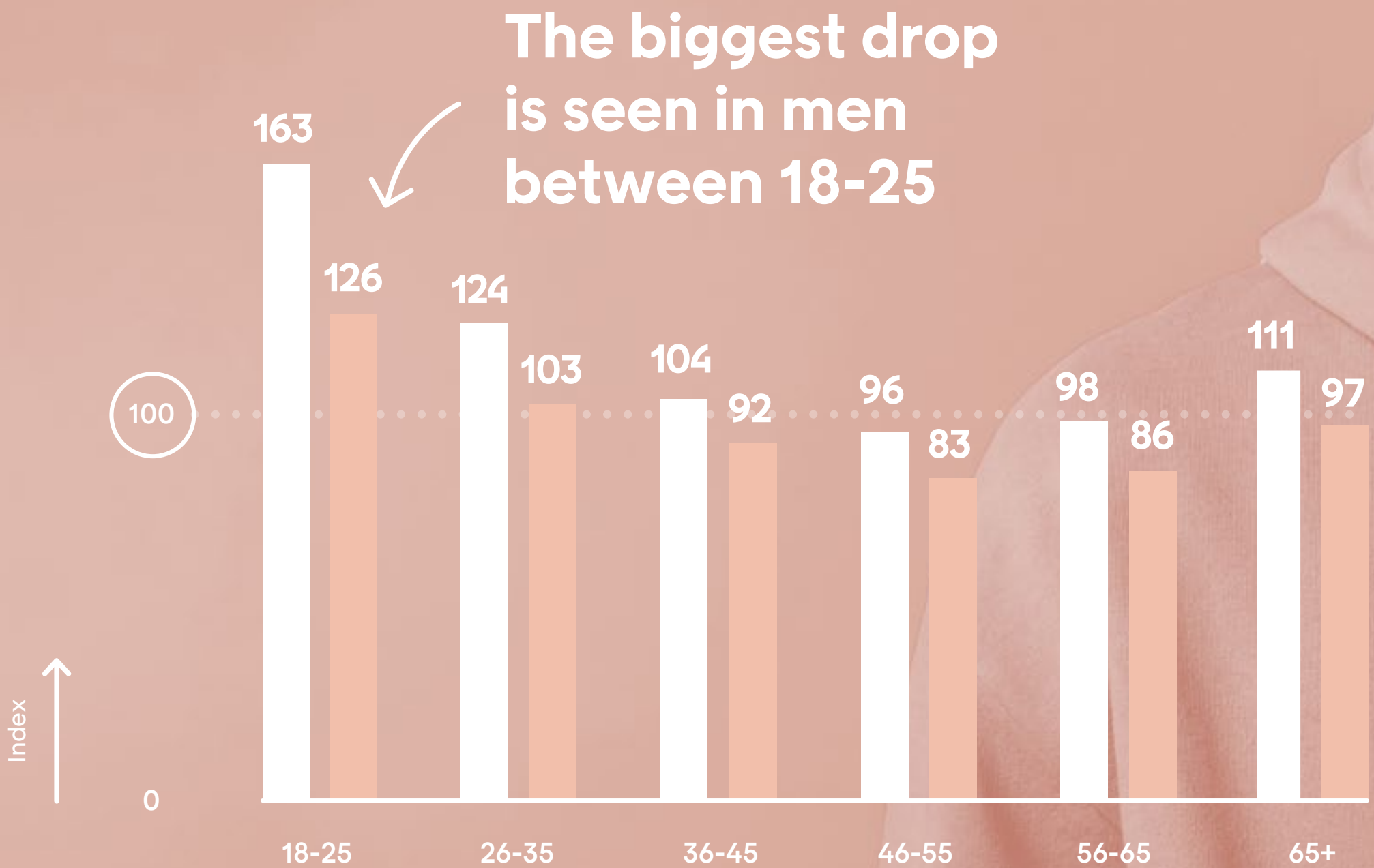
Customers in 2021 buy fewer products per purchase. This is a number that has decreased in all age groups and genders, with the largest drop found in the age group of 18-25. And at the same time – the average receipt value has increased both in-store and in e-com! This means that **customers today are willing to spend more money on fewer products.**



Average products per purchase for women

● 2020 ● 2021

The biggest change is seen in women and men between the age of 18-25. This could be a shift in consciousness – that young customers want to shop more sustainably and are willing to pay more and buy fewer items.



Average products per purchase for men

How numbers changed in 2021

8%

increase in email
open rate

13%

percent increase in
email click rate

76%

increase in
personalized emails

35%

increase in average
contact value

28%

increase in average
receipt values

15%

decrease in products
per purchase

32%

increase of purchase
frequency in e-com

Read the conclusion

Customers spend more on fewer products – and they love personalized emails

Here are some final tips based on these findings:

- **Customers in-store spend more money, but they shop less frequently.** Store staff should keep focusing on each customer and work with up-selling since customers don't shop as often.
- **Online shopping continues to grow.** Seeing that customers spend so much more money and that they also shop more frequently online is a clear indicator that all brands need to be available in that channel.
- **Personalization is queen!** A huge spike in personalized fields in emails has probably played a big role in the increased open- and click rates. More personalization to the people!

That's all for now! Thank you for reading our insights, and we hope you found numbers to benchmark and that you can take some direct action on these numbers.

[Book a demo here.](#)



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