



2021 Annual Consumer Shopping Report

HOLIDAY HABITS

Over 1,000 Americans surveyed to understand consumer shopping behaviors this holiday season.

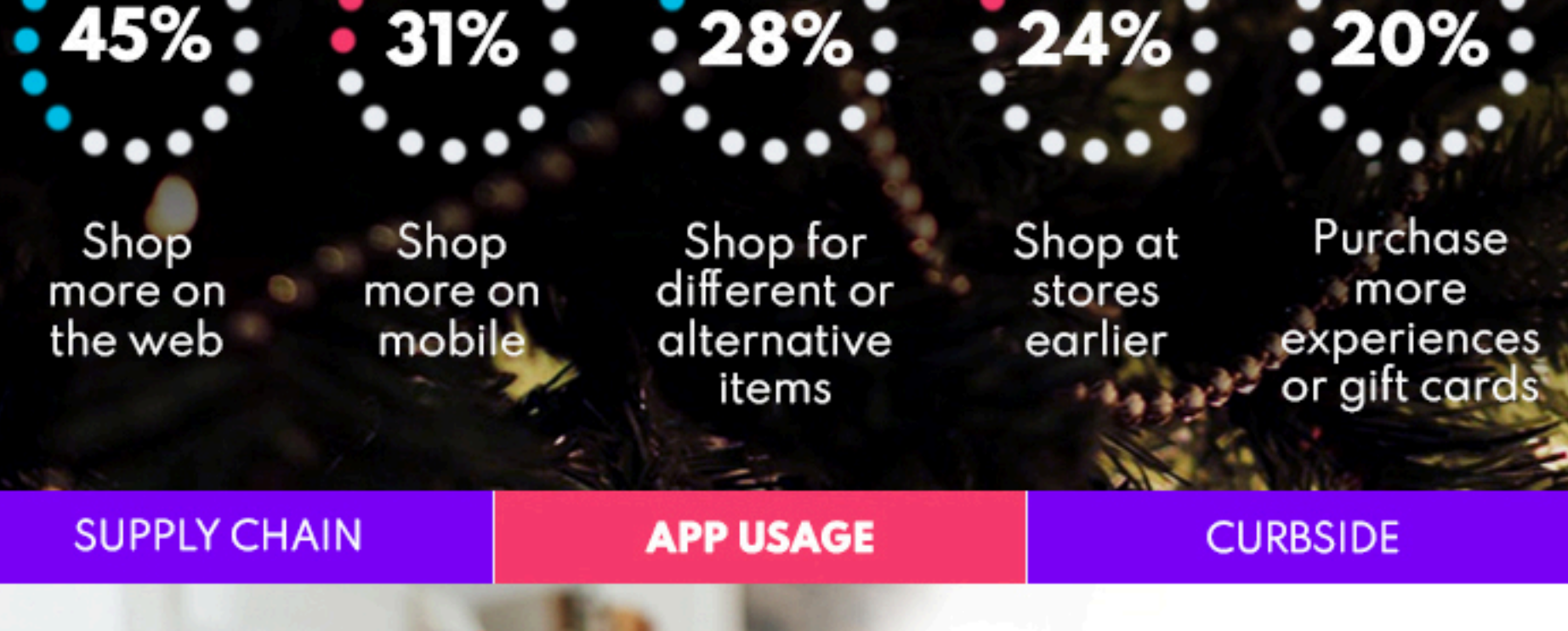
SUPPLY CHAIN APP USAGE CURBSIDE

86% of respondents are concerned with supply chain issues, lack of merchandise, and labor shortages

TOP CONCERNS



IN RESPONSE, CONSUMERS PLAN TO:



SUPPLY CHAIN APP USAGE CURBSIDE



9 in 10

respondents will use mobile apps for this holiday season

73%

of respondents plan to do **at least half** of their holiday shopping on mobile apps



64%

plan to download **at least one** new retail app



32%

of respondents plan to purchase holiday gifts **via social media platforms**

SUPPLY CHAIN APP USAGE CURBSIDE



2 OUT OF 3

respondents plan to use **curbside pickup** this year

Top Curbside Dislikes:



About Bluedot

Bluedot's award-winning location technology drives consumer engagement with curbside pickup, personalization and loyalty solutions across key industries including retail, quick service restaurants, and transportation. Bluedot is trusted by many of the largest enterprises such as Federal Realty, Dunkin', Six Flags, and IAG among others.

For more information on Bluedot and its solutions, visit bluedot.io.