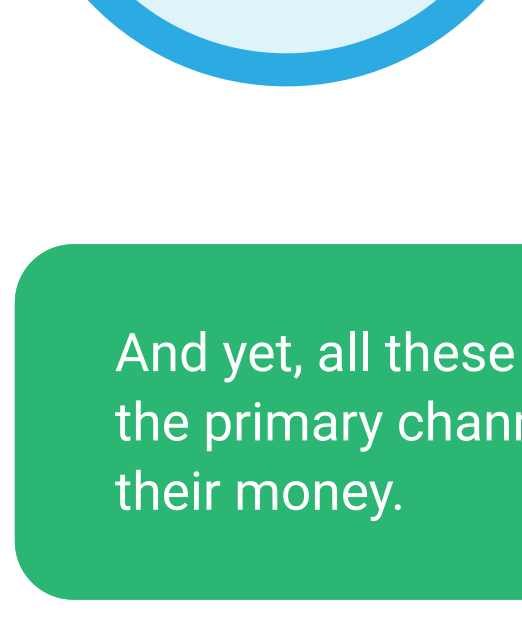


UK shoppers speak out:

They connect best with connected stores

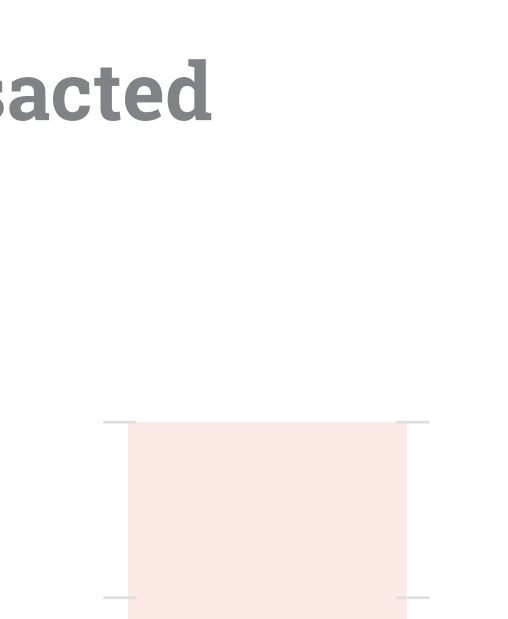


For more than 15 years, retail forecasters and futurists have been predicting the impending demise of the brick-and-mortar store.



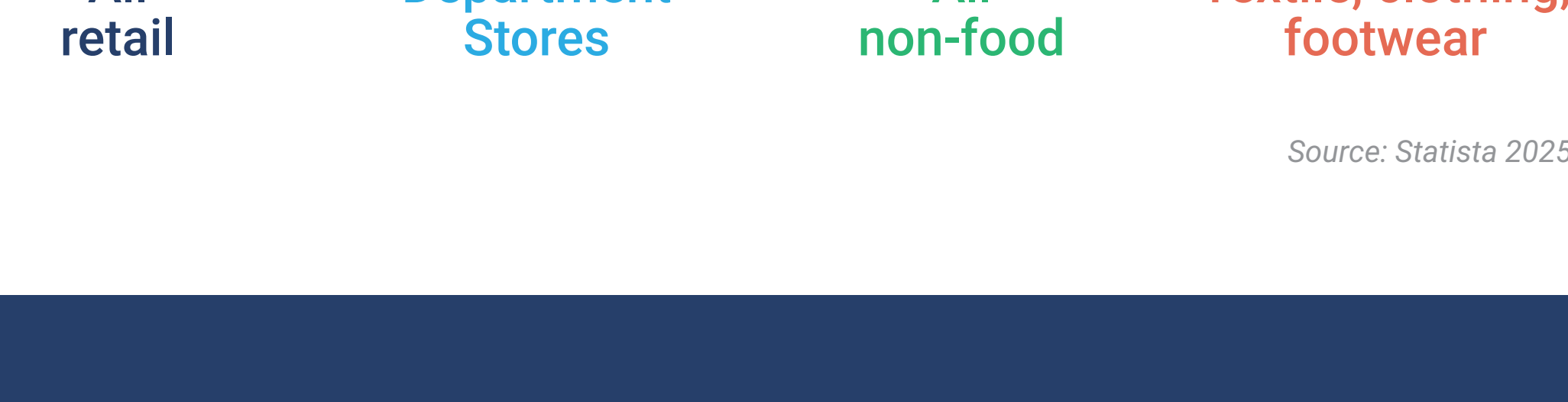
The experts have been trying to convince us that digital channels are simply too convenient, too available and too easy when compared to the (perceived) inconvenience of the store.

And yet, all these years later, the physical store still holds sway as the primary channel where British shoppers choose to spend their money.



Percentage of all UK retail sales transacted in a physical store, by sector

December 2024



Source: Statista 2025

It's clear that consumers still prefer the store. But what about their hearts? Are stores falling out of favour in preference of a digital experience? Good questions to be sure, but questions that have historically been difficult to answer without asking shoppers themselves.

Which is exactly what we did.



With the help of You.Gov, we surveyed 2,000 British consumers to ask them all things shopping - their current habits, their desires and their intentions for the future. And what we learned was, in a word, insightful.

Read on for the insights shoppers shared as we try to deepen our understanding of what it will take for physical stores to continue to win the hearts (and wallets) of British shoppers.



SHOPPERS SPEAK OUT:
"The store is still deeply relevant to most of us."

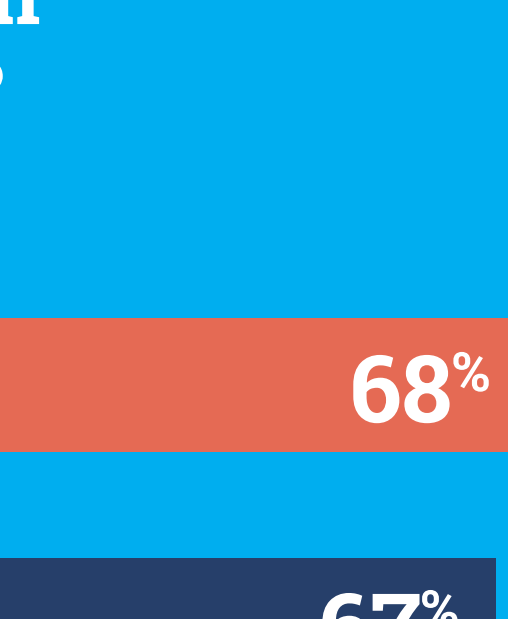
Aside from grocery, do you feel there is still a requirement for stores?



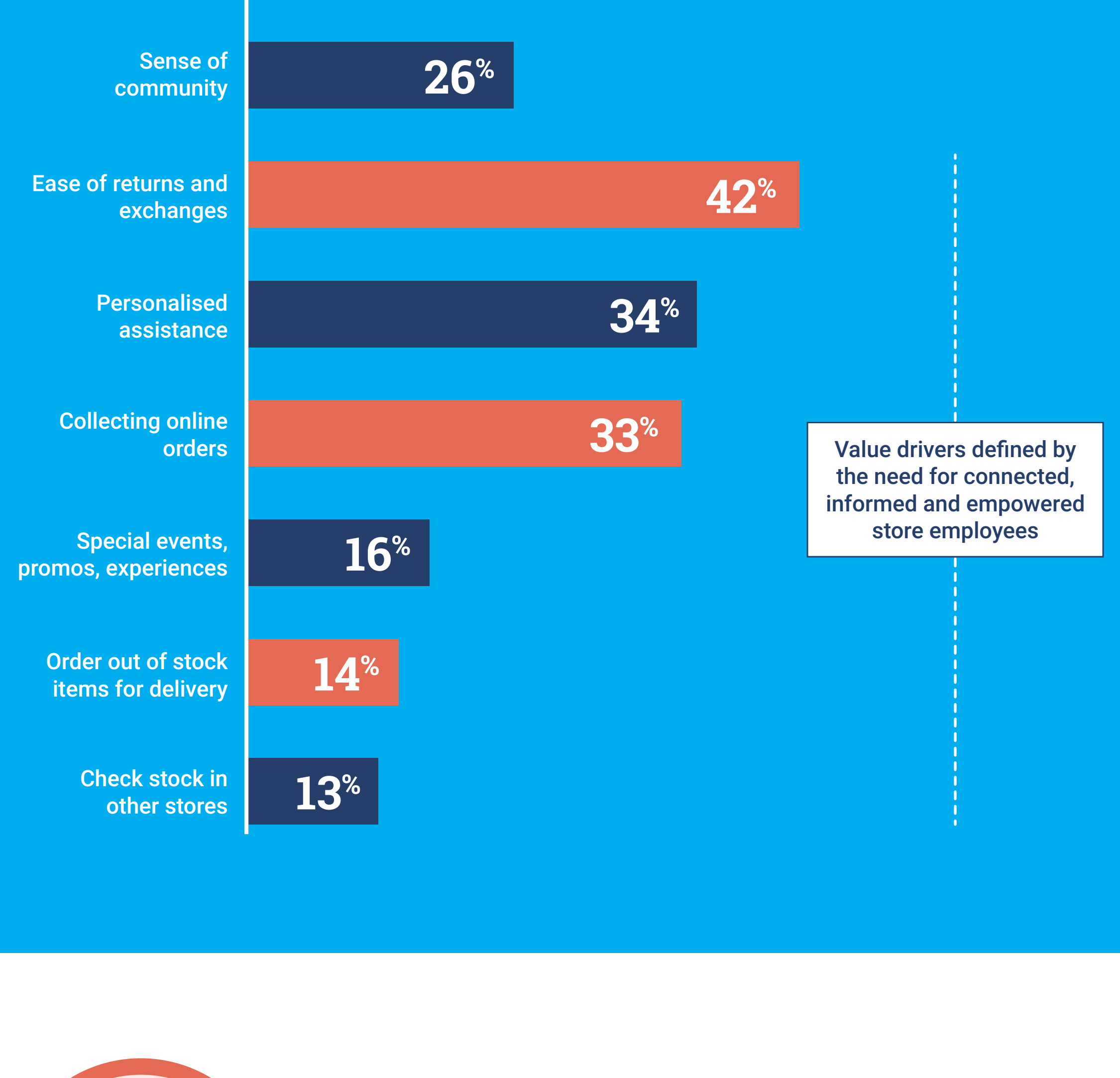
In the last year, how often have you shopped in a physical store, not including grocery?



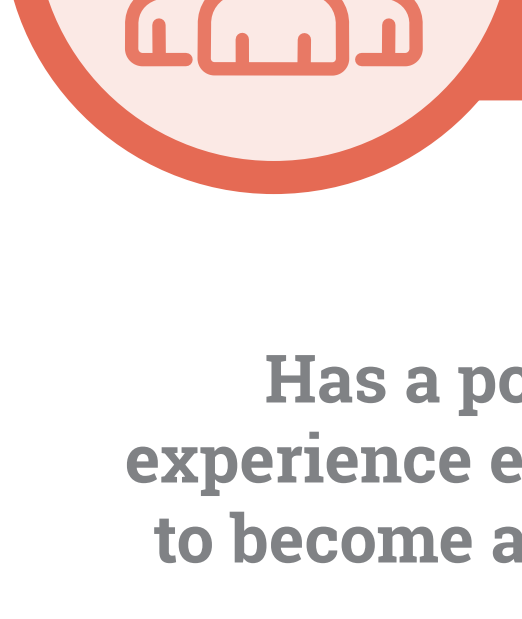
SHOPPERS SPEAK OUT:
"There are many reasons why the store remains relevant with so many of us."



What do you value most from an in-store shopping experience?

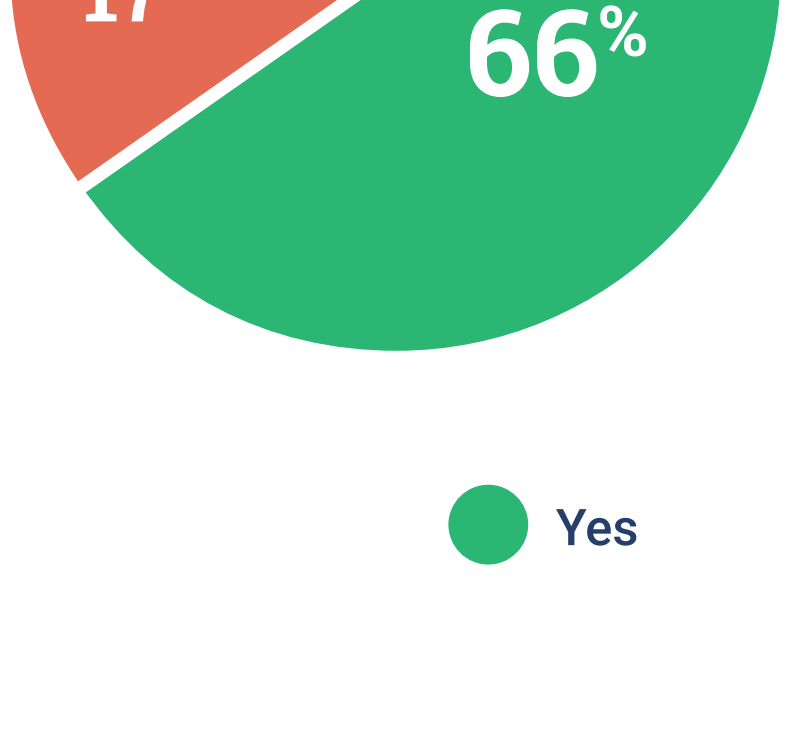


Value drivers defined by the need for connected, informed and empowered store employees

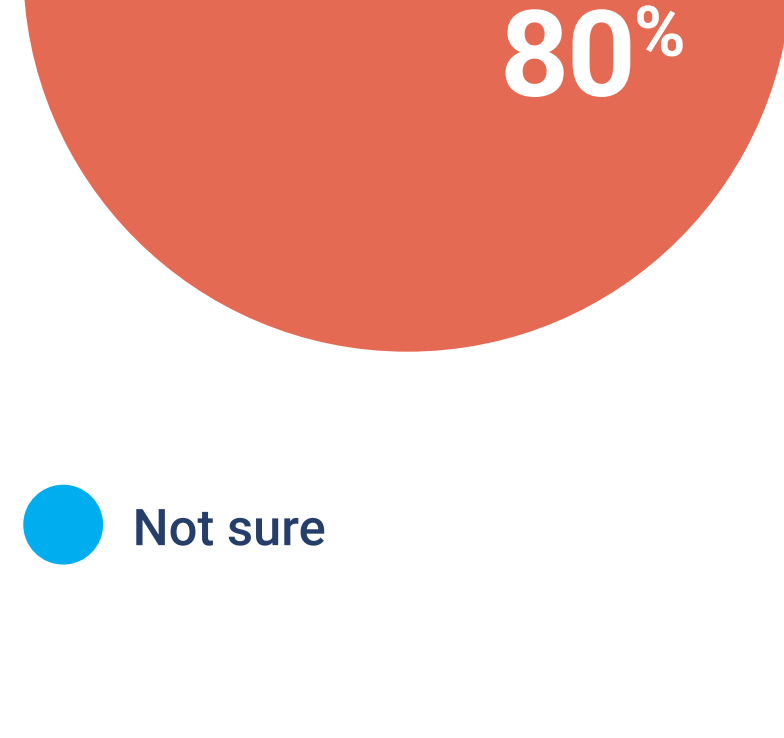


SHOPPERS SPEAK OUT:
"Overall, many UK stores seem to be delivering enough value to keep us coming back."

Has a positive in-store experience ever influenced you to become a repeat customer?



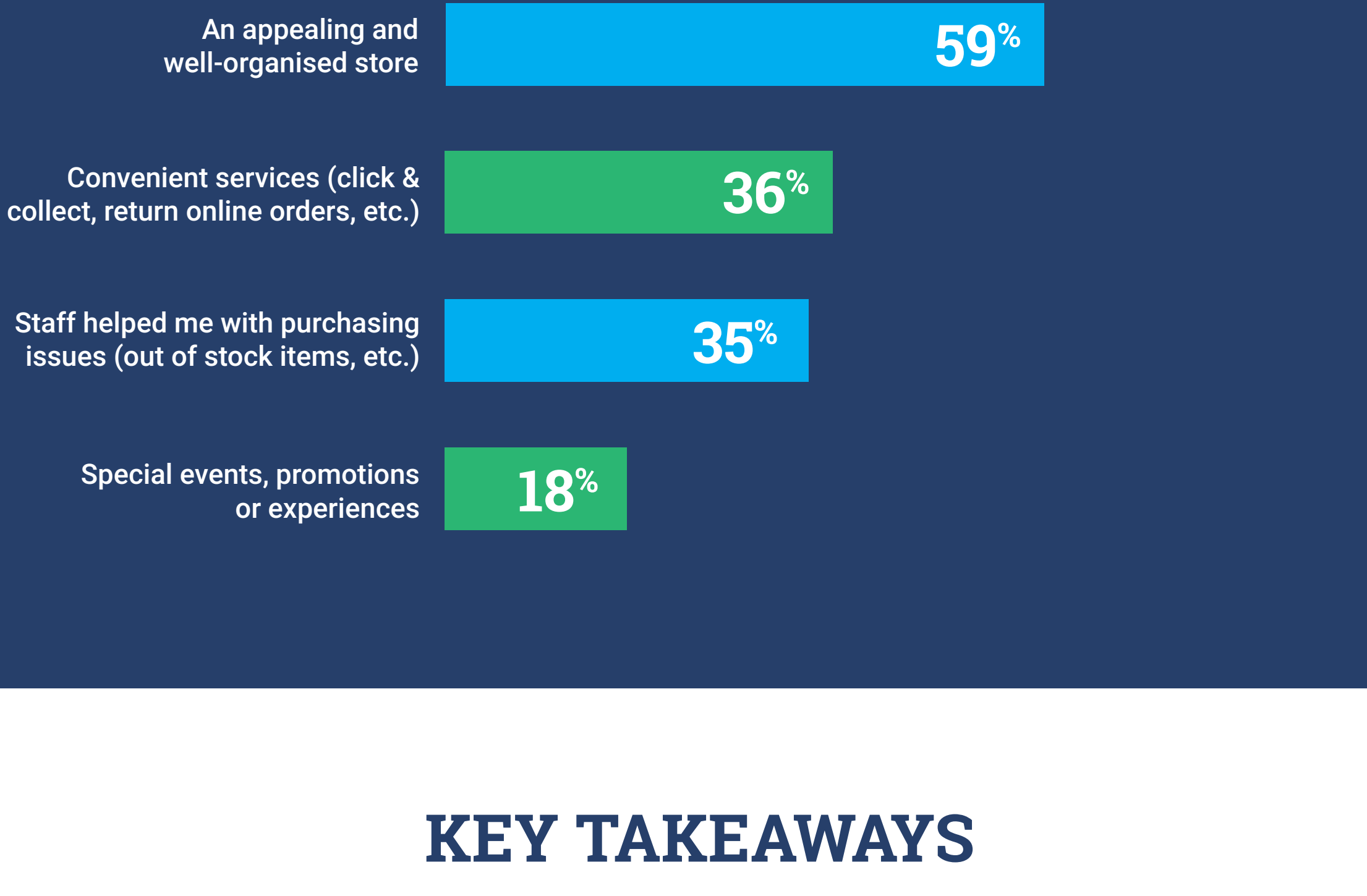
Do you think you will ever stop shopping in a physical store?



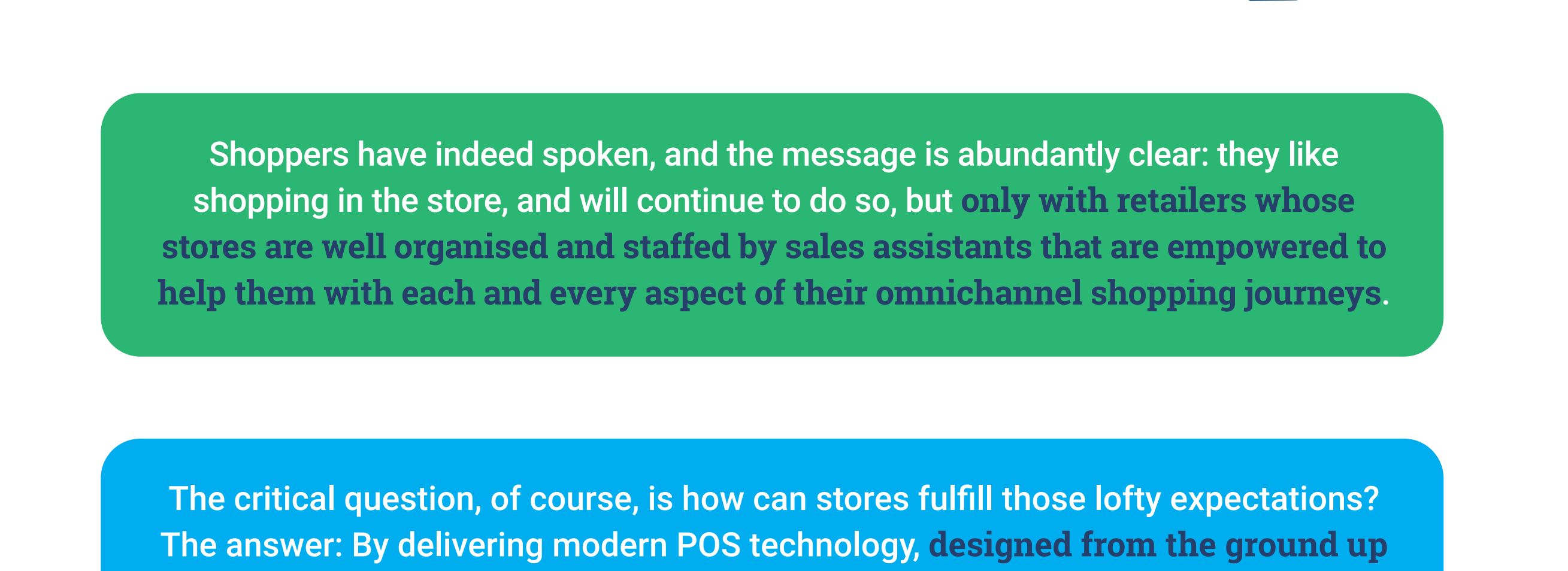
SHOPPERS SPEAK OUT:
"Earning your share of those store visits, however, will require informed, empowered and connected store employees."



What aspects of the store experience encouraged you to shop there again?



KEY TAKEAWAYS



Shoppers have indeed spoken, and the message is absolutely clear: they like shopping in the store, and will continue to do so, but **only with retailers whose stores are well organised and staffed by sales assistants that are empowered to help them with each and every aspect of their omnichannel shopping journeys.**

The critical question, of course, is how can stores fulfill those lofty expectations? The answer: By delivering modern POS technology, designed from the ground up with the needs of the complex omnichannel shopper in mind, into the hands of every assistant in every store.

Aptos ONE: Powering the Modern Store

Mobile-first, built-from-scratch Point of Sale on the Aptos ONE unified commerce platform empowers the modern store to meet the ever-expanding expectations of today's shoppers.

Aptos ONE is more than just point of sale - it's a powerful platform that enhances every aspect of the customer journey. With the most robust functionality on the market, our POS solution is designed to handle every transaction with flexibility and efficiency, adapt as your needs change, streamline store selling operations and deliver unparalleled shopping experiences.

Explore feature-rich POS from Aptos