

# OMNICHANNEL STRATEGIES OF LEADING RETAIL CHAINS

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# OVERVIEW

In online retail, it's not always enough to have the right product in stock and for the right price. When it comes to customer experience, convenience can be crucial, defining a merchant in consumers' minds as not just a source for specific needs to fit budget constraints — but also as a brand that can fulfill an order at a desirable place and time.

Convenience is the key to growth at many of the top online retailers in North America. In 2025, against the backdrop of international trade policy shifts, tariffs and macro conditions that are difficult to influence, omnichannel services are an area where leaders with physical stores see ways to exert control and drive revenue upward.

Mass Merchants such as Walmart and Target honed their abilities to deliver curbside pickup and same-day delivery during the COVID-19 pandemic. Now, they are putting those lessons to use, incentivizing signups to their paid membership programs and leveraging their stores and parking lots to differentiate themselves from other alternatives.

In Walmart's case, the company has placed the term omnichannel front and center with its brand identity, along with being led by people and powered by technology. Doug McMillon, the CEO at Walmart, declared to shareholders in an April letter that the retailer would be able to deliver to 95% of the U.S. population in less than three hours.

That goal underscores Walmart's investment in its same-day delivery capabilities. It also illustrates the expectations it wants customers to be able to form around its name, website, app and stores.

# TECHNOLOGY INTEGRATION GIVES OMNICHANNEL RETAILERS A COMPETITIVE ADVANTAGE

An executive conversation  
with **Srinivas Pujari**,  
corporate vice president,  
Blue Yonder



As consumers use different channels to make purchases, retailers must use all the data at their disposal to make sure they can get the right product to the right fulfillment channel at the right time. Blue Yonder's Srinivas Pujari — corporate vice president, product management - commerce and data science — coaches retailers on how they can do exactly that.

## **How can retailers gain a competitive edge in 2025 by improving inventory visibility and forecasting accuracy — especially when customer expectations are only getting higher?**

Traditionally, accurate demand forecasting and aligned planning helped reduce stockouts and markdowns. But with longer lead times and volatile procurement cycles, forecasting must now go beyond predicting demand to include when and where products will arrive — and how they should be fulfilled.

Retailers that invest in real-time visibility, agile decision-making, and fulfillment-aware optimization — powered by data, advanced analytics, and AI — will be better equipped to adapt quickly, meet growing expectations, and deliver consistently.

## **What do you see as the critical success factors for implementing a resilient omnichannel strategy — especially in a world of constant disruption and shifting shopper behavior?**

A resilient omnichannel strategy hinges on two critical factors:

### **1. A well-synchronized, integrated network across planning and execution systems.**

Planning and fulfillment must be connected. When planning systems have visibility into fulfillment decisions, they can trigger smarter, real-time replenishment and better anticipate demand shifts across channels.

Orders must also be automatically reallocated during disruptions. A responsive Order Management System (OMS) that's integrated with Warehouse Management Systems (WMS) and Transportation Management Systems (TMS) can dynamically adjust fulfillment decisions — rerouting inventory, reprioritizing orders based on order of importance, and minimizing delays.

### **2. A best-in-class analytics platform that enables operators to work smarter and faster.**

Retailers must harness powerful analytics and simulation tools — infused with AI and machine learning (ML) — to proactively sense disruptions, model scenarios, and optimize performance across the value chain.

## **With today's economic pressure to deliver more value, speed, and convenience, how do the challenges differ between digital-native ecommerce retailers and traditional brick-and-mortar brands expanding into ecommerce?**

Digital-native retailers are fast and flexible but lack physical scale. Brick-and-mortar brands face the challenge of integrating online and offline operations. Both, however, must now deliver more value — faster. Blue Yonder's fulfillment-aware inventory placement solution gives retailers a competitive edge by dynamically aligning inventory with fulfillment decisions, enabling rapid disruption response, reducing costs, and providing better product availability. Whether scaling digital operations or optimizing a hybrid model, this capability ensures efficient and resilient performance that meets customer expectations.

## **Which emerging technologies do you believe are making the biggest impact on solving today's retail and fulfillment challenges? How do innovations like agentic AI shift what's possible in the supply chain?**

While many are just getting started with AI, Blue Yonder has been embedding it across our solutions to solve real-world supply chain challenges for over a decade.

Today, we're advancing this further with agentic AI — intelligent, goal-driven agents that operate as “super colleagues” — augmenting human operators by surfacing insights, suggesting resolutions, and autonomously executing actions in real time. We expect these agents to work alongside supply chain operators like team members to track goals such as on-time delivery, inventory availability, and network efficiency, acting continuously to optimize performance. This marks a powerful shift from reactive supply chain management to proactive, self-driving operations.

## **What are the most important needs for retailers with physical stores to keep in mind and as they scale ecommerce sales?**

Retailers must prioritize unified operations and real-time inventory visibility across channels. Reliable delivery commitments hinge on using accurate, real-time inventory data to provide reliable delivery commitments.

Physical stores can also serve as powerful fulfillment nodes — but only when inventory is positioned with fulfillment-aware intelligence. Leveraging AI and agentic technologies can monitor both store and online performance, resolve bottlenecks, and automate actions. This ensures consistent customer experience while maximizing the strategic value of every store within an omnichannel network.



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# OMNICHANNEL TRENDS

## TOP 1000 DATABASE RETAIL CHAINS AND THEIR OFFERINGS, BROKEN DOWN BY CATEGORY

Even in the ecommerce world, physical stores play a key role in sales. Convenience is king for consumers — and buy online, pick up in store (BOPIS) and curbside pickup give online shoppers the option to go to their online orders rather than waiting for their online orders to arrive.

Along with in-store stock status and remote appointments/ consultations, North America's leading online retailers offer omnichannel options that are mutually beneficial. Retailers give consumers more choices that they want, and retailers benefit from having more touch points among their consumers — each of them a meaningful data point in a retailer's omnichannel expansion.

Still, not all retailers offer the same omnichannel options.

Digital Commerce 360 data indicates just how common four omnichannel offerings were among the Top 1000 online retailers in North America in 2024:

1. Buy online, pick up in store (BOPIS)
2. Curbside pickup
3. In-store stock status
4. Remote appointment/consultation

Specifically, the data reflects retail chains that had physical stores in the first place.

And as is typical in retail, a feature's popularity varied by industry. For example, all retail chains in the Automotive Parts & Accessories and Office Supplies categories of the Top 1000 offered BOPIS and in-store stock status.

Meanwhile, those same categories — plus six others (eight out of a total of 14) — didn't offer remote appointments and consultations in 2024. Simply put, that's because their industries don't require them.

### **1. Buy online, pick up in store (BOPIS)**

77.2% of retail chains in the Top 1000 offered BOPIS in 2024. That's a slight decrease from 78.3% in 2023 and a peak of 80.0% in 2022.

Broken down by merchandise category, that was as high as 100% among Automotive Parts & Accessories and Office Supplies retailers — as mentioned above — and as low as 58.3% among Food & Beverage retailers in 2024.

## TOP 1000 RETAIL CHAINS WITH OMNICHANNEL FEATURES, BY CATEGORY

	BUY ONLINE, PICK UP IN STORE	CURBSIDE PICKUP	IN-STORE STOCK STATUS	REMOTE APPOINTMENT/ CONSULTATION
Apparel & Accessories	79.3%	20.7%	63.8%	12.1%
Automotive Parts & Accessories	100.0%	22.2%	100.0%	0.0%
Consumer Electronics	87.5%	12.5%	50.0%	12.5%
Flowers & Gifts	66.7%	33.3%	0.0%	0.0%
Food & Beverage	58.3%	50.0%	25.0%	0.0%
Hardware & Home Improvement	68.8%	18.8%	87.5%	0.0%
Health & Beauty	87.5%	37.5%	75.0%	25.0%
Housewares & Home Furnishings	60.9%	8.7%	52.2%	34.8%
Jewelry	80.0%	20.0%	60.0%	40.0%
Mass Merchant	83.3%	25.0%	66.7%	0.0%
Office Supplies	100.0%	50.0%	100.0%	0.0%
Specialty	91.7%	33.3%	75.0%	16.7%
Sporting Goods	77.8%	33.3%	72.2%	0.0%
Toys & Hobbies	62.5%	37.5%	87.5%	0.0%
<b>Top 1000 Retail Chains</b>	<b>77.2%</b>	<b>24.8%</b>	<b>65.5%</b>	<b>10.7%</b>

Source: Digital Commerce 360

After those categories, it was most common among Specialty retailers (91.7% offered it), which include Chewy, Follett Higher Education, Neiman Marcus, Party City and more.

At least eight in 10 retailers in four other categories offered BOPIS: Consumer Electronics, Health & Beauty, Mass Merchants and Jewelry. Aside from the Food & Beverage category, the omnichannel offering is least prominent among Housewares & Home Furnishings (which are typically best delivered anyway), Toys & Hobbies and Flowers & Gifts retailers.

## 2. Curbside pickup

Less than a quarter of retail chains in the Top 1000 offered curbside pickup (24.8%) in 2024. That's down from 25.3% in 2023 and a peak of 55.1% in 2020.

The most likely categories to offer it in 2024 were Office Supplies and Food & Beverage (half of the retailers in both categories used it).

For most categories, about a third (give or take a few) offered curbside pickup in 2024. Least likely to offer it were retailers in the Housewares & Home Furnishings (8.7%), Consumer Electronics (12.5%), Hardware & Home Improvement (18.8%) and Jewelry (20.0%) categories.

## SHARE OF RETAIL CHAINS IN THE TOP 1000 OFFERING OMNICHANNEL FEATURES

	2024	2023	2022	2021	2020
Buy online, pick up in store (BOPIS)	77.2%	78.3%	80.0%	73.9%	73.3%
Curbside pickup	24.8%	25.3%	46.1%	53.9%	55.1%
In-store stock status	65.5%	65.4%	65.4%	61.1%	48.1%

Source: Digital Commerce 360



### 3. In-store stock status

In-store stock status was the only omnichannel feature that more Top 1000 retail chains offered in 2024 than in years prior — barely. In 2024, 65.5% offered it, up almost negligibly from the 65.4% the previous two years.

However, Flowers & Gifts retailers didn't offer it at all. That's the only instance outside of remote appointment/consultation that had a 0% adoption rate.

Meanwhile, at least half the retailers in all categories other than Flowers & Gifts and Food & Beverage offered in-store stock status. It was especially prevalent among Toys & Hobbies and Hardware & Home Improvement retailers (87.5% each).

### 4. Remote appointment/consultation

Just 10.7% of Top 1000 retail chains offered remote appointment/consultations in 2024.

Retailers in eight different merchandise categories didn't offer them at all. On the high side, 40.0% of Jewelry retailers offered it — and it makes sense for a category focused on luxury. There were only two other categories in which at least a quarter of retailers offered the service: Housewares & Home Furnishings (34.8%) and Health & Beauty (25.0%) — the latter of which benefits from consultations for makeup and skin care routines.

## CONVERSION RATES FOR RETAIL CHAINS BROKEN DOWN BY TYPE OF OMNICHANNEL SERVICE OFFERED

Retail chains in the Top 1000 that offered omnichannel features converted at a higher rate in 2024 than those that didn't offer any omnichannel features, Digital Commerce 360 data shows.

And that trend has been consistent for years.

On average, the conversion rate for Top 1000 retail chains in 2024 was 3.1%. But that includes chains that didn't incorporate omnichannel features.

When a retailer offered in-store stock status, the average conversion rate bumped up to 3.3%. For buy online, pick up in store (BOPIS), it jumped up to 3.4%. The highest conversion rate among retail chains was for those that offered curbside pickup, reaching 3.9% in 2024.

### CONVERSION RATE OF RETAIL CHAINS WITH OMNICHANNEL OFFERINGS

	2024	2023	2022	2021	2020
Buy online, pick up in store	3.4%	2.9%	3.1%	3.2%	3.1%
Curbside pickup	3.9%	3.8%	4.0%	4.0%	3.7%
In-store stock status	3.3%	2.9%	3.1%	3.1%	3.0%
<b>Top 1000</b>	<b>3.1%</b>	<b>2.6%</b>	<b>2.8%</b>	<b>2.8%</b>	<b>2.8%</b>

Source: Digital Commerce 360

And that trend has held pretty steady since 2020: The retail chains with the highest conversion rates, on average, offered curbside pickup. After that, the ones with the highest conversion rates offered BOPIS. In-store stock status was the omnichannel offering that boosted conversion the least, but it still increased that key performance indicator (KPI) nonetheless, in some years tying with stores offering BOPIS.

In the past five years, the highest average conversion rate among Top 1000 retail chains belonged to those that offered curbside pickup, peaking at 4.0% in both 2021 and 2022.

Those were also the only subset of retail chains to exceed a 3.5% conversion rate, on average, doing so every year since 2020.

## HOW OMNICHANNEL OPTIONS AFFECT CONSUMERS' DECISIONS

In a survey of more than 1,000 consumers, Digital Commerce 360 and Bizrate Insights found that omnichannel options were among the features that drive conversion.

Although fast shipping (which 57.97% cited) and free return shipping (50.93%) topped the list of options that consumers said were most likely to get them to place online orders, a couple of omnichannel options made their way onto the list, too.

Both of them were about pickup. More than a fifth of consumers said the option to select BOPIS would lead to them placing an online order (22.78%). Although slightly less popular, others also selected the option to use curbside pickup (17.40%).

Least popular on the list was virtual appointments (9.97%).

Similarly, few consumers (9.68%) said they would be likely to make an online purchase after a virtual appointment.

The customer service interaction most likely to lead to an online purchase was live chat with a human being.

## WHICH RETAILER POLICIES AND INITIATIVES ARE MOST LIKELY TO LEAD YOU TO PLACE AN ONLINE ORDER?

	PERCENTAGE
Fast shipping	57.97%
Free return shipping	50.93%
Past experience with the retailer	41.15%
Straightforward/easy return policy	36.36%
Guaranteed delivery times	35.29%
Can return an item to a physical location (Walgreens, Kohl's, etc.)	30.89%
Can return an item to the retailer's store	28.93%
Option to pick up the order in a store	22.68%
Quality of a customer interaction (agent response time, resolution of issues, etc.)	21.99%
Easy reorder features	20.82%
Feature-rich, easy-to-use mobile app	19.65%
Option to pick up the order curbside	17.40%
Interactions with customer service reps	17.11%
Email that reminds me of items left in my shopping cart	16.72%
Product is from a local retailer	14.76%
Virtual appointments	9.97%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,023 online consumers, March 2025

Consumers also shared what makes them more likely to place orders for pickup — whether in store or curbside.

At least 40% of surveyed consumers cited three factors, starting with store proximity (43.30%), indicating the value of convenience. Price is also key, as 41.25% said discounts would make them more likely to use a pickup service. Product availability impacted decisions, too, 40.18% said.

### THINKING ABOUT THE CUSTOMER SERVICE INTERACTIONS YOU HAVE HAD WITH RETAILERS OVER THE PAST YEAR, AFTER WHICH TYPES OF INTERACTIONS ARE YOU MOST LIKELY TO MAKE AN ONLINE PURCHASE?

	PERCENTAGE
Live chat (with a human being)	38.81%
Email	36.75%
Phone call with customer service	29.03%
Text	21.80%
General in-store interaction	18.38%
I did not have any customer service interactions in the past year	16.72%
Live chat (with a chatbot/automated system)	16.23%
Interaction via social media (Twitter, Facebook, etc.)	13.20%
Virtual appointment	9.68%
In-store appointment with associate	4.69%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,023 online consumers, March 2025

As is common with omnichannel offerings, the consumer's convenience matters most. Surveyed consumers said they cared about how quickly they could pick up their orders, whether a retailer has several stores nearby with available inventory, and where the actual pickup would be — plus how many spots the retailer designated for it.

Furthermore, they want to have the choice to notify a store that they're on the way. They also want retailers offering the service to have sophisticated apps that direct consumers where to go. It also helps if retailers use geolocation technology that detects when consumers picking up orders are nearby.

### WHICH OF THE FOLLOWING WOULD MAKE YOU MORE LIKELY TO PLACE AN ORDER FOR STORE PICKUP (IN-STORE OR CURBSIDE)?

	PERCENTAGE
My proximity to a store location	43.30%
Discount for buy online, pick up in store (BOPIS)	41.25%
Product availability	40.18%
How quickly my order can be ready for pickup	34.60%
Retailer has many stores near me with inventory availability	24.93%
Previous positive experience with pickup from that retailer	23.36%
The type of location where pickup will be done (i.e. indoor parking, how busy the store's location might be, etc.)	19.06%
An option to notify the store that you are on the way	17.11%
Sophistication of the retailer's app (i.e., directing me where to go in store, letting me know order is on its way, etc.)	14.86%
Geolocation technology that detects you are close to the store	13.29%
Number of designated parking spaces	11.63%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,023 online consumers, March 2025



## WHY WALMART'S OMNICHANNEL CUSTOMERS ARE VITAL FOR ITS FUTURE

Walmart launched a visual makeover for its brand in January. The new look featured “True Blue and Spark Yellow” colors, along with a vision statement about where the second-largest online retailer in North America sees its future.

The identity tied to that makeover is — as Walmart phrased it — one of “a people-led, tech-powered omnichannel retailer.”

In a year when tariffs and trade disputes have threatened to drive up costs and disrupt supply chains for Walmart, along with many of its competitors, the Bentonville, Arkansas-based company considers omnichannel capabilities to be indispensable.

“On delivery with ecommerce, like overall, you’re continuing to see this diversification of our business that is improving our profitability,” said John David Rainey, executive vice president and chief financial officer at Walmart, during a February earnings call. “The newer businesses — and by newer businesses ... membership, [Walmart Fulfillment Services], some of those categories ... contributed to over half of the operating income growth this quarter.”

CEO Doug McMillon echoed Rainey’s point, calling Walmart’s omnichannel position a key strength.

“We’re still seeing curbside growth,” McMillon noted, pointing to Walmart’s stores and Sam’s Club locations, which it refers to as clubs. “We’re seeing in-store, in-club growth, and we’ve got this growth in delivery, and being able to do all of those things all the time is a big advantage.”

Curbside pickup took off during the COVID-19 pandemic among retailers — but it has less than half the participation now than it did in 2020. Despite its short-term decline, however, large chains with physical locations, such as Walmart, Target and Kroger, continue to offer it to shoppers. Those physical locations also provide strategic assets for enabling faster delivery.

## WALMART'S EXPANDING DELIVERY FOOTPRINT

Same-day deliveries of under three hours and under one hour grew 180% year over year for Walmart, said John Furner, president and CEO of Walmart U.S., during the February call. He went on to share that Walmart's same-day delivery handled “over 5 billion units last year,” doubling its volume from a year earlier.

In addition, Rainey stated that more than 30% of Walmart customers who order deliveries from stores are paying extra to get delivery “within one hour or three hours.”

That traction helps explain Walmart's continued focus on expanding its reach for same-day delivery. In April, the retailer announced it was leveraging geospatial technology to include 12 million more households in its delivery zones. That technology relies on open-source software that has been customized for Walmart, allowing the retailer to refer to real-time data about drive times for delivery drivers, store capacity, local customer demand and delivery slot availability.

According to Rainey, Walmart's same-day delivery reach expanded during its most recent quarter to encompass 93% of U.S. households.

## IMPORTANCE FOR GROCERY

Robust delivery and expedited turnarounds are particularly useful for Walmart in its valuable grocery business.

“Grocery remains a standout category with mid-single-digit growth,” Rainey stated.

Even excluding Sam’s Club sales, Walmart led by market share in U.S. online grocery sales as of the second quarter in 2024, according to data tracked by Brick Meets Click and Mercatus. Walmart’s share stood at 37% for that quarter, with standalone supermarkets as a cohort claiming 27% and Target owning a 7% share.

“Walmart’s reputation for low prices helped to attract households that wanted both the convenience of shopping online and ways to save money in this market,” said David Bishop, a partner at Brick Meets Click, when its report was released. “The execution of its omnichannel strategy, plus the operational efficiencies aided by incredibly high order demand, has enabled Walmart to consistently deliver the type of experiences that customers expect and to lower its cost to serve online orders at the same time.”

## VALUE OF DELIVERY FOR WALMART’S PAID MEMBERS

As the company looks to grow its paid memberships at both Sam’s Club and Walmart, delivery and omnichannel options are key differentiators.

Sam’s Club recently launched a new shipping offer, including free same- or next-day delivery from its clubs, McMillon told investors.

“Listening to our members and solving what they want is a big reason why Sam’s was recently ranked No. 1 in customer satisfaction for retailers and the latest American Customer Satisfaction Index,” he said.

Over the course of Walmart’s last fiscal year, its global membership income increased by 21% to \$3.8 billion. McMillon assessed that Walmart expects membership “to be one of the largest drivers of operating income, growing faster than sales” going forward.

Walmart offers same-day delivery (in three hours or less) to Walmart+ members. It’s a core component of the program, which also added omnichannel pet services in 2024. The rollout included free virtual pet care through Walmart’s partnership with Pawp, which waives what would otherwise be a \$99 annual fee.

The membership benefit also allows Walmart+ members to consult with veterinary professionals and receive personalized care plans, as well as product recommendations.

That addition now appears alongside free shipping, same-day grocery delivery, and discounts on gas and travel.

Walmart is No. 2 in the Top 2000. The database is Digital Commerce 360’s ranking of North America’s online retailers by their annual ecommerce sales. In addition, Walmart is No. 9 in the Global Online Marketplaces database, which ranks the top such marketplaces by third-party gross merchandise value (GMV).

# PICKUP LEADS OMNICHANNEL SHOPPING BEHAVIORS IN 2025

Walmart and Target lead when it comes to two key omnichannel shopping behaviors, Digital Commerce 360 and Bizrate Insights data shows: in-store and curbside pickup.

In a survey of 1,005 consumers, more than half said they had used Walmart (69.18%) or Target (55.44%) for in-store or curbside pickup between September 2024 and February 2025. Consumers were more likely to shop at mass merchants than to go to category-specific retailers, survey data showed.

After Walmart and Target, the most-selected locations for pickup were department stores (such as Macy's, Nordstrom and Kohl's) at 28.64% and hardware/home improvement retailers (such as Home Depot and Lowe's) at 26.30%.

The least-selected options were jewelry retailers, 10.39%, and toys/hobbies retailers (which include Michaels and Joann) at 14.74%.

OVER THE PAST 6 MONTHS, IN WHICH OF THE FOLLOWING STORES OR CATEGORIES DID YOU COMPLETE AN IN-STORE OR CURBSIDE PICKUP?

	PERCENTAGE
Walmart	69.18%
Target	55.44%
Department stores (Macy's, Nordstrom, Kohl's, etc.)	28.64%
Hardware/home improvement (The Home Depot, Lowes, etc.)	26.30%
Automotive parts/accessories (AutoZone, Advanced Auto, etc.)	20.94%
Consumer electronics (Best Buy, P.C. Richard & Son etc.)	20.94%
Apparel/accessories (American Eagle Outfitters, Urban Outfitters, J.Crew, Lululemon, DSW, etc.)	20.10%
Health/beauty (Ulta, Sephora, etc.)	19.10%
Sporting goods (Dick's Sporting Goods, The North Face, etc.)	18.93%
Office supplies (Office Depot, Staples, etc.)	18.59%
Housewares/home furnishings (Crate and Barrel, The Container Store, Williams-Sonoma, etc.)	18.09%
Toys/hobbies (Michaels, Joann, etc.)	14.74%
Jewelry (Kay, Kendra Scott, etc.)	10.39%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

## OMNICHANNEL SHOPPER BEHAVIORS IN 2025

More than half of surveyed consumers said they used in-store or curbside pickup significantly more (18.20%) or somewhat more (38.52%) in 2024 compared to before the pandemic. And more than a third said they use the omnichannel options about the same (34.92%).

Less than 10% said they use the options less now than they did before the COVID pandemic.



On top of more surveyed consumers using in-store pickup, it was also the most common omnichannel shopping behavior in the past six months. More than a third of consumers placed orders online for in-store pickup (36.62%). Checking online for product availability at a nearby store closely followed (36.42%).

Ordering online for curbside pickup was slightly less popular than in store among surveyed consumers, 31.94% of whom had used the option recently. And a similar amount ordered online from a web-only retailer for same-day delivery (31.25%).

The only other omnichannel behaviors that more than a quarter of shoppers selected were participating in a store-based retailer's loyalty program (excluding Amazon), at 28.66%, and ordering online from a physical store for same-day delivery (25.47%).

On the other hand, consumers largely opted out of some omnichannel behaviors. For example, just 2.99% placed an order for a product to be shipped from another store or a warehouse when they were visiting a retailer's store. And only 3.18% chose to make a curbside return.

Few (7.56%) ordered online for store pickup at a location other than the store where they made their purchase. Similarly, few ordered online for store pickup after viewing an ad while streaming on a smart TV (8.46%).

THINKING ABOUT YOUR IN-STORE OR CURBSIDE PICKUPS IN 2024 VS. PRE-COVID, HOW WOULD YOU DESCRIBE THE VOLUME OF SUCH TRANSACTIONS?

Significantly more  
18.20%

Somewhat more  
38.52%

About the same  
34.92%

Somewhat less 6.07%

Significantly less 2.30%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

### WHICH OF THE FOLLOWING ACTIVITIES WERE PART OF YOUR SHOPPING BEHAVIOR OVER THE PAST 6 MONTHS?

	PERCENTAGE
Ordered online and picked up a product in store	36.62%
Checked online for product availability at a nearby store	36.42%
Ordered online and used a retailer's drive-up or curbside service to pick up a product from a store	31.94%
Ordered online from a web-only retailer (Amazon, Lulus, etc.) for same-day delivery	31.24%
Participated in a store-based retailer loyalty program beyond Amazon	28.66%
Ordered online from a physical store (Target, Walmart, etc.) for same-day delivery	25.47%
Made an additional purchase while at a store picking up products purchased online	24.28%
Made an additional purchase when completing an in-store return for products purchased online	19.30%
Returned an Amazon order to another retailer (e.g. Kohl's) for processing back to Amazon	13.93%
Used financing including pay in installments to make an online purchase that would be picked up at a store	11.24%
Returned an Amazon order to an Amazon return center	10.45%
When visiting a store, checked for inventory at another one of their locations	8.66%
Ordered online for store pickup after viewing an ad while streaming a show/movie on a smart TV	8.46%
Ordered online for store pickup at a location other than the store of purchase (e.g. Walgreens, UPS, etc.)	7.56%
Made a curbside return	3.18%
When visiting a store, placed an order for a product to be shipped from another one of their stores or the warehouse	2.99%
None of the above	10.15%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

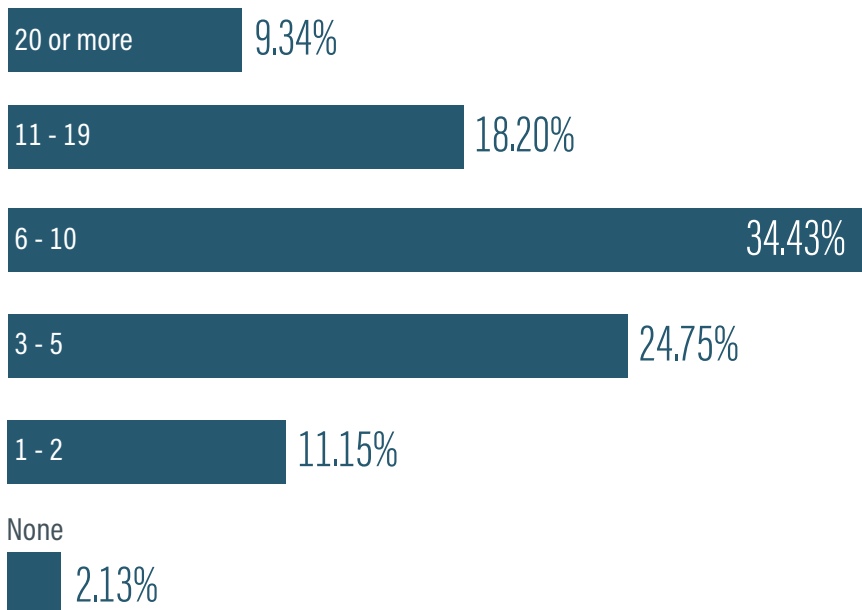
### HOW FREQUENTLY SHOPPERS OPT FOR PICKUP

Between September 2024 and February 2025, nearly one in 10 (9.34%) said they completed 20 or more in-store or curbside pickups.

Roughly double that amount of consumers (18.20%) said they completed 11-19 pickups. More than a third (24.43%) completed six to 10 pickups. Meanwhile, about a quarter (24.75%) completed three to five pickups in that time frame.

11.15% made just a pickup or two. And just 2.13% hadn't completed any.

IN THE PAST 6 MONTHS, APPROXIMATELY HOW MANY IN-STORE OR CURBSIDE PICKUPS HAVE YOU COMPLETED?



Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

IN THE PAST 6 MONTHS, TAKING INTO ACCOUNT ALL OF YOUR "BUY ONLINE, PICK UP IN STORE" EXPERIENCES, HOW WOULD YOU RATE THEM, WHERE 1 IS POOR AND 10 IS EXCELLENT?

	PERCENTAGE
10	17.25%
9	13.07%
8	17.92%
7	17.09%
6	10.55%
5	9.38%
4	6.20%
3	3.35%
2	1.17%
1	0.84%
N/A	3.18%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

Among those who had used buy online, pick up in store (BOPIS), most of them rated the experience at least a six on a scale from one through 10 (10 being the best score). More than 17% each rated the experience a seven, eight, or 10 out of 10.

More consumers appeared to be happier with their curbside pickup experiences. More than 80% of them rated their experiences with the service a seven out of 10 or better, with more than half even choosing a rating of eight or higher.

When allowed to select up to three reasons for their scoring, more than a third of consumers said their pickup experience was smooth and confusion-free (35.51%). Just under a third

### WHICH FACTORS WERE MOST IMPORTANT IN YOUR ASSIGNING YOUR EXPERIENCES THAT SCORE?

	PERCENTAGE
The pickup experience was smooth and confusion-free	35.51%
Wait time upon arrival at the store	31.66%
Ability to schedule pickup within desired time windows	27.30%
Turnaround time for when product could be picked up once order was placed	26.13%
Availability of product I needed for same-day pickup	23.45%
Ease of finding the pickup location in store	22.95%
The retailer's mobile app	22.95%
Communication from the retailer about the pickup	22.45%
Quality of the human interaction at the store/curbside	22.11%
Ease of finding the pickup location in the parking lot	21.27%
Store hours for pickup	20.27%
Toys/hobbies (Michaels, Joann, etc.)	14.74%
Jewelry (Kay, Kendra Scott, etc.)	10.39%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

IN THE PAST 6 MONTHS, TAKING INTO ACCOUNT ALL OF YOUR "CURBSIDE PICKUP" EXPERIENCES, HOW WOULD YOU RATE THEM, WHERE 1 IS POOR AND 10 IS EXCELLENT?

	PERCENTAGE
10	16.75%
9	20.27%
8	21.94%
7	16.25%
6	5.03%
5	5.86%
4	1.68%
3	1.68%
2	1.17%
1	0.84%
N/A	8.54%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

(31.66%) said their wait time upon arrival at the store was most important in rating their experience.

More than a quarter of consumers said their ability to schedule pickup within desired time windows (27.30%) and turnaround time for when they could pick up a product after ordering it (26.13%) were important in assigning their scores.

Consumers also rated their experiences based on:

- The products they need being available for same-day pickup
- How easy it was to find the pickup location at the store
- The retailer's app
- The retailer's communication about the pickup
- Customer experience with the store associate
- Available store hours for pickup

## WHY SHOPPERS CHOSE TO PICK UP THEIR ONLINE ORDERS

Surveyed consumers also said they opted for store pickup (either in-store or curbside) because of convenience (33.84%) and because it saved time (33.17%).

Adding more detail to those responses, more than a quarter said they needed a product sooner than shipping would allow (26.47%) or that they wanted to avoid going into a store (26.13%). Another quarter (25.46%) said they didn't want to pay for shipping.

Consumers also factored in the ability to get additional items they might need while they're at a store (19.60%), as well as feeling more confident they'll get a product, as in-store inventory changes constantly (18.59%).

Other consumers simply felt the omnichannel shopping behaviors were safer (15.91%), or they just didn't want to bring children inside the store (13.23%).

### IN THE PAST 6 MONTHS, WHICH OF THE FOLLOWING LED YOU TO SELECT "BUY ONLINE, PICK UP IN STORE" OR "CURBSIDE PICKUP" FOR PURCHASES?

	PERCENTAGE
It's more convenient	33.84%
It saves time	33.17%
I needed the product sooner than shipping would allow	26.47%
I wanted to avoid going into the store	26.13%
I did not want to pay for shipping	25.46%
I can get exactly what I need	23.79%
The product was unavailable online but available for immediate access through curbside or in-store pickup	22.61%
Weather	20.94%
I wanted the product that day	20.60%
The ability to get whatever else I might need at the store while I am there	19.60%
I felt more confident I would actually get the product as inventory in stores is constantly changing	18.59%
I don't make any impulse purchases while in the store	18.59%
It's safer	15.91%
Didn't want to bring children inside the store	13.23%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025



### HOW MOBILE APPS FACTOR INTO OMNICHANNEL SHOPPING BEHAVIORS

Less than 10% of consumers said they “rarely” (6.70%) or “never” (3.85%) use a retailer’s mobile app when placing an order for in-store or curbside pickup.

Meanwhile, more than a fifth (20.27%) said they exclusively order for in-store or curbside pickup using a retailer’s app. 42.88% said they frequently use a retailer’s app for such orders.

A similar amount (42.68%) said they like being notified via mobile app when their order is ready. More than a third (34.84%) said they like the ability to receive text notifications about orders, while 29.97% said they like the ability to notify retailers that they’re on

WHEN IT COMES TIME TO PLACING OR PICKING UP AN ORDER FOR IN-STORE OR CURBSIDE PICKUP, WHICH BEST DESCRIBES YOUR USAGE OF THE RETAILER’S APP?

	PERCENTAGE
I exclusively use the retailer’s app	20.27%
I frequently use the retailer’s app	42.88%
I sometimes use the retailer’s app	26.30%
I rarely use the app	6.70%
I never use the app	3.85%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

### WHAT ASPECTS OF THE RETAILER’S APP HAVE YOU FOUND TO BE MOST DESIRABLE?

	PERCENTAGE
Being notified that my order is ready	42.68%
Ability to receive text notifications about orders	34.84%
Merchandising (offers, new products, promotions, rewards points, etc.)	30.49%
Ability to notify retailer you are "on the way"	29.97%
Storing personal profile including payment information, vehicle, etc.	29.44%
Easier to shop on	28.75%
Quickly finding stores where products are available	28.22%
Ability to communicate with retailer upon arrival (parking details, issues/ concerns, etc.)	26.83%
Saving gift cards, coupons, etc.	24.04%
Tools such as shopping lists	21.60%
None of the above	1.92%

Source: Digital Commerce 360 and Bizrate Insights survey of 1,005 online consumers, March 2025

their way to the store. The same amount said they like that they can have a personal profile in the app that stores payment information, vehicle information and more.

They also like the shopping aspect. 30.49% said they find merchandising desirable, including offers, new products, promotions and reward point offers. More than a quarter (28.75%) also said it's easier to shop on, and that they can quickly find stores where products are available (28.22%).

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# CONCLUSION

As the decade reaches its midpoint, the 2020s have already brought retailers face to face with supply chain disruptions and geopolitical circumstances that presented challenges outside of the industry's control.

In 2025, omnichannel adaptations have evolved into thriving services that can boost conversion and boost loyalty. As retailers watch for signs of relief from new tariffs and trade barriers, investment in convenience and easier customer experiences remains an area where they can improve outcomes.

During a year when supply chain-related disruptions and cost-increases have put pressure on other parts of retailers' businesses, stronger omnichannel offerings may lay the groundwork for even better results as the dust settles and crisis-mode needs subside.

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