

2020 RETAIL TRENDS

YOU OUGHT TO KNOW ABOUT



HEALTH IS WEALTH



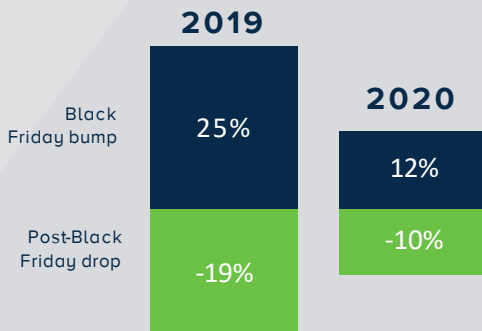
CHARGEITSPOT INTRODUCED UV-C PHONE CLEANING and found that **36%** of people interacting with the kiosks are doing so with the primary intent to clean their phones, not just to charge

STRIP MALLS TAKE THE LEAD

WHO KNEW? THE BIGGEST RETAIL WINNERS ARE STRIP MALLS
According to a study done by ChargeItSpot, traffic in strip malls is **20%** higher than traffic in urban stores or traditional indoor malls



PROMOTIONS RULE



WEEK TO WEEK TRAFFIC IS MORE CONSISTENT THIS YEAR AS RETAILERS OFFER PROMOTIONS FOR LONGER PERIODS

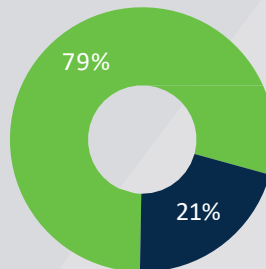
In 2019, ChargeItSpot observed a **+25%** bump in traffic the week of Black Friday over the prior week, and then a **19%** decline in traffic the week following Black Friday. This year, in 2020, the bump in Black Friday traffic was **+12%**, with a **10%** decline the following week.

STAY A WHILE



ONCE THEY'RE IN THE DOOR, SHOPPERS ARE STAYING LONGER
The length of the average shopping trip is **11%** longer than it was in 2019 for the same period

SAFETY FIRST



RETAILERS ARE DOING A GOOD JOB OF MAKING PEOPLE FEEL SAFE IN STORES
79% of shoppers said that they "Strongly Agree" that the retailer they were visiting made them feel comfortable and safe shopping in the store