

ACCRUENT 2025 RETAIL SURVEY

Survey of 1,000 U.S. consumers, ages 21+ (September 2025)

CLEANLINESS IS KING

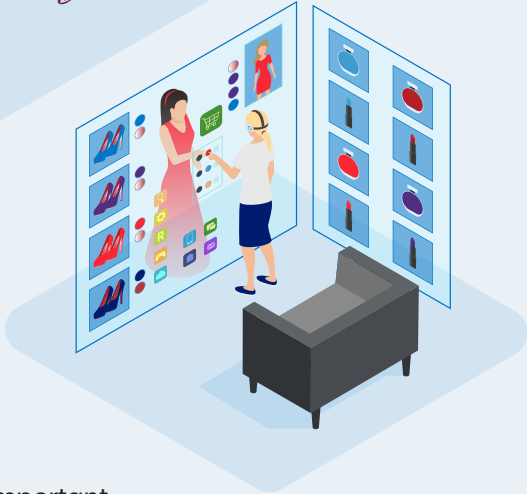
- 39% notice store cleanliness first – more than layout, lighting, or displays
- 54% have left a store due to cleanliness issues
- 42% left because of foul odors

Nearly 4 in 5 shoppers have walked out of a store due to *poor conditions*



SHOPPERS WILL TRAVEL FARTHER

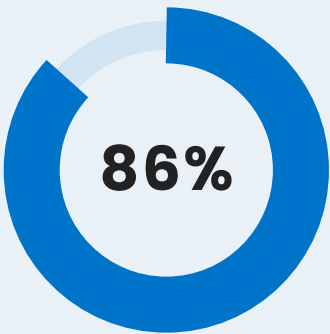
- 85% would bypass a closer grocery store if another was better maintained
- Even 64% of convenience store shoppers would travel farther



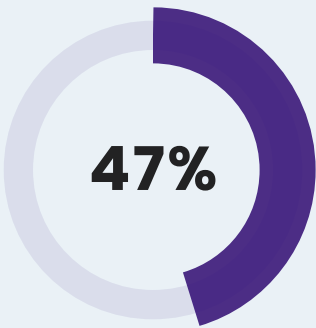
HYBRID SHOPPING IS THE NEW NORMAL

- 61% say seamless online + in-store options are important or very important
- Only 9% say omnichannel doesn't matter in their shopping decisions

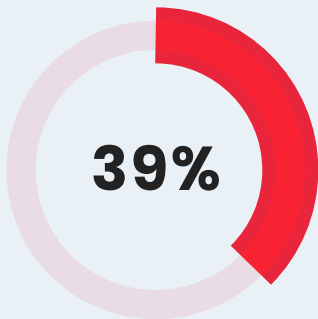
STORE CONDITIONS = BRAND LOYALTY



store upkeep impacts loyalty



store upkeep has a **SIGNIFICANT** impact



store upkeep has a **SOME** impact