44% of consumers globally buy more from small businesses now than they did pre-pandemic. 

Gen Z and millennials are leading the trend in supporting (and buying from) small businesses.

Consumers feel more connected to small businesses – and want to help their local economy:

57% want to contribute to the local economy.
52% say they have a greater bond with small businesses.

Top 10 factors for a better online experience that increases sales:

- Free shipping
- Wider selection
- Easy-to-use checkout
- Reward programs
- More payment options
- Search engine functionality
- Customer support live chat
- Product stock alerts
- Stored customer information
- Expedited shipping

According to consumers, here’s how small businesses can improve their online experience:

- Digital notification: channels customers use most with small businesses since the pandemic:
  - Email updates
  - QR code scan
  - Website push notifications
  - App push notifications
  - Website live chat

Data privacy concerns are increasing, but transparency goes a long way:

- 82% more concerned with online privacy now than pre-pandemic.
- 78% willing to share data if it isn’t sold to other companies.
- 68% would share more personal data with small businesses for discounts or promotions.

Polling 4,199 consumers, equally spread across the United States, Germany, the United Kingdom, and France.