

Shopper Experience Index & Fine Art Materials.

A survey of over 6000 shoppers globally was conducted earlier this year by shopper engagement platform [Bazaarvoice](#). Findings published in an article titled 'Shopper Experience Index - Rethinking the approach to retail' looks at how shopper trends have evolved post-Covid 19.

Shopper Marketing Director Stuart Yemm and Global eCommerce Director Kevin Lee reviewed this article through the eyes of Colart. They were particularly interested in how this applies to art materials and the more involved shopper.

The infographic below is a visual of the conclusions.

The research is a must-read for anyone interested in staying connected and up-to-date with our consumer behaviours post-Covid 19. Read the full article [here](#).

