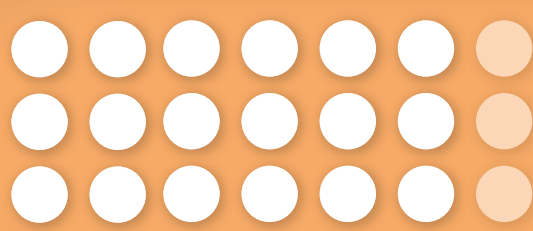
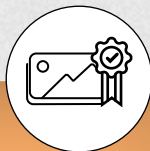


Shopper sentiment by generation:

What Gen Z can teach brands about the future of e-commerce

Younger generations are ready for tech-forward experiences.
Retailers who prepare now will be one step ahead of the competition.



88% of people say high-quality product imagery is important when making an online purchase

But simple, quality product images have quickly become table stakes



1 in 4 said their expectations for product imagery have increased compared to



Beyond images displayed on a white background, these capabilities include:

- Ability to see products from all angles
- Ability to rotate and zoom in on products
- High quality lifestyle images
- Ability to swap products in a scene

For younger generations, the numbers are more dramatic. Gen Z has much higher expectations for product imagery...



"High-quality images are critically important when making a purchase online"

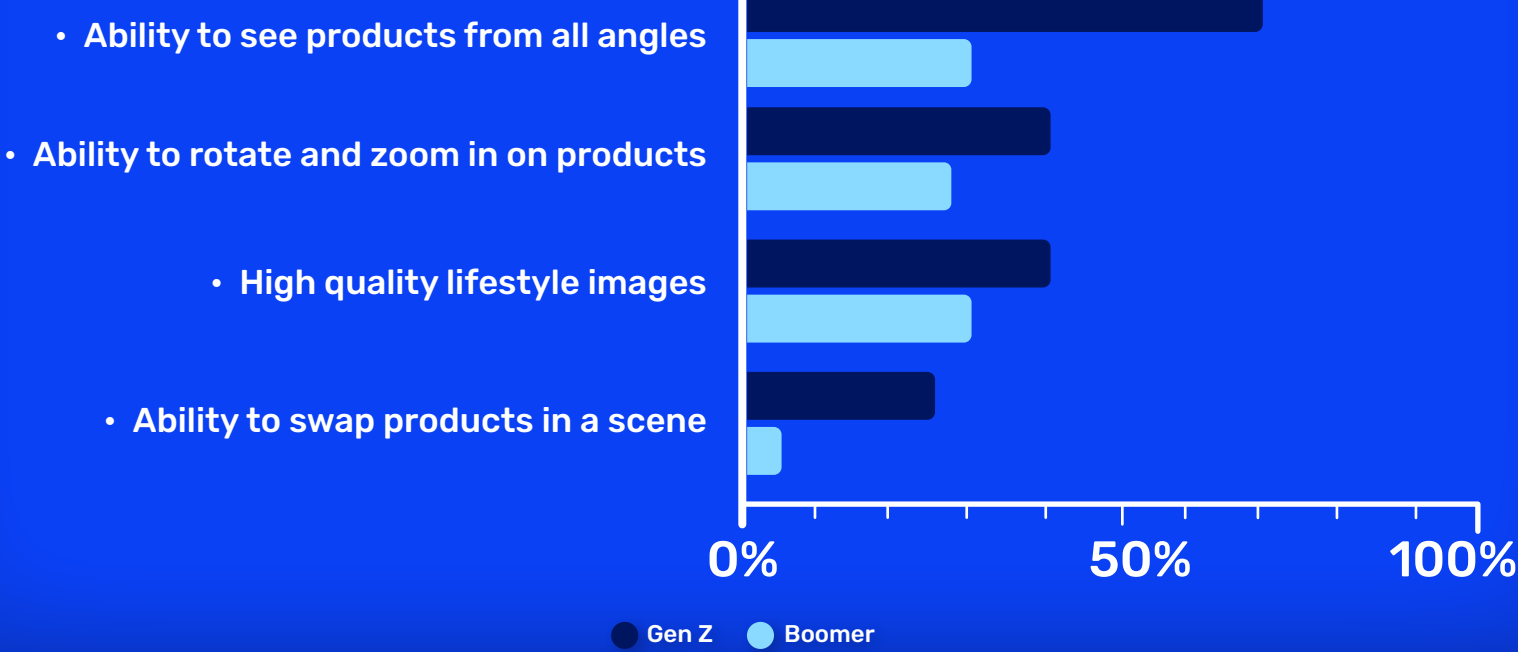
57% Gen Z

44% Boomer

...are more likely to buy from websites leveraging multiple product imagery capabilities



What helps improve your confidence in making a purchasing decision on a website you've never purchased from before?



...and are more interested in innovative experiences when shopping



42%



30%



"I'm more likely to make a purchase when there is an AR option"

How can retailers adapt?

Gen Z's buying power is immense - and growing rapidly. Retailers can keep up with evolving expectations by leveraging CGI and 3D imagery to deliver on the capabilities that are most important to this generation.

Image from an atypical angle

High quality product image

Zoomed-in image

lifestyle image

In an independent research report in partnership with Dimensional Research, we surveyed 100 retail executives.

87%

of retailers say CGI and 3D image creation are necessary technologies for their product visualization strategy

Create, display, and manage unlimited product visuals with CGI and 3D imagery.

[Learn more](#)