

# eCommerce site search in 2023

What frustrates and delights shoppers about the site search experience

DATA PULSE



## How often consumers use site search functionality on retailers' websites

Always uses site search bars

30%

Often uses site search bars

50%

Occasionally uses site search bars

17%

Rarely uses site search bars

2%



## What consumers want from the site search experience

Availability of filters to narrow down a long list of search results

33%

Images included in the results

30%

Items that are synonymous with the search query included in the results

26%

Search query suggestions

24%

Alternative products when the search brings back no results

20%



## What frustrates consumers about the site search experience

When the search results are irrelevant

33%

When there is no option to filter the results

28%

When no results appear

27%

When the results show out of stock items

24%

When the results take too long to appear

20%



## The impact of shopping with retailers who provide a poor search experience

Would stop shopping with the retailer

24%

Would continue to shop with the retailer but would be more likely to shop with a different retailer in the future

41%

Wouldn't mind

16%