

June 2018

Competing with Amazon - US

"Amazon is top of mind with online shoppers and other retailers and with good reason. Amazon's popular Prime membership boasts over 100 million members worldwide and keeps those members coming back with perks like free shipping and streaming video in exchange for a monthly or annual fee. Meanwhile, Amazon keeps ...

Why Consumers Build and (Sometimes) Abandon Online Shopping Carts - US

"Three key issues facing online retailers involve how consumers are building online shopping carts, encouraging consumers to spend more online and preventing them from abandoning online shopping carts. Consumers are spending more time online and have more choices of products. This means that, while there are more opportunities to sell ...

Social Media in Foodservice - US

"More than half of consumers have seen restaurant content on social media in the past year, reflecting the impact social media has in the foodservice space. Social media experiences in restaurants generally drive a positive association among consumers and create memorable moments, but social media isn't a one-size-fits-all strategy. Every ...

May 2018

Online Shopping - US

"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot. Consumers value the convenience and (often) favorable prices digital shopping brings ...

April 2018

Social Media Trends - US

This Report covers trends in social media, inclusive of which services carry the greatest engagement with users and the types of content shared and consumed, including influencer marketing, ads, and coupons. Other topics explored in the Report include the use of social media for product research and discovery, and the ...

How Consumers Discover Products Online - US

Online sales growth is continuing to outpace overall retail sales growth in the US, as consumers spend more time online and subsequently become more accustomed to shopping online. This report will focus on how consumers are finding products, including a closer look at food and drink products and beauty products ...