

## December 2018

### The Path to Online Purchase: Understanding the Consumer - US

"The path to online purchase is becoming increasingly complex as retailers add options to address shoppers' priorities and concerns. Product awareness is driven by various online and offline influences, and along the journey, shoppers consider numerous options and compare offers to find the best deals and product to suit their ...

### How Online Shopping for Apparel is Evolving for Consumers - US

"Although the way consumers shop for clothes has evolved drastically throughout the years, with digital becoming an integral part of the process, the reasons for shopping and the desired experience remains the same. Consumers will always have a need for clothing and they still want to be excited about buying ...

## November 2018

### How Online Shopping for Home Decor is Evolving for Consumers - US

"A lot has happened in the last few years of online shopping, with the home furnishings category evolving along the way. Pioneers of the online décor market have continued to make advancements through tools and features, making the online shopping experience easier and more realistic, such as Wayfair's "view in ...

### Foodservice Online Ordering and Delivery - US

"Restaurant delivery and carry out continue to be a bright spot for the foodservice industry with use being driven by consumers across generations looking for convenience and younger consumers looking to relax at home. The majority of consumers still prefer to order directly from restaurants, but interest in third party ...

### The Amazon Effect - US

Amazon is the world's second largest retailer behind Walmart, with \$120 billion in US sales in 2017, up 71% in two years' time. This one company accounts for approximately 40% of total US ecommerce sales. Its membership program, Amazon Prime, surpassed the 100 million member mark globally this year, and ...

### How Social Media and Product Reviews Impact Online Shopping - US

"Online purchasing decisions can be swayed by social media posts or the quality and tone of product reviews. Because consumers can't see or feel products before buying online, they are looking to social media and product reviews to learn more about products, shape opinions, and determine whether or not to ...

## October 2018

## Understanding Consumer Usage and Attitudes toward Subscription Services - US

"Subscription services are evolving as more companies across a variety of product categories are in or entering the market. Consumers have interest in signing up for product subscriptions; however such programs must be tailored in a way that makes the consumer's life easier and adds value. Product quality and quantity ...

### August 2018

#### Delivery and Returns: Understanding Consumer Needs - US

"Expectations around delivery and returns of online orders are changing. Retailers and shippers are investing resources into perfecting the last mile of the online shopping experience by expanding delivery options, decreasing delivery times, and removing some of the pain points from the returns process."

#### Digital Advertising - US

"Sales of desktop and mobile banner and video ads have grown dramatically over the years, rising from \$10.7 billion in 2013 to \$39.3 billion in 2017. However, 2018 is the last year in which sales growth is expected to remain around or exceed 20%. This is likely because ...

### July 2018

#### Buying Online: Understanding Why Consumers Sometimes Don't - US

"Shoppers of all ages and demographics are growing more comfortable buying products online, with 97% of all adults engaging in some online shopping over the past 12 months and one third shopping online at least once a week. With online sales growth consistently outpacing overall retail sales growth and consumers ...

### June 2018

#### Competing with Amazon - US

#### Online Grocery Shopping - US

"Despite doubling from 2013-18, online grocery sales in the US remain a small proportion of total grocery sales and an even smaller proportion of total eCommerce. Unlike other major product categories, adoption of online shopping in this sector has been slow, namely due to consumers' strong preference to shop in-store ...

#### Social Media in Foodservice - 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 ...

"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 ...

### 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 ...

## 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 ...