

January 2020

The Path to Online Purchase: Understanding the Consumer - US

"The path to online purchase lives in a blended state of online and offline experiences. eCommerce offers an opportunity for retailers to connect with consumers beyond convenience and competitive price offerings. While these two components are necessary for a successful ecommerce experience, the continuous cycle of the online path to ...

How Online Shopping for VMS is Evolving for Consumers - US

"Most consumers are generally comfortable with online purchasing, and the VMS market is emerging as a strong segment in this space. The VMS category is well-suited for online purchasing, with primarily shelf-stable products that ship easily and lend well to stocking up. Still, there are many obstacles, and some consumers ...

December 2019

Beauty and the Online Landscape - US

"Online beauty behavior has evolved beyond just purchasing to include a wider variety of steps, which depend on the consumer, the situation and the purchase. Many beauty consumers will utilize online and offline channels throughout their path to purchase, creating a variety of opportunities for retailers and brands to learn ...

November 2019

The Future of eCommerce: Emerging Technologies - US

"The ecommerce industry faces changes and challenges from emerging technologies. These new methods will facilitate immersive interactions between brands and consumers, increase convenience for ecommerce purchases and provide products to consumers at the touch of a button. To get there, though, brands and retailers will first need to address consumer ...

Restaurant Ordering and Delivery - US

"With more delivery options than ever before, Americans can enjoy their favorite restaurant meals without even leaving their homes. And these new and unique ways of ordering are chipping away at actual restaurant visitation, fueled by the explosive growth of third-party delivery companies and continuing operator investment in their own ...

Understanding Consumer Barriers to Buying Fresh Food Online - US

"Even as grocery ecommerce grows, online purchase incidence remains low in most major fresh food categories. However, overcoming barriers to buying fresh foods online may represent the key to keeping online grocery sales overall on a growth track. The

biggest challenge may be shoppers' generally positive view of shopping for ...

October 2019

Attitudes toward Digital Trends and Fintech - US

"Consumers may seem to have wholly embraced a digital future, but they are not yet ready to cede full control of their financial lives to technology. While more people than ever are using biometric login credentials and mobile wallets, far more believe in-person interactions will always be critical. Perhaps ironically ...

Beyond Amazon: Disruptors & Innovators - US

"Over the course of 25 years, Amazon has grown from a tiny upstart online bookstore to the world's largest ecommerce company – and transformed retail and how consumers shop in the process. Worth nearly a trillion dollars, Amazon has hundreds of millions of customers globally, with an estimated 100 million ...

September 2019

Multi-Level Marketing and the Beauty Industry - US

"Multi-level marketing is one section of the beauty industry, which consists of direct sales companies, that uses referral-based or peer-to-peer selling. The nature of the business structure creates opportunities, with customers having the ability to represent companies, but also challenges, as sales can largely depend on salespeople. Inadequate or disengaged ...

August 2019

How Amazon Continues to Raise the Bar - US

"Amazon has raised the bar for retailers in ways big and small. Indeed, more than half of consumers agree that Amazon excels over other companies when it comes to making it easy to find what you want; offering a broad

Alcoholic Beverages Online - US

"Alcohol delivery is on the rise. Companies are vying for their slice of the market through instant delivery (two hours or less), partnerships with non-CPG brands and category-specific offerings. Consumers want to explore new alcohol choices but need a hand finding where to start – creating an opportunity for online ...

Shopping for Household Care Products Online - US

"eCommerce in household care has developed slowly compared to most other CPG categories, but that's about to change. The consumer demand to buy household products online is growing, while top brands and online retailers are becoming more proactive in developing

selection of products and brands; and creating an easy to ...

packaging better suited for shipping.

Parallel to this, there has ...

Digital Advertising - US

"Digital advertising is a \$125 billion industry and is estimated to account for more than half of total advertising spending following robust growth across all segments including banner, video and search. Growth is expected to continue, albeit at a slightly slower rate than in years past, indicating that the digital ...

July 2019

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...

Online Grocery Retailing - US

"Online grocery sales remain only a small portion of total US grocery sales, but are growing rapidly, more than doubling over the past five years. That growth is likely to continue as more young adults take on grocery shopping responsibility and as retailers continue to strengthen and expand grocery delivery ...

June 2019

Millennial Online Shopping Habits - US

"Millennials are more digitally native than older generations and consequently, are comfortable making a variety of purchases for various needs and recipients online. Still, many also see value in shopping in stores, depending on the occasion and need. They want to connect with retailers, especially through social media, but also ...

May 2019

Omnichannel Retailing - US

"There are a few common elements of omnichannel retailing that include integration across devices as well as putting mobile at the center as the connective tissue that merges stores and digital channels. Brick and

Gen Z Online Shopping Habits - US

"Despite the lifestyle differences of teens and adults, Gen Z shoppers demonstrate consistent shopping behavior, with a preference for shopping both online and in stores. It's crucial to acknowledge that, despite

mortar retailers also have an advantage over online-only retailers because their stores are a huge asset ...

their heavy online engagement and social media integration in their purchase journeys, they aren't solely shopping in one channel ...

April 2019

Parents' Online Shopping Habits - US

"Parents are active online shoppers and their varied needs cause them to shop a variety of items and retailers. However, that doesn't mean hesitation to buy online is non-existent and some parents require convincing to shop for more than just replacement or restock items and to feel comfortable buying more ...

How Online Shopping for Electronics is Evolving for Consumers - US

"Electronics is among the most successful categories in online retail and is second only to clothing for purchase among online shoppers. Unlike other categories where fit, style and quality are more varied (eg clothing, accessories, footwear, home décor), electronics can be more effectively evaluated online based on descriptions. For emerging ...

March 2019

Shopping the Center of the Store Online - US

"This Report explores online sales of food and beverage categories that, when sold in stores, are typically found along the interior aisles of supermarkets, grocery stores, and supercenters. Included are shelf-stable grocery items, beverages (excluding milk), and frozen foods. Excluded are fresh and prepared foods typically found along the perimeter ...

February 2019

Beauty Influencers - US

"The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products ...

Impact of Private Label in the Online Food and Drink Market - US

"Private label share of food and beverage sales at traditional store-based retailers has made solid gains in the past couple of years, driven by retailers' efforts to strengthen their store brands, but hasn't moved dramatically over the past five. The continued shift to more online grocery shopping, however, has the ...

The Role of Packaging in an Online Marketplace - US

"The role of packaging in the online shopping channel is becoming a core focus for brands and retailers as consumers shift more of their spending online. Packaging concerns tend to fall into one of three areas – packaging integrity, environmental impact, and appearance. Roughly one third of online shoppers think ...

January 2019

The State of the eCommerce Industry - US

"The eCommerce industry is reaching a pivotal point heading into 2019. Online sales are growing faster than overall retail sales as online shopping becomes more routine. Given the level of interest in online shopping as well as the competition for shoppers' attention and walletshare, online retailers must be agile when ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...