

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 ...

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 ...