

Online Shopping. New Behaviors. New Routines.

RECENT ECOMM INSIGHTS AND LEARNING FOR FMCG

DRIVERS

Ability to find the best price is the **#1** reason for shopping online, followed by convenience.



BEHAVIORS



Impulse shopping is **NOT** dead. **75%** of online shoppers make lists, **BUT** over **50% CAN** be influenced to make an impulse purchase.



Online incentives (loyalty rewards, offers, rebates, samples) are effective for driving trial, but are underutilized by retailers today.



Shoppers want faster delivery options, but fewer are willing to paying a premium.

BARRIERS

Shoppers' desire to see/touch/smell still remains a barrier for online shopping. Brick & Mortar isn't dead!

Shoppers are hesitant to buying fresh/perishable categories online, partly due to uncertainty on handling and logistics.



KNOW YOUR ONLINE SHOPPER

"I live online and shopping is no exception."

29% of CPG spend

45% more likely to be willing to pay for expedited shipping



EARLY ADOPTERS

"The internet is my personal assistant."

20% of CPG spend

38% more likely to spend over \$200 on CPG online a month



HOME MANAGERS

***EARLY ADOPTERS & HOME MANAGERS OVER-INDEX ON SPEND VS SIZE**

"I like shopping online, just not groceries."

21% of CPG spend

HAPPY HABITUALS



"Did someone say discount?"

17% of CPG spend

BARGAIN HUNTERS



"Why bother when I can get it at the store?"

13% of CPG spend

OLD SCHOOLS



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CONTACT YOUR UNILEVER REPRESENTATIVE TO LEARN MORE about this groundbreaking research and how we can work together to unlock growth!

Unilever Internal Research: Survey of 2,200+ shoppers who have bought CPG online in the past 3 months; Shoppers compared to average eCommerce shopper