

## 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 ...

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### 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 ...