

## July 2019

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

### 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 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



## eCommerce - USA

more effectively evaluated online based on descriptions.  
For emerging ...