

## Brand Overview: Retail - UK - September 2018

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"Amazon looms over the retail sector, and has raised expectations of the shopping experience. Brands that can innovate, by using technological advancements, maximising the potential of physical spaces and integrating money-can't-buy experiences into loyalty schemes could find a way to challenge Amazon."

**- Richard Hopping, Senior Brand and Household Analyst**

This report looks at the following areas:

- Household names lead the way on usage
- Amazon goes from strength to strength
- Boots' heritage creates trustworthy image
- Brands with unique features stand out
- Amazon stands out on experience offered
- Boots offers something special
- Exclusivity defines many brands in the retail sector
- Lush and The Body Shop lead on ethics
- Amazon offers value despite not being the cheapest place
- eBay and IKEA changed shopping possibilities
- Amazon and eBay ahead on perception of online quality
- Fashion retailers impress their users
- Consistency over long term influences commitment
- Discounters and food retailers largely seen as similar
- Similar level of adspend, similar spread

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What we think

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- Consistency over long term influences commitment
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- Similar level of adspend, similar spread

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Nielsen Ad Intel coverage

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