

Parents' Online Shopping Habits – US – April 2019

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This report looks at the following areas:

- Issue: parents are active online shoppers, yet some hesitation still exists
- Opportunity: reducing hesitation through omni-channel capabilities
- Issue: endless options dilute loyalty
- Opportunity: use social media to establish meaningful connections with parents
- Issue: savings motivates most online trips
- Opportunity: build baskets with young parents

Connecting through social media will appeal to younger parents, who are also willing to stray from their intended shopping needs and help to grow loyalty. Regardless, most parents – young and old – are not favoring one form of shopping over another. Instead, multichannel searching, shopping and buying is most common and that will continue, indicating retailers need to find a way to reach parents wherever they're shopping, both on and offline.



"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 than what they need or are used to."

- Alexis DeSalva, Retail & Apparel Analyst

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