

January 2020

The Path to Online Purchase: Understanding the Consumer - US

"The path to online purchase lives in a blended state of online and offline experiences. eCommerce offers an opportunity for retailers to connect with consumers beyond convenience and competitive price offerings. While these two components are necessary for a successful ecommerce experience, the continuous cycle of the online path to ...

How Online Shopping for VMS is Evolving for Consumers - US

"Most consumers are generally comfortable with online purchasing, and the VMS market is emerging as a strong segment in this space. The VMS category is well-suited for online purchasing, with primarily shelf-stable products that ship easily and lend well to stocking up. Still, there are many obstacles, and some consumers ...

December 2019

Beauty and the Online Landscape - US

"Online beauty behavior has evolved beyond just purchasing to include a wider variety of steps, which depend on the consumer, the situation and the purchase. Many beauty consumers will utilize online and offline channels throughout their path to purchase, creating a variety of opportunities for retailers and brands to learn ...

November 2019

The Future of eCommerce: Emerging Technologies - US

"The ecommerce industry faces changes and challenges from emerging technologies. These new methods will facilitate immersive interactions between brands and consumers, increase convenience for ecommerce purchases and provide products to consumers at the touch of a button. To get there, though, brands and retailers will first need to address consumer ...

Restaurant Ordering and Delivery - US

"With more delivery options than ever before, Americans can enjoy their favorite restaurant meals without even leaving their homes. And these new and unique ways of ordering are chipping away at actual restaurant visitation, fueled by the explosive growth of third-party delivery companies and continuing operator investment in their own ...

Understanding Consumer Barriers to Buying Fresh Food Online - US

"Even as grocery ecommerce grows, online purchase incidence remains low in most major fresh food categories. However, overcoming barriers to buying fresh foods online may represent the key to keeping online grocery sales overall on a growth track. The

biggest challenge may be shoppers' generally positive view of shopping for ...

October 2019

Attitudes toward Digital Trends and Fintech - US

"Consumers may seem to have wholly embraced a digital future, but they are not yet ready to cede full control of their financial lives to technology. While more people than ever are using biometric login credentials and mobile wallets, far more believe in-person interactions will always be critical. Perhaps ironically ...

Alcoholic Beverages Online - US

"Alcohol delivery is on the rise. Companies are vying for their slice of the market through instant delivery (two hours or less), partnerships with non-CPG brands and category-specific offerings. Consumers want to explore new alcohol choices but need a hand finding where to start – creating an opportunity for online ...