

March 2019

Shopping the Center of the Store Online - US

"This Report explores online sales of food and beverage categories that, when sold in stores, are typically found along the interior aisles of supermarkets, grocery stores, and supercenters. Included are shelf-stable grocery items, beverages (excluding milk), and frozen foods. Excluded are fresh and prepared foods typically found along the perimeter ...

February 2019

Beauty Influencers - US

"The power of beauty influencer marketing continues to grow, with women flocking to social media for tutorials and product reviews. Most women follow beauty influencers to learn more about trends, and the use of influencers can shorten the learning curve while minimizing the risk often associated with buying beauty products ...

Impact of Private Label in the Online Food and Drink Market - US

"Private label share of food and beverage sales at traditional store-based retailers has made solid gains in the past couple of years, driven by retailers' efforts to strengthen their store brands, but hasn't moved dramatically over the past five. The continued shift to more online grocery shopping, however, has the ...

The Role of Packaging in an Online Marketplace - US

"The role of packaging in the online shopping channel is becoming a core focus for brands and retailers as consumers shift more of their spending online. Packaging concerns tend to fall into one of three areas – packaging integrity, environmental impact, and appearance. Roughly one third of online shoppers think ...

January 2019

The State of the eCommerce Industry - US

"The eCommerce industry is reaching a pivotal point heading into 2019. Online sales are growing faster than overall retail sales as online shopping becomes more routine. Given the level of interest in online shopping as well as the competition for shoppers' attention and walletshare, online retailers must be agile when ...

Consumers and the Economic Outlook Q1: Defining Financial Success - US

"The US economy continues its slow upward trajectory, even as discussion of tariffs and trade discussions cause the stock market to fluctuate a great deal. US unemployment – already at extremely low levels – decreased further in October of 2018, while labor force participation remained steady. Despite a slight dip ...