June 2014

Online Shopping - US

"E-commerce sales are growing rapidly, but are still only at the outset of a journey to become the default means of shopping for the vast majority of purchases, including categories currently seen as unsuitable for online sales."

Warehouse Clubs - US

"Warehouse clubs are favored for their competitive prices, bulk items and quality products; however annual membership fees deter some consumers. Warehouse clubs can offer more tiers of membership as well as more trial shopping days to promote the value of shopping at warehouse clubs."

– Ali Lipson, Senior Retail ...

Perimeter of the Store - US

"As consumers shop the perimeter more, they are expanding their use of various grocery channels. Nontraditional retailers such as mass merchandisers must be sure that the quality of their perimeter products and the services provided at specialty counters are as important as value to successfully compete with traditional supermarkets." ...

May 2014

Men's Clothes Shopping - US

"Most men's clothing purchases are made as replacements for old or worn-out items, as well as to update wardrobes. Retailers can encourage greater frequency of shopping for men's clothing by focusing on in-store services as well as showcasing clothing items in various styles to appeal to different tastes."

April 2014

Traditional Toys and Games - US

"Shoppers are looking beyond price and are willing to pay a slight premium in exchange for quality and a great toy-shopping experience. Toy buyers' pre-planning stage, an essential part of shoppers' path to purchase, is an important opportunity to actively engage children and adults. Brands and retailers could leverage children ..."

Shopping for Home Decor - US

"Most consumers buy home décor to update the look and feel of their homes and many also buy home décor simply to treat themselves. As consumers are so inclined to buy for themselves/their homes more often, retailers should focus on encouraging more impulse buys in this category. Showcasing new ..."