

January 2023

Online Beauty Retailing - US

"Beauty shoppers are engaged shopping online; they enjoy the convenience and the community they find in the channel. They are also more in control of their purchases, as they can discover, learn and transact on their own schedule. However, there are still opportunities to innovate and enhance the online shopping ...

Online Discovery Process in Food & Drink - US

"While shoppers remain conservative in food and drink spend amid inflationary pricing and economic uncertainty, new product trial is seen. The online grocery space provides fertile ground for product discovery, given its standing as a relatively new frontier itself. A larger share of shoppers agrees they're more likely to try ...

December 2022

Sustainability and Online Shopping - US

"Brands' sustainable and environmental efforts are attracting the attention of consumers as they shop online. Shoppers are more aware than ever of the waste ecommerce can create and are looking to brands and retailers to address this issue. Education is still needed as consumers learn more about what brands are ...

Parents' Online Shopping Habits - US

"Parents are active and engaged online shoppers, turning to the convenience of ecommerce to save time and simplify their responsibilities. In the short term, parents are prioritizing value and savings amid inflationary pressures, driving value-seeking behaviors. Looking ahead, digital-native parents will be an important key demographic; they will look to ...

November 2022

Gen Z Online Shopping Habits - US

"Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences. Moving forward, the various forms of value and technology that enhances and makes shopping ...

Subscription Services - US

"Subscription service participation accelerated throughout the pandemic as consumers turned to subscriptions for convenient bulk-buying and enjoyment at home. In 2022, the market is saturated with options while consumers are scaling back spending due to inflation. To keep up momentum and stave off cancellations, brands must strengthen the overall value ...