

How Consumers Discover Products Online - US - April 2018

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Online sales growth is continuing to outpace overall retail sales growth in the US, as consumers spend more time online and subsequently become more accustomed to shopping online.

This report looks at the following areas:

This report will focus on how consumers are finding products, including a closer look at food and drink products and beauty products, where they think retailers are falling short, and what companies that sell online can do to convince shoppers to buy products online in the future that they have never tried before.

- **Three in 10 consumers don't use online channels for product discovery**
- **Word of mouth is leading consumers to add to cart**
- **Online product discovery isn't always intentional**
- **Consumers want a better idea of what products look like**
- **Consumers need to trust who they're buying from and what they're buying**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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