

# How Online Shopping for VMS is Evolving for Consumers - US - December 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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."

**-Karen Formanski, Health and Wellness Analyst**

This report looks at the following areas:

- Many consumers shop VMS exclusively in-store
- Online retailers must contend with the power of Amazon
- Competitive price is key for luring VMS consumers to online purchases

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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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- Experience is main hindrance to increased online purchase

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Use of subscription services niche, but shows potential

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