

Why Consumers Build and (Sometimes) Abandon Online Shopping Carts - US - May 2018

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

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"Three key issues facing online retailers involve how consumers are building online shopping carts, encouraging consumers to spend more online and preventing them from abandoning online shopping carts."

- **John Owen, Senior Food & Drink Analyst**

This report looks at the following areas:

- **Online shopping often starts with a plan, but ample room for additions**
- **Cost-related issues form a substantial barrier to purchase completion**
- **Just browsing: Many not always committed to purchase in the first place**

Consumers are spending more time online and have more choices of products. This means that, while there are more opportunities to sell to consumers, there is also more competition for consumers' attention and wallet share.

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Value reassurance essential to driving incremental sales

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Creating a seamless experience across platforms

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