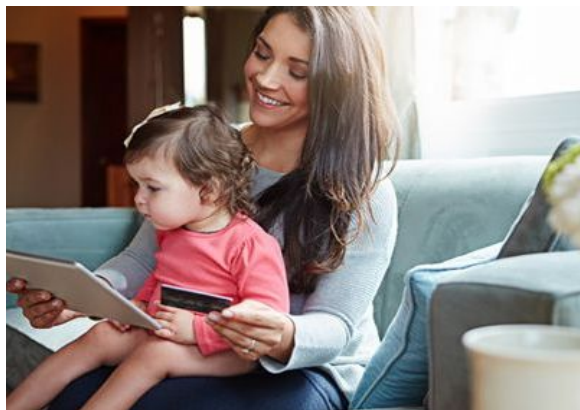


Parents' Online Shopping Habits - US - April 2019

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

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"Parents are active online shoppers and their varied needs cause them to shop a variety of items and retailers. However, that doesn't mean hesitation to buy online is non-existent and some parents require convincing to shop for more than just replacement or restock items and to feel comfortable buying more than what they need or are used to."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- **Issue: parents are active online shoppers, yet some hesitation still exists**
- **Opportunity: reducing hesitation through omni-channel capabilities**
- **Issue: endless options dilute loyalty**
- **Opportunity: use social media to establish meaningful connections with parents**
- **Issue: savings motivates most online trips**
- **Opportunity: build baskets with young parents**

Connecting through social media will appeal to younger parents, who are also willing to stray from their intended shopping needs and help to grow loyalty. Regardless, most parents – young and old – are not favoring one form of shopping over another. Instead, multichannel searching, shopping and buying is most common and that will continue, indicating retailers need to find a way to reach parents wherever they're shopping, both on and offline.

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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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Opportunity: reducing hesitation through omni-channel capabilities

Issue: endless options dilute loyalty

Opportunity: use social media to establish meaningful connections with parents

Issue: savings motivates most online trips

Opportunity: build baskets with young parents

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