

## NIelsen GLOBAL E-COMMERCE STUDY

# DISCOVER INSIGHTS THAT WILL FUTURE PROOF YOUR ONLINE BUSINESS

With over a third of global shoppers being new to online shopping and at least four e-tailers in their repertoire, shoppers have been increasingly turning to digital channels in this new age of pandemic. Our latest Global E-commerce Syndicated Study explores how shopper behavior and perceptions have changed towards online retailers and how shoppers shop for various FMCG and non-FMCG categories online.

### ARE ONLINE SHOPPING BEHAVIOURS HERE TO STAY?

#### Online vs. Offline

35% shoppers claim to purchase fresh food and beverages exclusively online. For non-food categories like beauty, personal care and cleaning products, that number jumps to nearly 1 in 2 and 73% for food delivery services.

#### Long-Term Staying Power

Those who buy online have stuck around, and the pool of online buyers continues to grow. In fact, 70% of online shoppers claim to be repeat buyers, having purchased online even prior to COVID-19.

#### Multiple Stores/Choices / E-tailers Performance

On average, a typical online shopper would order from at least at **4 e-tailers** in the past 3 months and consider nearly twice more e-tailers (average of 7) for shopping in the future.

#### Why shop online?

Over 60% of global shoppers shop online due to the wide selection of brands/products. And 7 in 10 shoppers say they prefer online retailers that have product reviews.

### WHAT SHOULD BE THE PORTFOLIO, PRICE OR PROMOTION STRATEGY?



**Right portfolio is critical** - 63% choose online for a **wide selection of brands/products**



**Loyalty** - 47% shoppers are willing to switch to a different online retailer, **if products are more expensive or the retailer delivers a fake/faulty product**



**Better deals and promotions online** - At least 45% shoppers shop online to **take advantage of available deals and promotions**



**Preferred promotion** – Nearly two-thirds of shoppers prefer **price cut or discounts** and at least 50% of shoppers prefer **bundle packs** as a form of promotion, respectively



**Seek affordability / best prices** - 48% of shoppers would shop at online retailers if **prices are the same as a cheapest store**



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