

OMNICHANNEL SHOPPING FUNDAMENTALS

PATH TO PURCHASE TRENDS PRE-COVID19, DURING LOCKDOWN, AND THE NEW NORMAL



INCREASE SALES WITH OMNICHANNEL SHOPPING FUNDAMENTALS

Gain access to path to purchase trends for both Brick & Mortar and Online covering three key periods in time -before COVID-19, during COVID19, and the new normal brought on by the COVID-19 pandemic.

This total store dataset is delivered through an online cloud dashboard, allowing you to create visualizations and interact with the data to pull out key findings for your business.



Online & Offline Trendability

The only data offering in the marketplace to show how both brick & mortar and online data evolves through points in time.



Breadth and Depth of Categories

Data covering 132 food and non-food categories, and includes coverage of top U.S. brick & mortar & e-Commerce merchants.



Complete Path to Purchase Insights

Complete view of the shopper's path to purchase from before, during and after the trip so that you can influence the shopper at every step.

Immediate understanding of the changing shopper behavior

Give your teams immediate access to the results of the online survey fielded in nationally representative Nielsen Homescan Panel among 132 CPG categories.

Modular pricing options are available, starting at \$30k for a single category, \$110k for department-level (food or non-food categories) or \$190k for Total CPG.

OMNICHANNEL SHOPPING CONTINUES TO ACCELERATE

32%

Of CPG food purchase transactions surveyed in September 2020 included a click. Only 67% were only-offline transactions.¹

60%

Of CPG non-food purchase transactions surveyed in September 2020 included a click. Only 39% were only-offline transactions.¹

GAIN ACCESS TO THREE KEY MOMENTS IN TIME

WAVE 1
PRE COVID-19

September 2019

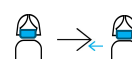


April 2020

WAVE 2
DURING COVID-19

WAVE 3
THE NEW NORMAL

September 2020



¹ Nielsen Omnichannel Shopping Fundamentals online survey fielded in nationally representative Nielsen Homescan Panel during Sept 2019 (Pre-Covid19), April 2020 (Lockdown) and Sept 2020 New Normal among 132 CPG categories.

OMNICHANNEL PATH TO PURCHASE

FROZEN MEAT

Which of the following describes how you currently purchase Frozen Meat?



65%

Purchased Frozen Meat exclusively offline



68% planned this purchase, 54% had a specific brand in mind



46% went to the store specifically for Frozen Meat



50% went for a quick in & out trip



58% are looking for a good value



61% prefer the Grocery channel, 19% prefer Mass



35%

Purchased Frozen Meat through Omnichannel, 5% are exclusively online



71% of purchases are planned, had a specific brand 68% in mind



31% went to the website specifically for Frozen Meat



28% shopped for a stock up order



41% are looking for a good value



42% used a “click & collect” fulfillment

Source: Nielsen Omnichannel Shopping Fundamentals online survey fielded in nationally representative Nielsen Homescan Panel during Sept 2020 New Normal among 132 CPG categories.

FOR MORE INFORMATION PLEASE CONTACT Daniel.R.Perez@nielsen.com