

Leverage growing search trends to enhance findability of products

Online grocery sales continue to gain momentum this year while in-store sales are down (+10.2% vs -1.7%). **Aligning product attributes with growing online search trends becomes increasingly important.**

84%

of brands fail to claim at least 1 of their top 3 most searched attributes

92%

of products that qualify for an attribute are not returned in the retailer's search results

Products that include an attribute in their title receive

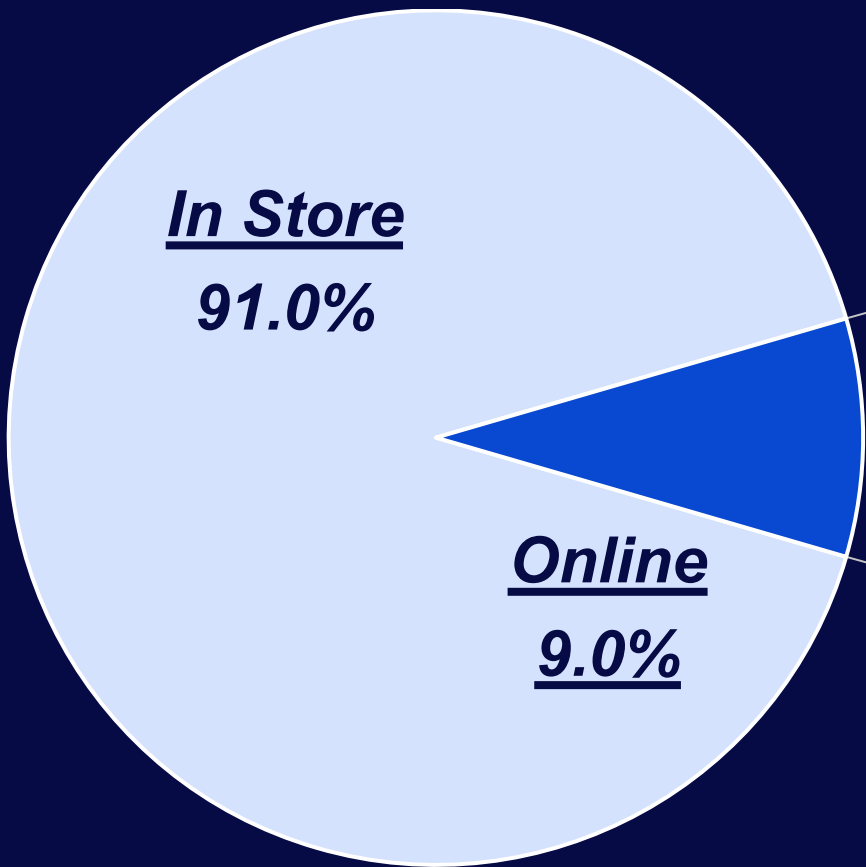
2.5x

more clicks

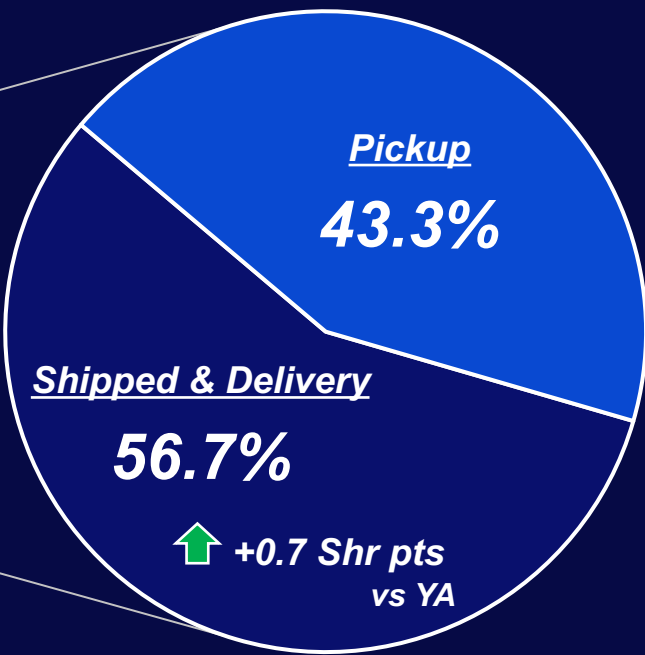
Step One: Understand your brand’s presence and availability online

Consumers are making more online grocery purchases and using shipped & delivery methods more frequently

Total Grocery Sales



Online Grocery Sales



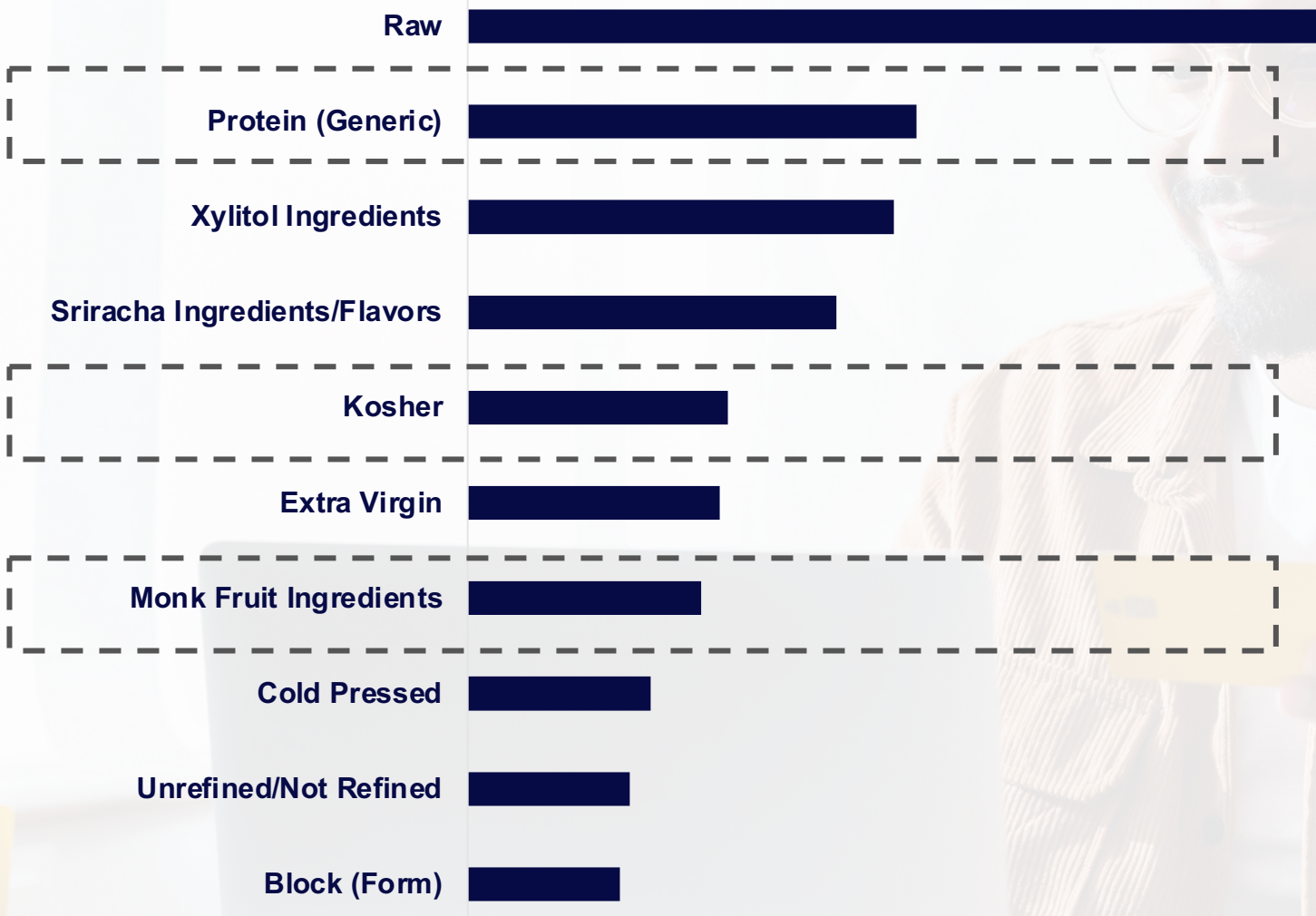
Online grocery occasions up 19.2% vs YA

Source: NielsenIQ Omnisales, Latest 52 Weeks Ending 05/25/2024
Source: NielsenIQ Omnishopper, Latest 52 Weeks Ending 05/18/2024

Step Two: Products should align with growing online search trends

Consumers are searching more for products with natural and Better for You™ ingredients

Total Store Trending Attributes – Search Volume Chg vs YA



Search Volume % Chg YA

Better for You™
(+1.1%)*
food units performing
9 pts
better than
Conventional (-8.0%)*

*Unit Chg vs YA

Source: NielsenIQ e-Commerce Search Insights, t2 months ending Apr 2024
Source: NielsenIQ Product Insights – Total US xAOC Latest 52 Weeks Ending 6/15/2024

Key Takeaways

1. Consumers are making more online grocery purchases, making it crucial to understand your brands presence and availability online. Step one is to ensure you are engaging with retailer partners to capitalize on win-win search trend opportunities, so when consumers search for certain attributes that apply to your brand, the correct results are returning.
2. Step two is ensuring that you've aligned your product attributes with the growing search trends and you're claiming those attributes on pack so consumers can easily find your brand. Better yet, actually include the attribute in the product title for increased clicks.
3. Within Grocery, consumers are increasingly searching for products with natural and Better For You ingredients. If your product can already claim a Better For attribute, are you stating it? If not, consider adjusting your portfolio to align with this growth.

Reach out to your NIQ representative to learn how Product Insights and Search Trend Data can help you uncover opportunities for your brand online.



Scan the QR code for more Grocery related insights