

2020 EDITION

eCOMMERCE UNBOXED GLOBAL SYNDICATED REPORT

Your customers are in line and online

2020 marks the launch of Ipsos' eCommerce Unboxed— a global study focused on helping you to drive online sales and future-proof your strategies

eCommerce is rapidly changing the face of retail as we know it and this growth is happening all over the world in all categories. The estimates below underscore the pressing importance of a well-informed, continually evolving eCommerce strategy. **Don't get left behind.**

22%

...of global retail sales
will be represented
by eCommerce by 2023.

\$6.5 trillion U.S.

...in global eRetail sales
by 2023. That's
\$6,500,000,000,000.

2.14 billion

...people worldwide will
buy goods and services
online as of 2021.

Connect Your eCommerce Gaps

1

Shopper-Centric

Instead of looking at past behaviour, this study focuses on today's changing shopper attitudes, and needs.

2

Journey Insights

Captures triggers, preferred searches, and social media impact, improving purchase journey relevancy.

3

eCommerce Future

Provides the shopper perspective of emerging shopping plans to help you future-proof your sales strategies

Study Topics at a Glance



Online Shopper
Profiles and
Preferences



eCommerce
Behaviour, Drivers,
and Barriers



How to Best
Target Your
Customers Online



Motivations,
Perceptions, and
Purchase Plans



eCOMMERCE UNBOXED

Your customers are in line and online

Why eCommerce Unboxed?

Uncover the answers to pressing eCommerce questions to ensure that your eCommerce strategies are driving your business to its fullest potential.



Minimize basket abandonment by understanding reasons and adjusting purchase path



Target specific demographic segments who purchase different categories online



Compare and contrast the performance of different online platforms



Increase recurrent purchase of your products online, by understanding the mission and trigger of online purchase



Drive digital growth amongst non-online shoppers, by tackling the barriers which hinder their adoption



Adapt product assortment planning based on consumer preferences for popular items



Adjust online shopper marketing to resonate with category needs and motivations



Futureproof your plans and target retailers that online shoppers plan on shopping at in the year ahead

Shopping Category Examples

- Grocery and Home Care
- Electronic Devices, Small Appliances
- Furniture, Large Appliances
- Beauty, Health, Personal Care
- Insurance, Banking, Credit Cards
- Travel, Tours, Hotels
- Clothing, Accessories, Shoes
- Tobacco, Alcohol, Vaping Devices
- Entertainment, Books, Streaming
- Transportation, Lodging, Food

What's Included

Canada Report Subscription \$12,500 CAD
North America Report Bundle \$24,000 CAD
Report available for up to 25 Countries

Discounts available for other countries

Study Approach:

- n = 2,000 online shoppers per country
- 20-minute survey
- Up to 25 countries

Advanced Insights:

- Retailer Saliency
- Shopper Migration
- Censydiam Shopper Motivation Analysis

Subscription Includes:

- Syndicated report
- Presentation of results
- Fielding early 2020, results available Spring 2020

For more [information](#) or to [subscribe](#), please contact andrew.chilton@ipsos.com or your Ipsos representative.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a world-wide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry. With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

