

eCommerce Unleashed: the new faces of online shoppers

OVERVIEW

COVID-19 is unleashing eCommerce shopping globally and will drive permanent long-term shopping behavior changes. People are trying new channels, services and products – and forcing shopper marketers to re-think how they will meet their rapidly expanding needs.

eCommerce Unleashed is a global syndicated study capturing durable change during the COVID-19 crisis and beyond. Our cost-efficient insights help marketers reinvent their plans for future recovery and growth in light of COVID-19. By capturing shopper emotions and behaviors, eCommerce Unleashed Illuminates emerging shopping patterns and durable changes to help future-proof shopper strategies.

APPROACH

eCommerce Unleashed covers 1,500 shoppers per country (females and males 18+). Our 15 minute online survey incorporates Ipsos' proprietary view of COVID-19 emotions, behavior and shopper migration.

Categories: Alcohol and Tobacco, Banking and Credit, Beauty, Electronic Devices, Food and Beverage, Healthcare, Home Care, and Personal Care.

Syndicated Countries: Canada, USA, Mexico, Colombia, Spain, Malaysia, Indonesia, Thailand, Vietnam

Additional country availability: Brasil, Chile, Peru, Argentina, Australia, Japan, South Korea, Hong Kong, China, India, Belgium, France, Germany, Italy, Netherlands, Norway, Sweden, Czech Republic, Hungary, Poland, Saudi Arabia, South Africa, Turkey, UK

BUSINESS QUESTIONS WE WILL ANSWER

eCommerce Unleashed helps you adapt your shopper strategies during COVID-19 and beyond by providing:

- Comparisons of new and experienced eCommerce shopper behaviors
- Shoppers' financial, health, and recovery sentiment
- Channel search, social media use, purchase locations, and retailer satisfaction
- Category triggers, barriers, brand planning, trial, and future purchase intent
- Shoppers' plans to continue their emerging shopping behavior

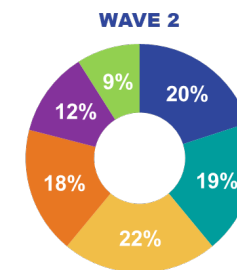
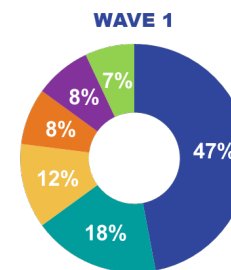
DELIVERABLES

Country Report delivered via Portal: Shopper sentiment, behaviors & channel migration

Custom Region or Global Report: Custom multi-country reporting designed for client business need

Virtual Activation Workshops; Strategy3 virtual workshops to help you develop strategies and tactics

- Uncertainty
- Preparation
- Adjustment
- Acclimation
- Anticipation
- "New Normal"



Pictures are for indicative purposes only

Shopper Behavior

