

Turning on the light in eCommerce

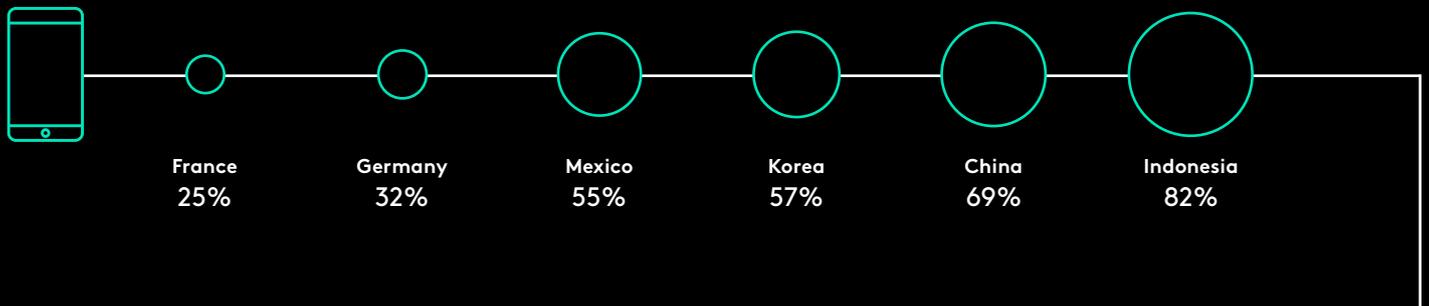
eCommerce sits at a crossroads. Once a channel largely shaped by technology, today's eCommerce success is increasingly found by those who focus on shopper centricity.

For eCommerce experiences to meet evolving shopper needs, we must go back to basics, and put shopper understanding back at the heart of eCommerce. eCommerce ON, a new syndicated study from Kantar, provides the foundational eCommerce knowledge to allow you to do just that.

A great mobile shopping experience is non-negotiable

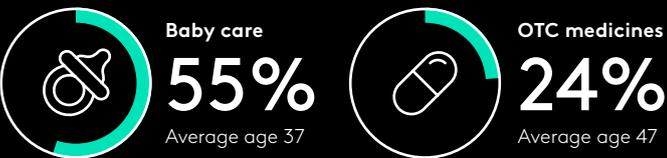
% using mobile to purchase online:

Mobile is an increasingly important shopping channel regardless of where you are in the world, but in heavily mobile-centric countries such as China or Indonesia, getting mobile right is non-negotiable.



The mobile shopping experience must be tailored to the category

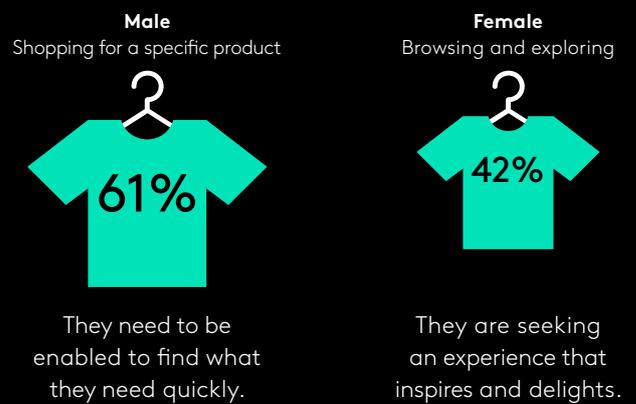
% bought on mobile in Germany:



Even in countries where PC still dominates online shopping, an excellent mobile experience is essential. For baby care in Germany, busy young parents expect a seamless shopping experience on their phones.

Just like in store, different online shoppers have different needs

UK online fashion missions by gender:

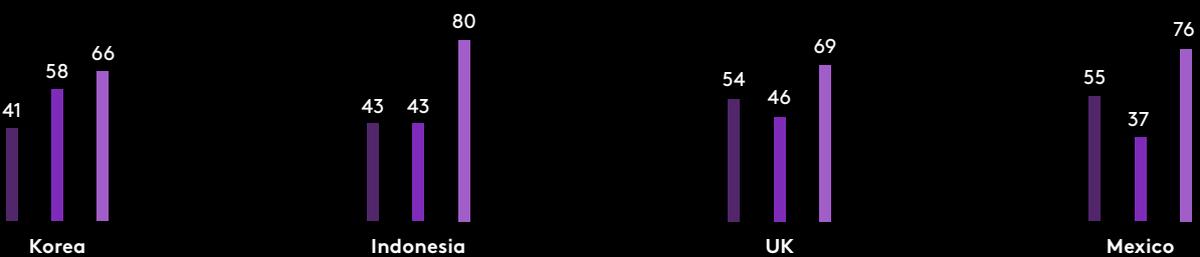


In eCommerce, experience is as important as time and money

With the best price and fast delivery becoming ever easier to find online, shopper expectations towards the benefits of eCommerce are evolving. Across countries and categories, eCommerce ON reveals that the shopping experience is increasingly defining who wins and loses in eCommerce.

% Importance of each shopper currency by country

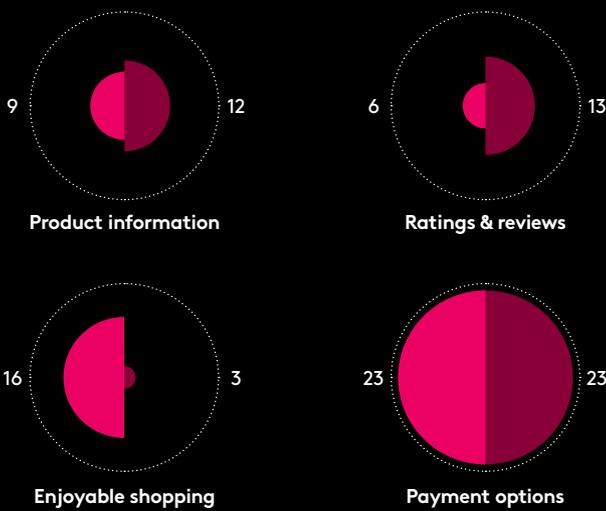
● Time ● Money ● Experience



The ideal eCommerce experience differs by category and country

Importance of experience attributes when shopping for digital and smart devices online:

● Brazil vs. ● LatAm



An enjoyable shopping experience is far more important to Brazilians than to other shoppers in the rest of LatAm.

Practical aspects such as product information are less significant. For Brazilians, shopping is often about having a good time!

Understand how major category retailers meet different shopper needs

Reasons for choosing a retailer when shopping online for packaged food:

For the same retailer in two different countries:



Want to find out more about how Kantar can help you turn on the light in eCommerce?
Contact us at eCommerce@kantar.com

