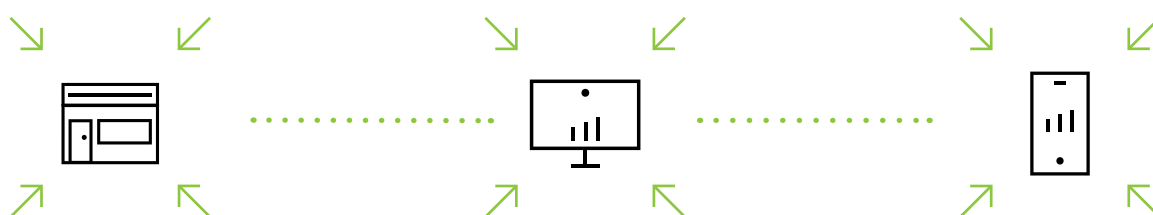


CONSUMER INSIGHTS

OMNICHANNEL SHOPPING 2017

Diving into the channels to champion your brand



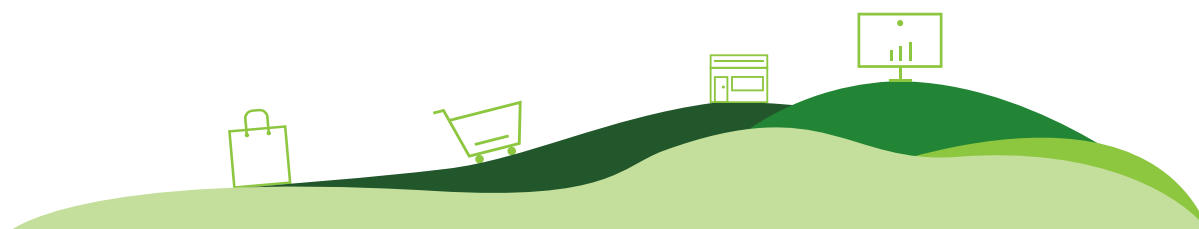
Omnichannel Shopping is not just a fad, it is the new reality for Singaporeans.

The boom in connectivity has transformed the way Consumers gather information, make decisions and purchase products through bricks or click.

Product categories are evolving at a different pace similarly.

Uncover the facts of this fast evolving Omnichannel purchase journey and zoom into the opportunities for growth in your product category.

GET A VIEW OF THE SHOPPER LANDSCAPE TO UNDERSTAND THE OFFLINE AND ONLINE CHANNEL DYNAMICS



- How evolved is the Singapore Omnichannel landscape?
- Which categories are more evolved than the others?
- What devices & platforms are consumers using?
- Barriers for shopping online
- Online shopping attitudes & behaviour
- Cross-border shopping

FASHION

HOME & LIVING

BEAUTY



DEEP DIVE INTO CATEGORIES AND EXPLORE THE OMNICHANNEL PURCHASE JOURNEY

Subcategories purchased

Offline vs. online purchase & future intentions

Offline and online sources of information

Consideration factors affecting each category

Frequency of purchases

Payment & Delivery options

E-retailer awareness & trial

E-retailers shopped at & preferred for each sub-category

Reasons for shopping at preferred store

Future purchase consideration of E-retailers

RESEARCH DESIGN

RESPONDENT CRITERIA:

- Singapore
- Residents aged 18-64yo
- Browsed or bought products online in past 6 months

METHODOLOGY:

- Self-administered Online surveys
- 25-30 minutes

SAMPLE SIZE:

- N=1000
- Min n=300 for Beauty, Fashion & Home & Living

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