CONNECTED COMMERCE
THE EVOLUTION OF A LIFESTYLE
EAST EUROPE

DID YOU KNOW?

93%
Have made a purchase online

29%
Feels poor connectivity is an obstacle towards online purchasing of groceries

WHAT ARE THE POTENTIALS?

34%
Have not bought groceries online but will consider doing so

7%
Have bought groceries online in the past but haven’t recently

THE TOP 5

ONLINE CATEGORY PURCHASING

- Fashion 53%
- Event Tickets 44%
- Travel 44%
- Consumer Electronics 40%
- IT & Mobile 39%

CATEGORIES WITH THE HIGHEST PENETRATION INCREASE

- Fashion 49%
- Event Tickets 41%
- Travel 40%
- Restaurant Deliveries 24%
- Personal Care 33%

THE TOP 3

ENABLERES TO ENCOURAGE ONLINE BUYING OF FRESH PRODUCTS

- Same day replacement for products not meeting expectations 43%
- Refunds for products not meeting expectations 42%
- Freshness labels 38%

PRODUCT INFORMATION SOURCES TO AID DECISION MAKING

- Physical Shop 42%
- Shop Website 33%
- Word of Mouth 27%

CONSUMERS’ MOST WANTED DIGITAL OPTIONS

- Use a Handheld Scanner 13%
- Online or Mobile Coupons 15%
- Scan QR Codes to get Information 9%
- Login to Store Wi-Fi 8%
- Use Self-service Checkouts 23%

Source: Nielsen Global Connected Commerce Survey, 2018 – East Europe Averages

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