THE QUEST FOR CONVENIENCE

CONSUMERS’ LIFESTYLES ARE CHANGING

Indicators point to busier, more connected and on the go lifestyles...

- Urbanization.
- Longer commutes and congestion.
- Spread of the internet and more hours spent online.
- The rise of stress and anxiety connected illness.

BUSY – STRESSED – INFORMATION OVERLOAD – TIRED – COMPLEXITY FATIGUE

Work life balance is one of the key concerns around the world along with employment and health issues.

HOW DO YOU SOLVE CONSUMER NEEDS THROUGH CONVENIENCE?

Make it easy for me.
Make it useful for me.
Make it simple for me.
... and in doing so, help me make better use of my time or give me time back.

SATISFY THE DEMAND FOR EASE, UTILITY & SIMPLICITY

THE CONSUMER NEED WILL ONLY GET BIGGER AND EVOLVE WITH NEW FACTORS

- Internet penetrations grows and improves.
- Technology adoption spreads and utility increases – investment from major companies into new formats and tools.

GET AHEAD OF THE CURVE BY THINKING CONVENIENCE IN EVERYTHING YOU DO

Think in-store, out of store, in the home and everywhere in between.

- Grab & go
- Store within a store
- Range assortment
- Pack size
- Loyalty data
- E-commerce
- Home delivery
- Pick up
- Machine learning
- Customized offers
- Programmatic consumption
- Voice
- Drone | AI, AR, VR

HOW CAN NIelsen HELP? TALK TO US ABOUT HOW WE EMBED CONVENIENCE THINKING IN:

PRODUCT RANGE, ASSORTMENT AND CATEGORY MANAGEMENT | RETAIL FORMAT, LOYALTY DATA AND E-COM | IN-STORE EXECUTION AND "GOLDEN STORES" | PRODUCT DESIGN AND INNOVATION | PROMOTIONAL EFFECTIVENESS AND MORE.

Email ailsa.wingfield@nielsen.com | fabiola.delaportilla@nielsen.com or your local Nielsen contact for more information.