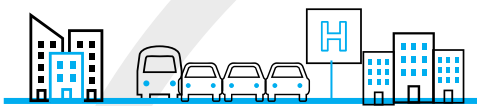


# THE QUEST FOR CONVENIENCE



## 1 CONSUMERS' LIFESTYLES ARE CHANGING

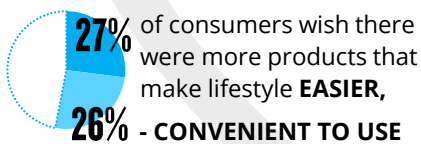
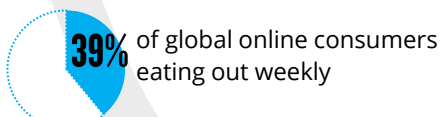
Indicators point to **busier, more connected** and **on the go** lifestyles...



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

## 4 WE ARE ALREADY SEEING THIS NEED EMERGE AND GROW

... and the **numbers are compelling**



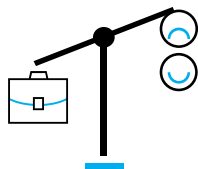
Small stores' growth outpacing large formats.

2



## 2 CONSUMERS HAVE NEW CHALLENGES

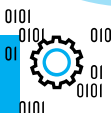
**Busy - Stressed - Information overload - Tired - Complexity fatigue**



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

## SATISFY THE DEMAND FOR EASE, UTILITY & SIMPLICITY

5



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

Technology spreads to make convenience **anywhere, anytime and just for me.**

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



3

## 3 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.

6



## 6 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 [aisa.wingfield@nielsen.com](mailto:aisa.wingfield@nielsen.com) | [fabiola.delaportilla@nielsen.com](mailto:fabiola.delaportilla@nielsen.com) or your local Nielsen contact for more information.