

KNOW THE NEW E-SHOPPERS

NIelsen E-SHOPPER 2020



The online channel had become an increasingly important channel to the overall journey – not just for purchase but for discovery, search and overall decision making. The convenience and accessibility to products online, especially during this COVID-19 outbreak, has triggered greater online spend, as well as converted many offline shoppers to online. This trend is unlikely to return to pre-COVID status.

2 in 5

consumers in Singapore have increased their online shopping

76%

Will not return to the same levels as before the outbreak

NIelsen SYNDICATED E-COMMERCE REPORT

Get the first view on how online shopping has, and will be expected to, change from Nielsen's latest report, offering insights into:



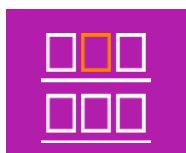
E-SHOPPER PROFILE AND BEHAVIOR

- The New E-shopper Profile
- Food delivery behavior and preference
- Categories & products purchased in the past 3/ 6 months
- Purchase & search channels and platforms
- Categories purchased due to COVID-19
- Ecommerce retail sales (scan data top line)
- Lifestyle and mind-set changes
- General Expenditure
- Ecommerce attitudes
- Travel intention



DECISION MAKING FACTORS

- Top decision making factors for online purchase
- Retailer brand perception
- Reasons for shopping online and on social commerce platforms
- Categories not purchased online and barrier to purchase
- Online vs. offline spend
- Intention to purchase
- Devices used
- Payment methods
- Frequency of purchase (pre, post lifting of lockdown measures)
- Day and time of purchase



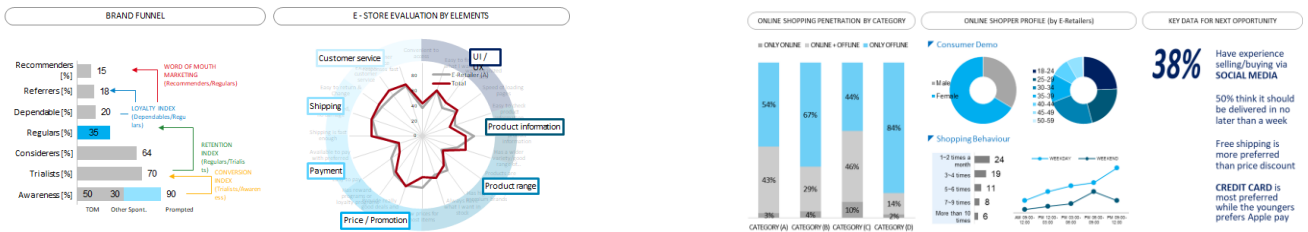
CATEGORY DEEP DIVE

- Online retailer awareness
- More recent and frequently purchased online retailer
- Retailer purchase drivers
- Future retailer purchase intention
- Purchase missions
- Frequency of purchase
- Sources of influence for purchase
- Online shopping experience and satisfaction
- Platform switching
- Online vs. offline shopping behavior
- Brand switching
- Purchase journey (interest, search, purchase) & time taken
- Online Spend
- Pricing and promotions
- Media and advertising sources

15 CATEGORY DEEP DIVES



WHY E-SHOPPER 2020?



MOVE BEYOND COVID-19

- Nielsen Shopper Trends is an annual report trending the changes in the modern shopper offline and online, across retailers – the ecommerce report extends from past data to understand “What’s Next?”
- The report is forward looking – we investigate into the online shopper post COVID.

OMNICHANNEL VIEW

- Evaluate the shopper as a whole based on online behavior, in the context of offline
- Pivot your omnichannel strategy to tailor to the new norm shopper journey

REGIONAL COVERAGE

- Ecommerce has shifted globally – that’s why we have comparable reports running across Asia markets particularly in SEA. *

*Final markets to be confirmed

RESEARCH DESIGN

SAMPLE SIZE



N=1500
Soft quotas on retailers used and categories purchased

RESEARCH AREA



Nationwide
Other markets available

METHODOLOGY



Online Self Completion

FIELDWORK PERIOD



May-June
2020

RESPONDENT CRITERIA



Males and females
18 – 60 y.o. PR,
Singaporeans, Expats



Category buyers & decision makers



Purchased from at least one of the categories online in the past 6 months

*Based on achieved sample

Please contact your Nielsen representative or email connie.Lee@nielsen.com for detailed information.

For more information on Nielsen's syndicated reports, visit our site [here](#).