

# Consumer Connect Q4 2017

The Evolving Role of E-commerce in CPG Today

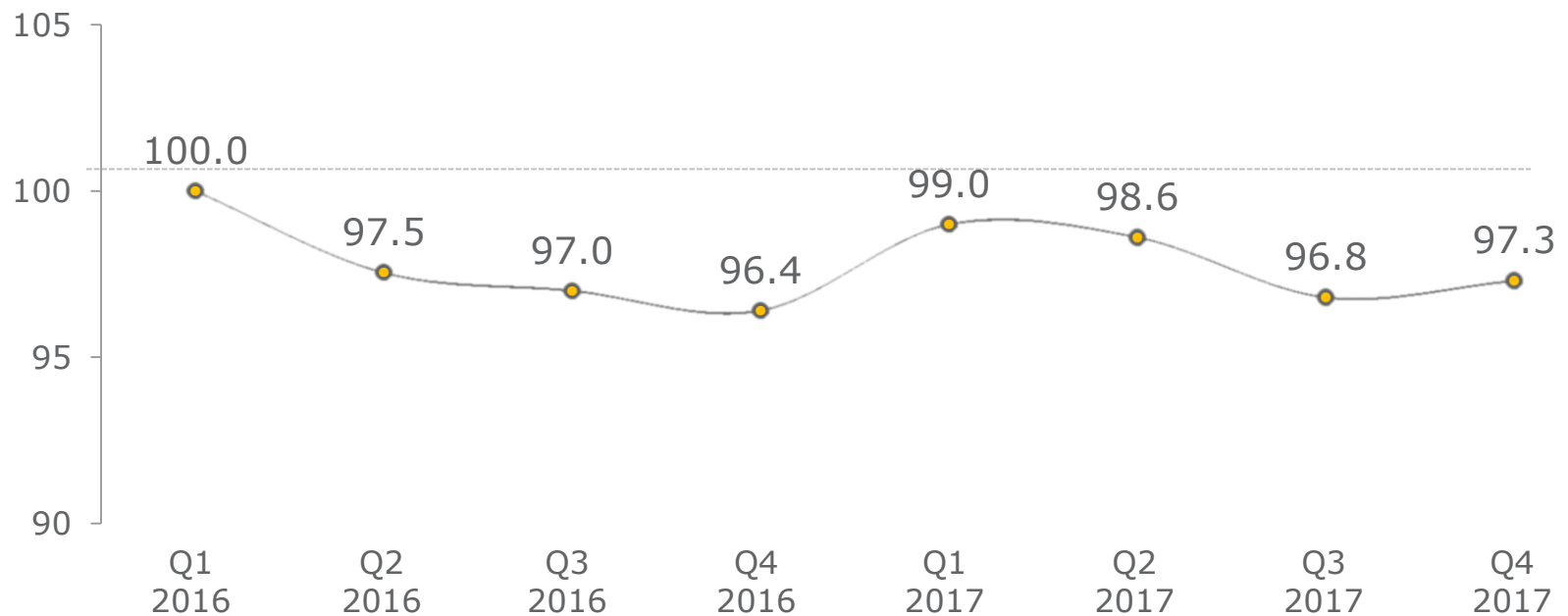
# Executive Summary

- In the United States, consumer sentiment is steady, but one-third of consumers are still struggling to afford needed groceries.
- Consumers are turning to the internet to find deals and low prices, and to discover new and/or unique CPG options.
- The internet is also being used to enhance the brick-and-mortar shopping experience.
- Social media is increasingly relied upon to learn about and communicate product and shopping experiences.
- Forty percent of consumers—more than half of millennials—expect to increase online shopping frequency in the coming year.
- CPG marketers must invest to understand diverse and evolving drivers of e-commerce engagement.

**Tweet This:** @iriworldwide's #IRIConsumerConnect report looks at the evolving role of e-commerce in CPG

## Tweet This: Consumer sentiment has changed little since Q3, but is up nearly one full point versus Q4 2016.

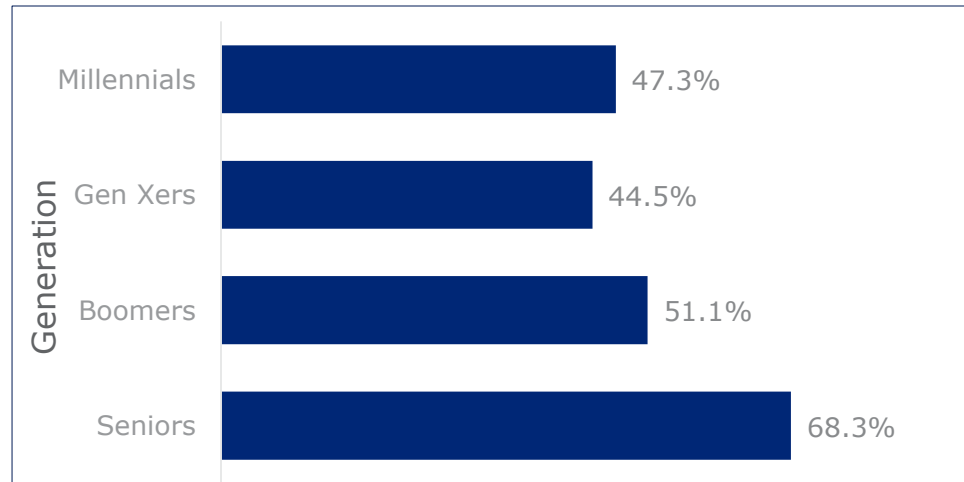
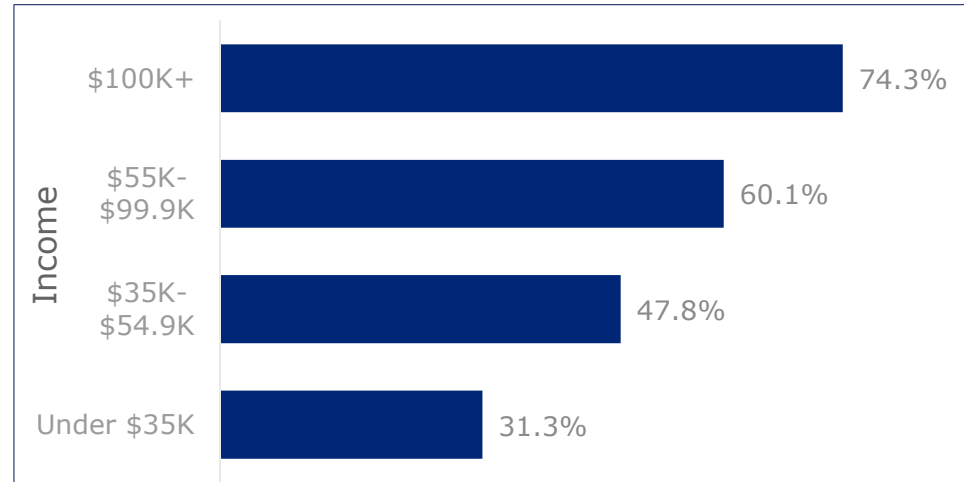
Consumer Sentiment Index  
Average = 100  
Total U.S.



Source: Consumer Connect™, Q4 2017

**Tweet This:** Half of consumers feel that their household's financial situation is good; sentiment is most favorable among older and wealthier households.

Households Indicating Good Financial Health  
Total U.S.



Source: Consumer Connect™, Q4 2017

[Tweet This](#): Still, nearly one-third of households are having difficulty affording needed groceries.

**31%**

*of consumers*

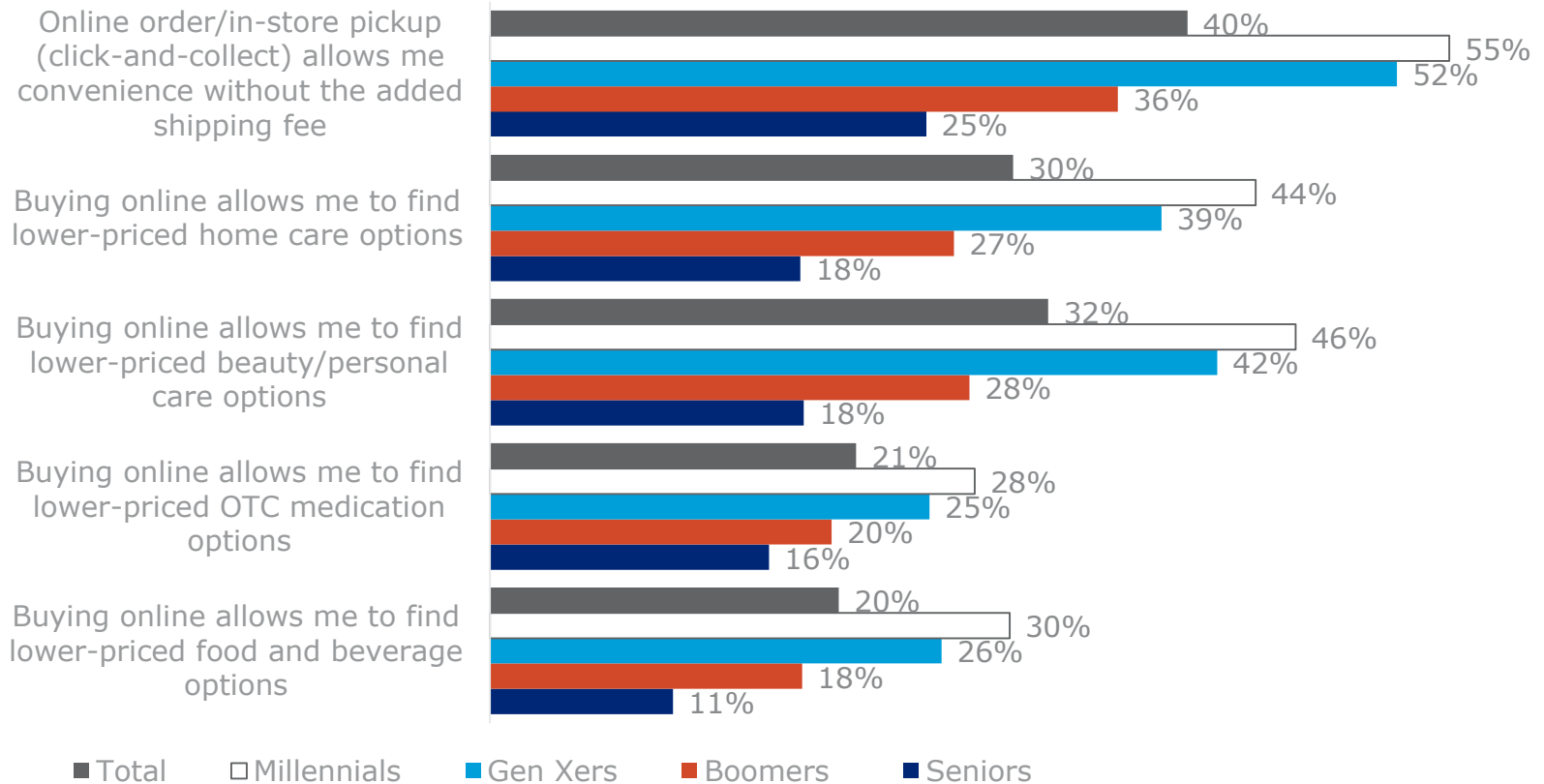
- ✓ 33% of millennials
- ✓ 43% of Generation Xers
- ✓ 31% of boomers
- ✓ 20% of seniors

have **difficulty** affording  
**needed groceries**

Source: Consumer Connect™, Q4 2017

# [Tweet This](#): Many, especially younger shoppers, feel shopping online saves money and offers convenience.

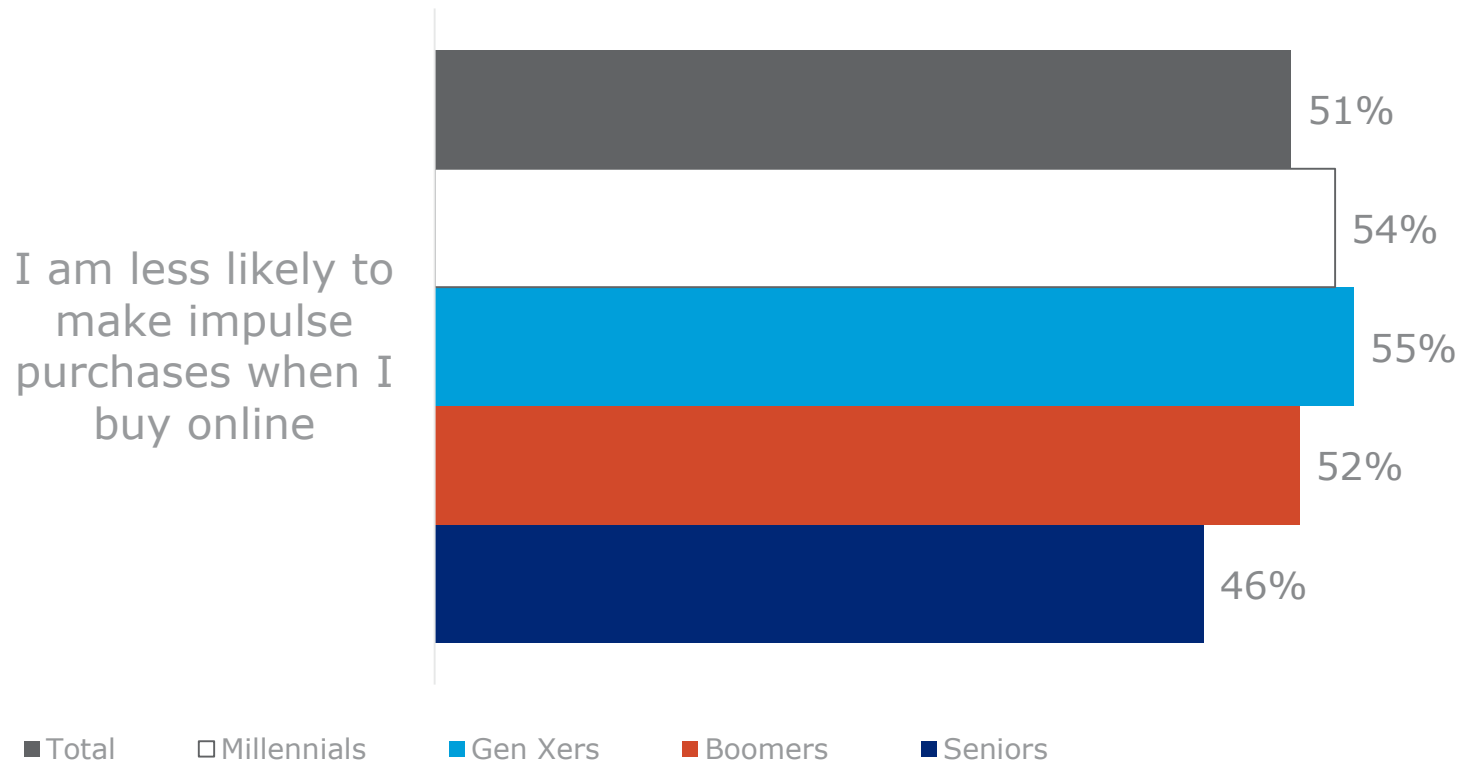
## Online Shopping Value Perceptions, by Generation Top-2 Box Responses



Source: Consumer Connect™, Q4 2017

[Tweet This](#): Across generations, about half of consumers feel that they are less likely to make impulsive purchases online.

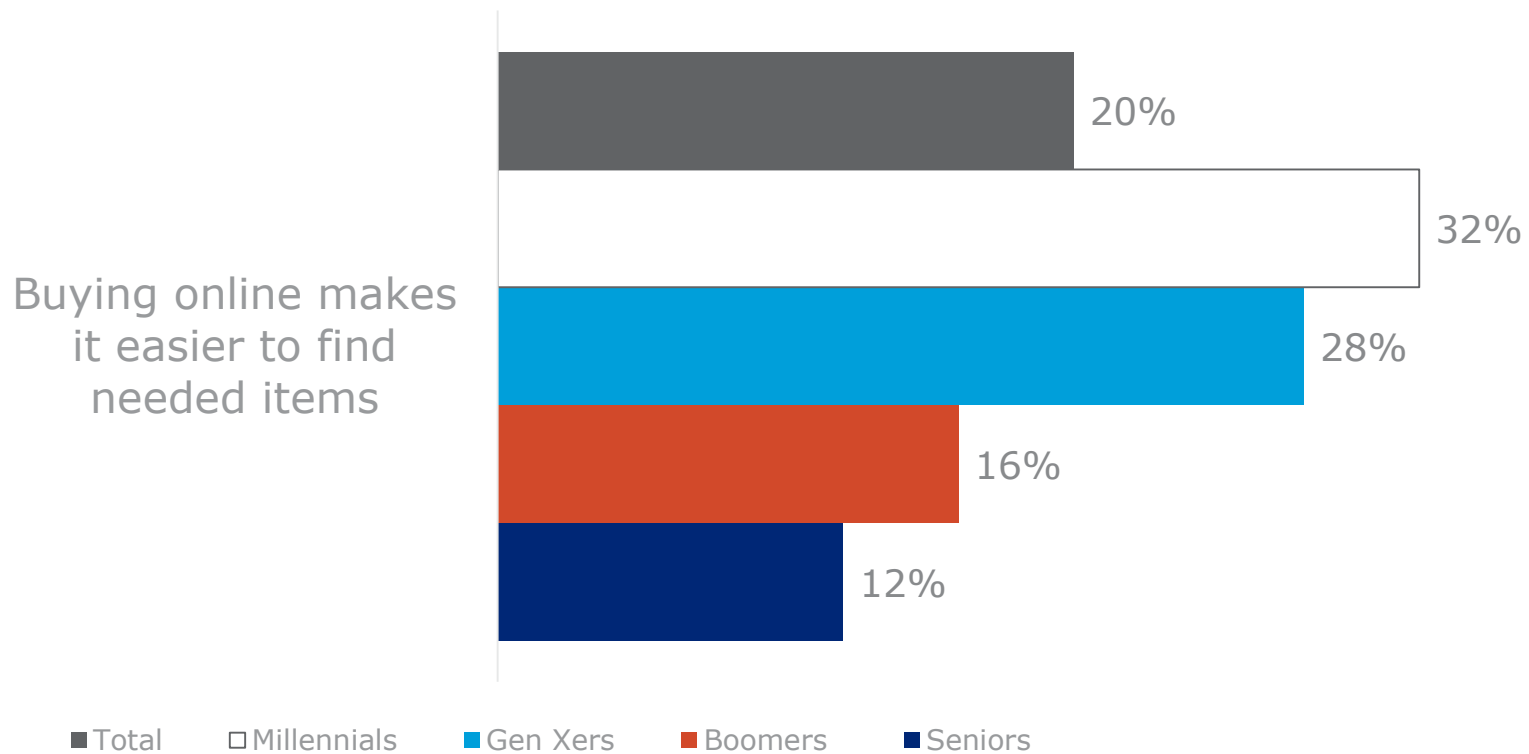
Propensity to Make Additional Purchases, by Generation  
Top-2 Box Responses



Source: Consumer Connect™, Q4 2017

# [Tweet This](#): And many feel that online shopping makes it easier to find needed items...

Benefits of Online Shopping, by Generation  
Top-2 Box Responses

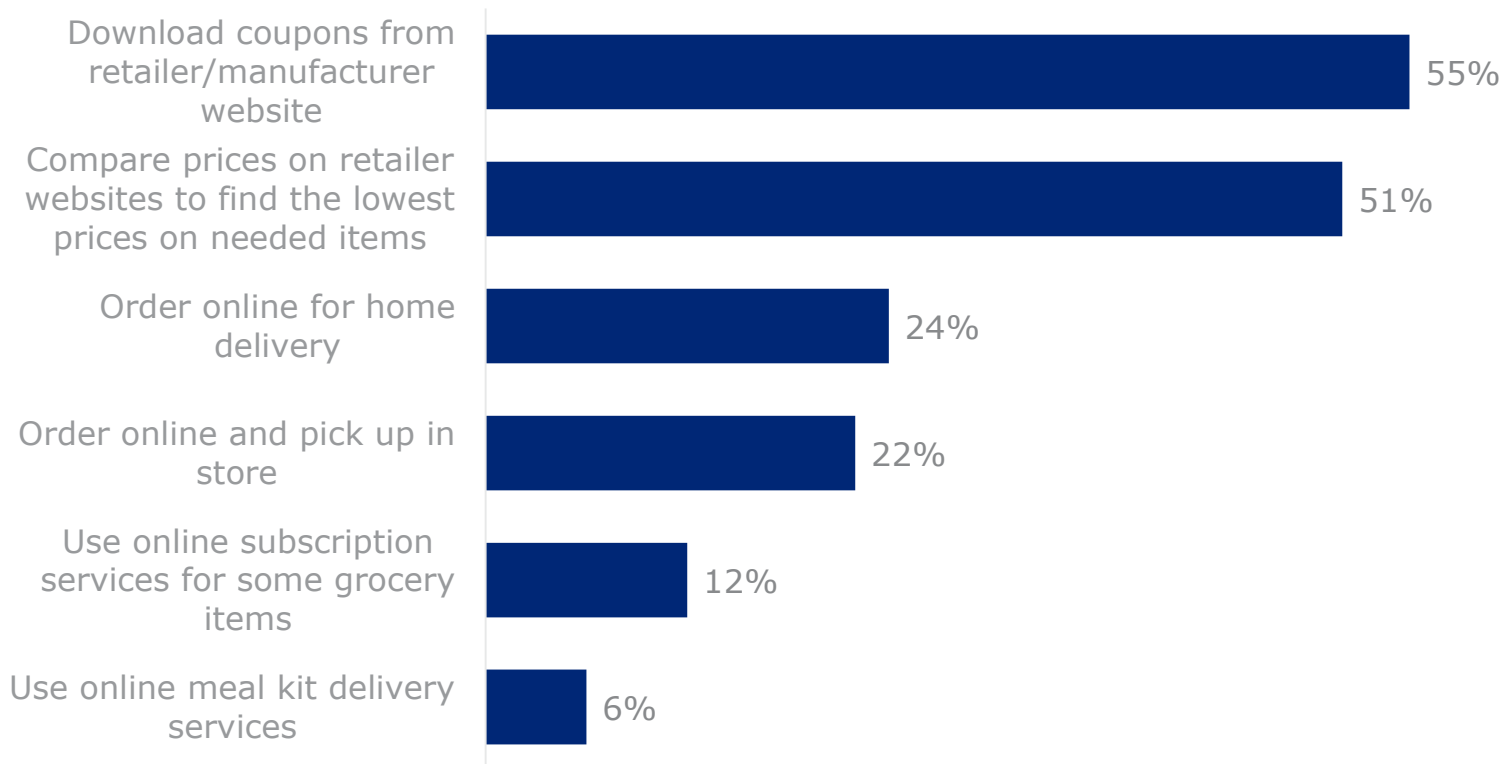


Source: Consumer Connect™, Q4 2017



...as well as money-saving opportunities and up-and-coming delivery options.

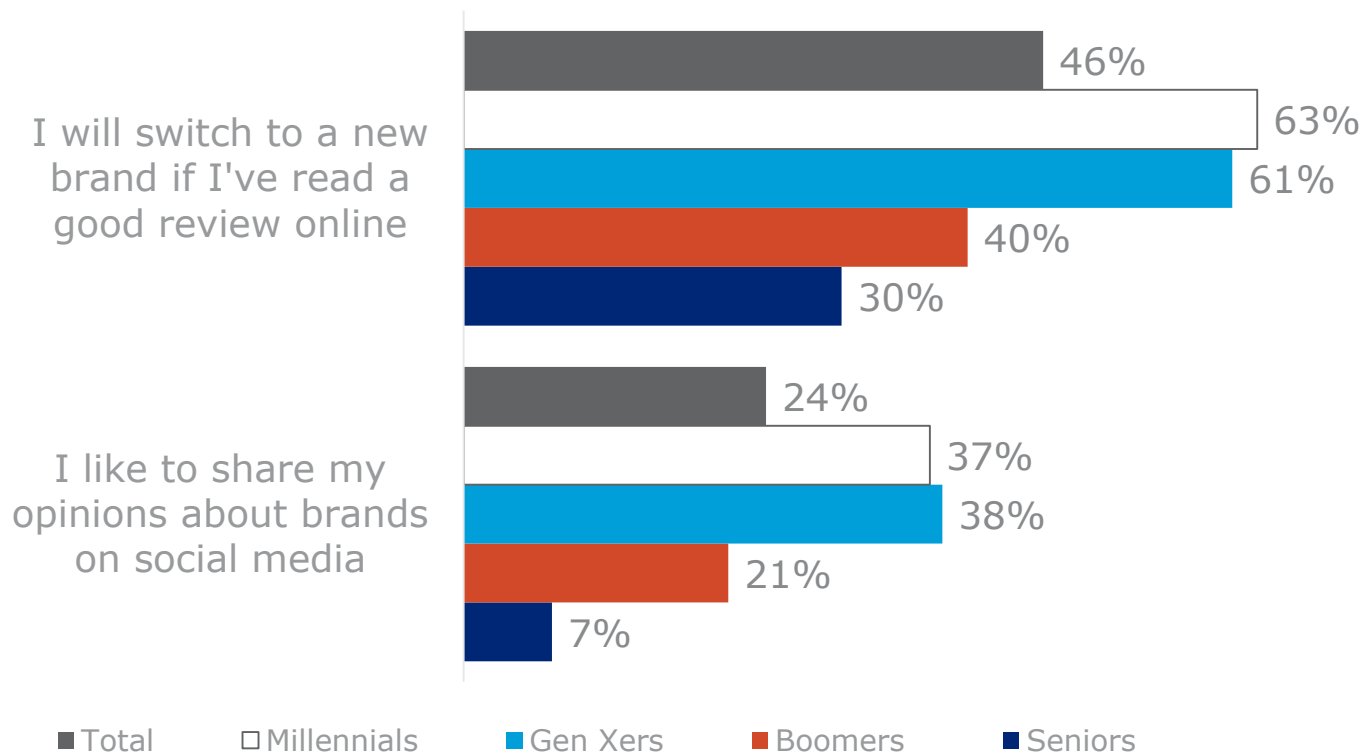
Purchase Behavior in the Coming Year  
% of Respondents



Source: Consumer Connect™, Q4 2017

# [Tweet This](#): Social media allows shoppers to share and learn before investing their CPG dollars.

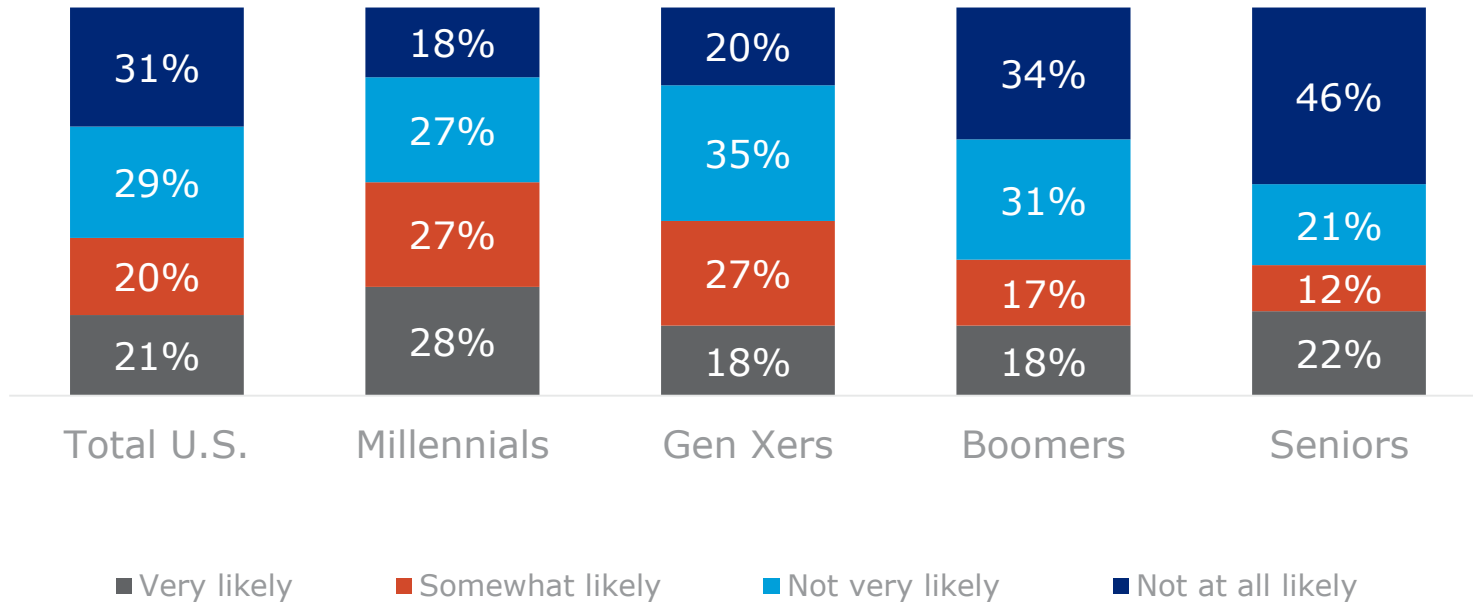
Social Media Influence on Brand Behavior, by Generation  
Top-2 Box Responses



Source: Consumer Connect™, Q4 2017

# [Tweet This](#): Many consumers indicate an intention to purchase groceries online in the coming year.

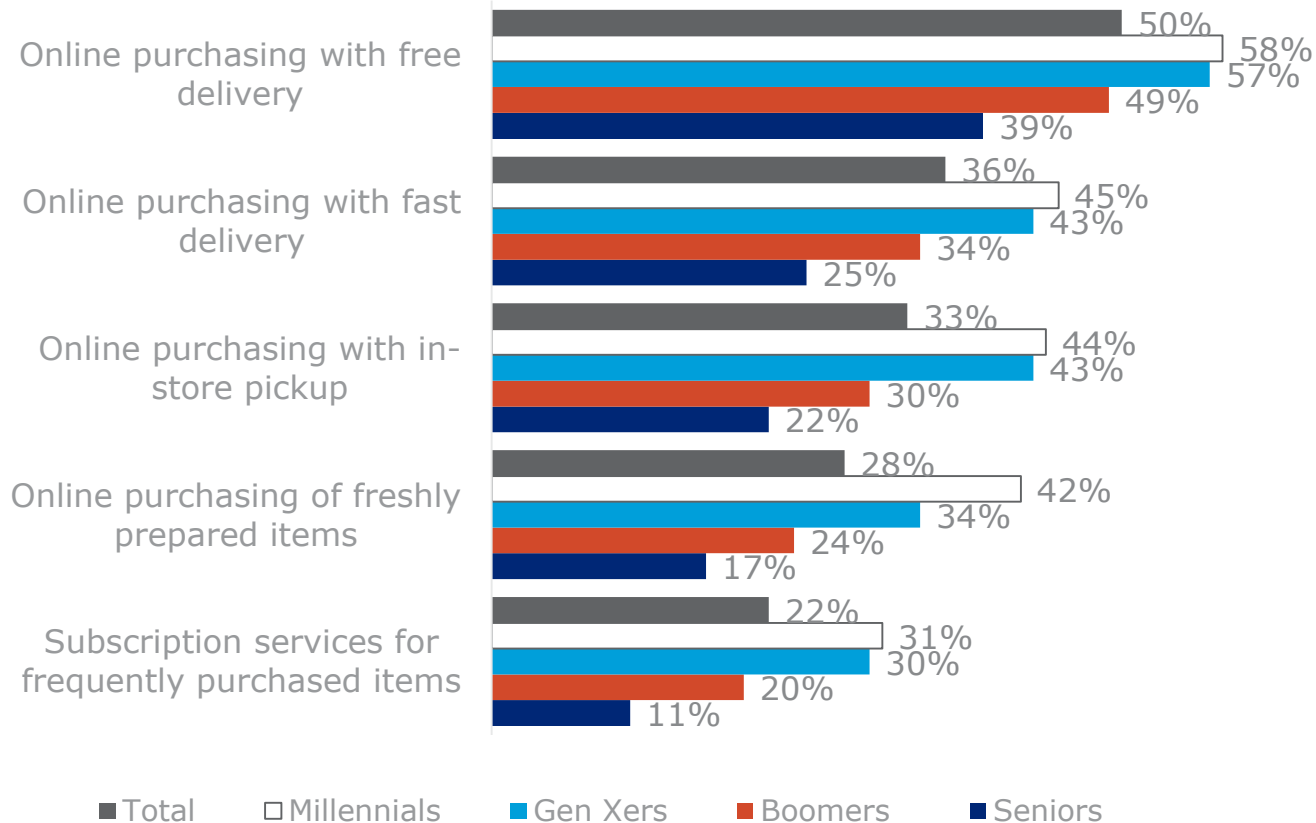
Likelihood of Purchasing Groceries Online in the Coming Year  
% of Respondents



Source: Consumer Connect™, Q4 2017

# [Tweet This](#): CPG marketers must stay in lockstep with evolving consumer needs and wants to encourage engagement and purchase activity.

## Capabilities That Drive Channel Selection % of Respondents



Source: Consumer Connect™, Q4 2017

For more information:

**Shelley Hughes**

Shelley.Hughes@IRIworldwide.com  
312.474.3675

**Susan Viamari**

Susan.Viamari@IRIworldwide.com  
413.998.3266