eCommerce Grocery & #food: turning point for Growth

It's the channel with higher growth rate in CPG, but its share of Sales is 1/3 compared to the average of other categories. And even if offline will continue to represent the most relevant share of sales in the future, eCommerce will be the main growth engine for CPG, with very positive perspectives for next years. Crucial for development, will be the impact, and role, of pure players, of Traditional Retailers eCommerce and Brand D2C. Not to be mentioned, the Amazon role in Perishable Goods, now limited. As far as Demand side, for eShoppers, Grocery is the most complex category to face: actual experience is not delighting and still requires more energy than the easiness to navigate of traditional offline shops.

Grocery Online sales remain a relatively low percent of total sales

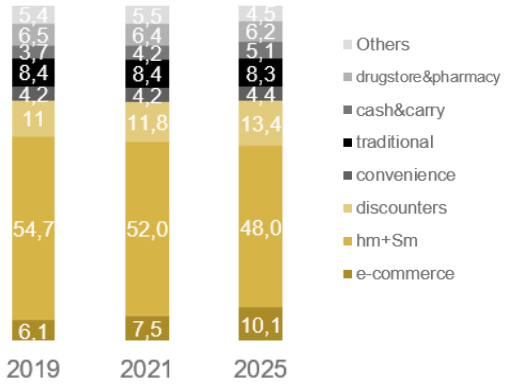
6% **CPG Share of Sales 2020 Forecast** (Food, Drug & HBC)

22% **Non-CPG Share of Sales 2020 Forecast** (All Other Goods, excluding autos and gas)

Source: Kantar

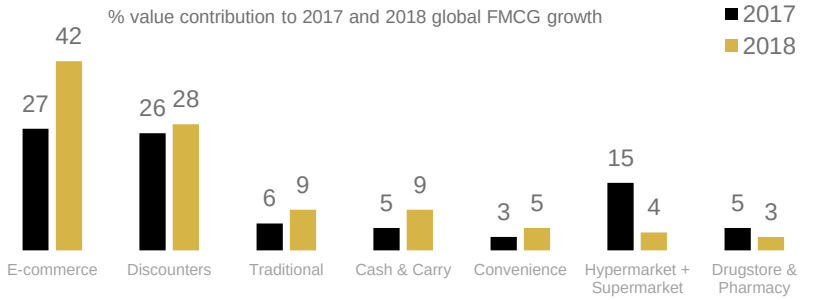
Forecast 2025: e-commerce will continue to grow and reach 10% share while hypers&super will stand less than 50% share

% global value share by channel - 2025 Forecast based on temporal series Forecast Modeling and Consulting Services



Source: Kantar, Gfk, Intage

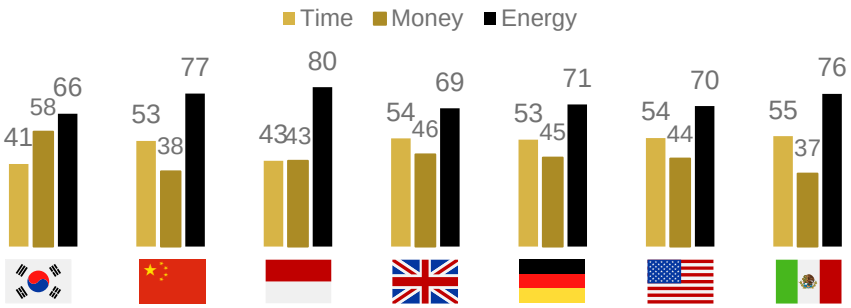
E-commerce is the growth engine for FMCG: 96% of 2018 growth was outside Hypermarket + Supermarket



Source: Kantar, Gfk, Intage

«Energy» is now the factor that defines how to win in eCommerce

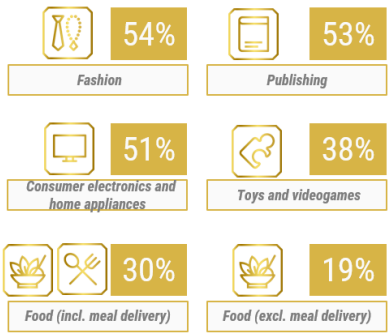
Lower prices and superior delivery options empower eCommerce more and more



Source: eCommerce ON – Kantar - 2019

Books/e-books, beauty&cosmetics and consumer electronics are the main online bought categories. Purchases for goods are higher than purchases for services.

% of e-shoppers bought at least one of these products in the last 12 months

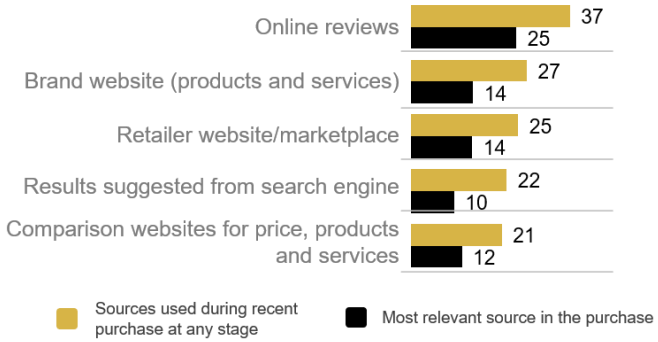


Base: n= Consumer electronics and home appliances 329, Fashion, 330, Food (excl. Meal delivery) 220, Beauty and cosmetics 327

Source: netRetail

Online and offline touchpoint

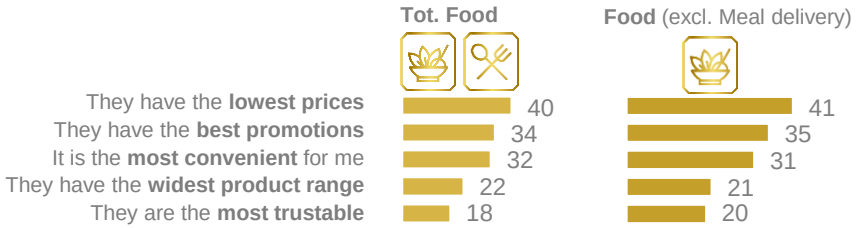
Online reviews help e-shoppers decide whether they should proceed in buying the product



Base: n= 3.000 Total sample

Source: netRetail

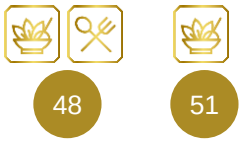
Reason for purchasing online: Low prices, promotions and convenience are the main key benefits for purchasing Food items online.



Base: n= 330 Food (* Food and beverage included in a wider grocery shopping and apart from the usual grocery shopping + Meal delivery)

Source: netRetail

Shopping experience satisfaction: compared to other categories, Overall Sat is a bit lower for Food (TOP 2)



Other categories

- **60%** Sportswear and accessories
- **58%** Toys and videogames
- **58%** Beauty and cosmetics

Overall Satisfaction - Base: n= 330 Food

Source: netRetail

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***"netRetail", a research of Netcomm in collaboration with Kantar,** highlighted key elements about eShopping in Italy in 2019.

netRetail Methodology: CAWI (Computers Computer Assisted Web Interviewing) survey - 3000 online buyers in the last 12 months, Country: Italy, Fieldwork: April 19th – May 5th. A preliminary study has been launched amongst 15.000 respondents to gauge penetration of goods and services within total population

For more info www.tns-global.it

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