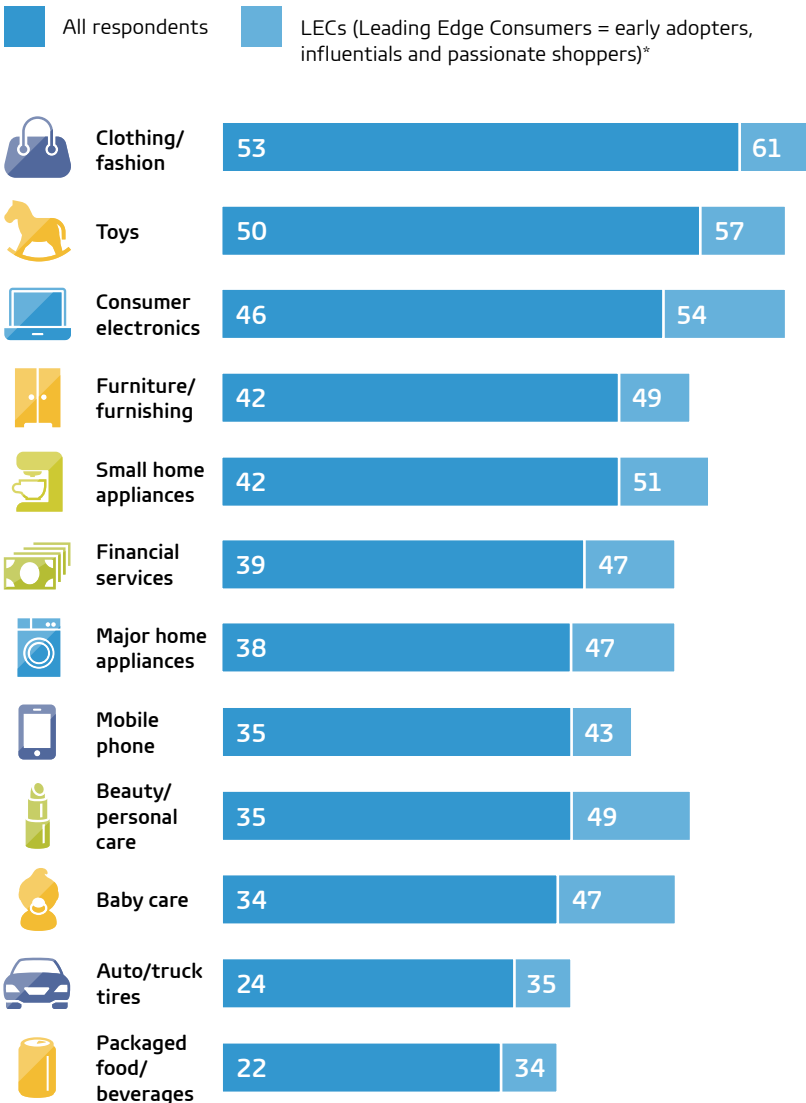


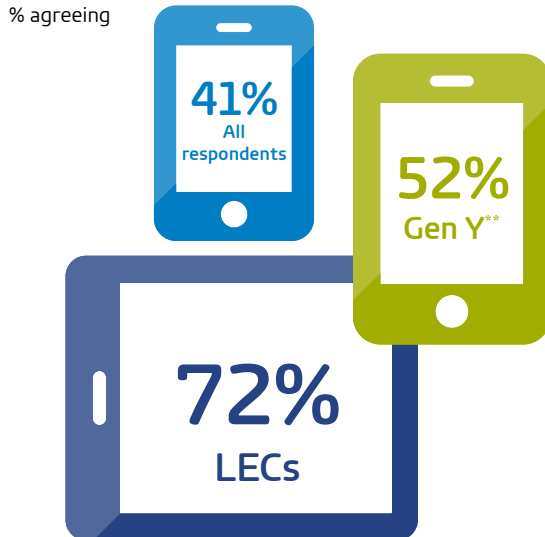
BUILD CONNECTED CHANNELS!

Digitally savvy shoppers embrace omnichannel shopping and mobile.

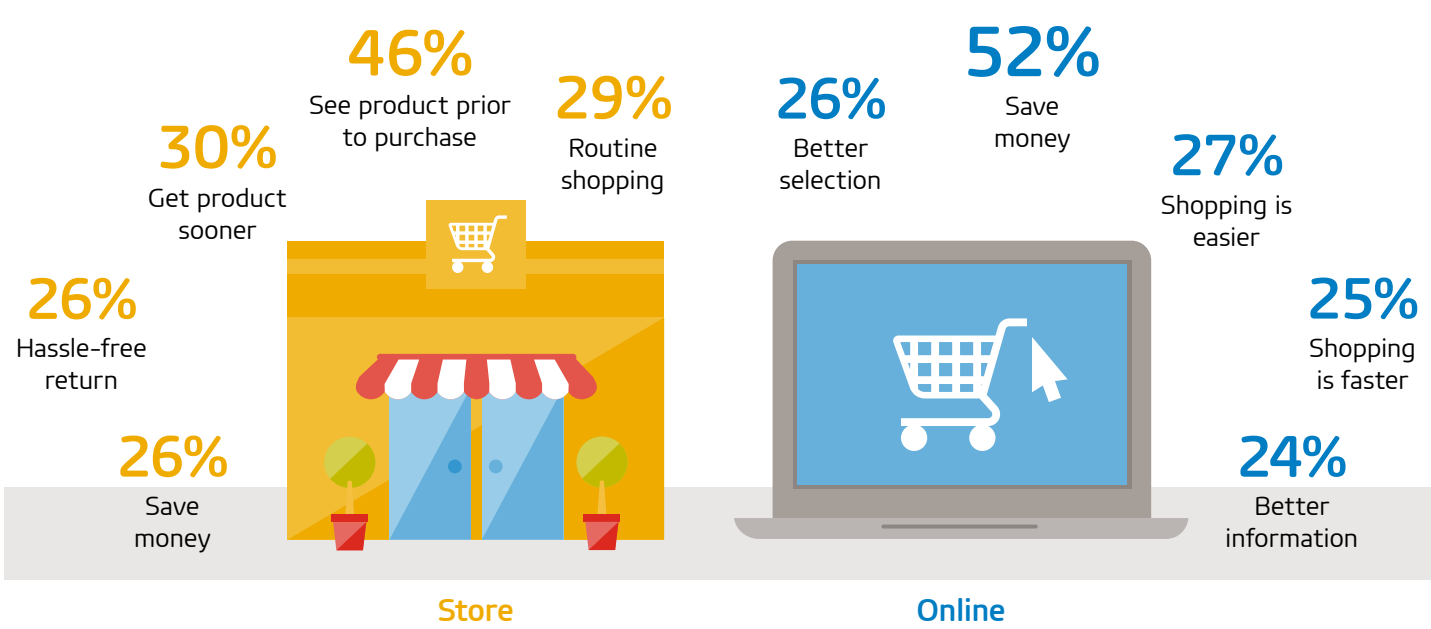
% Global shoppers reporting omnichannel shopping behavior



"My mobile device (smartphone and/or tablet) is quickly becoming my most important shopping tool."

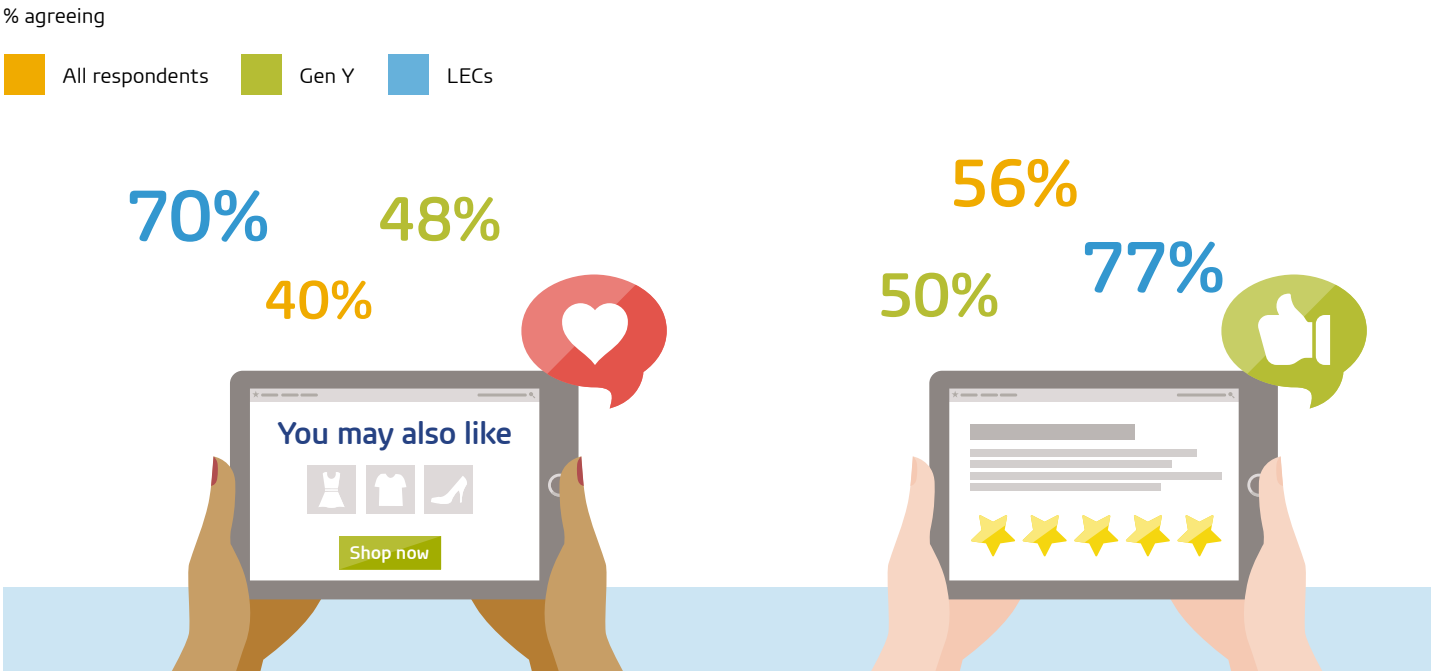


Top five factors driving channel choice: Online and offline complement each other



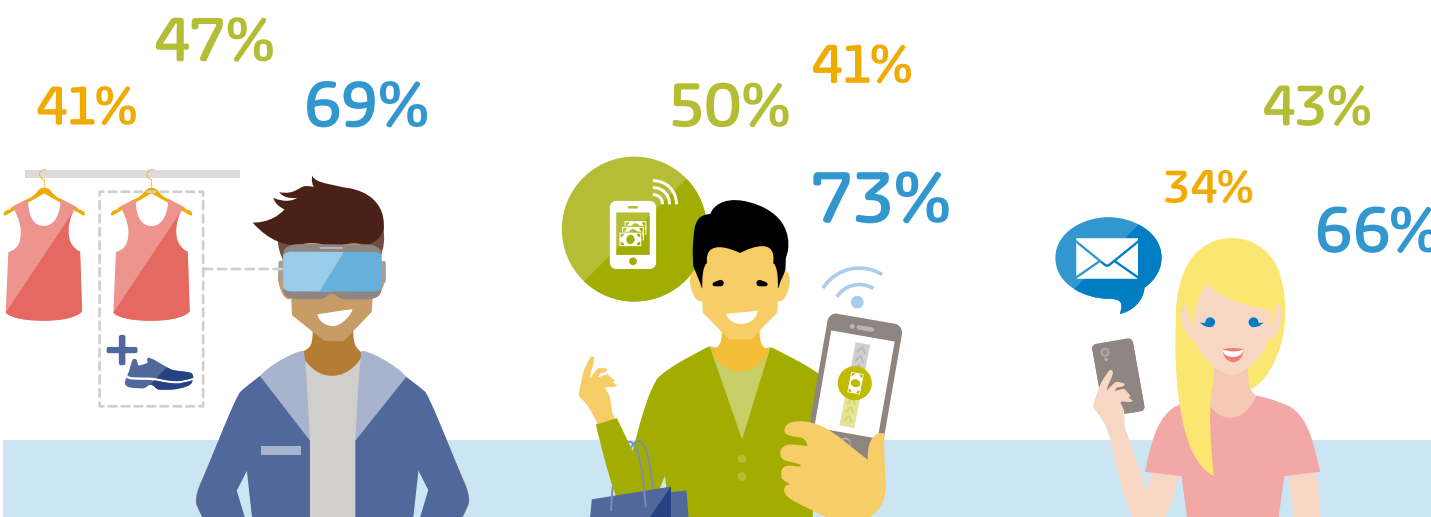
BE INNOVATIVE!

Shoppers expect customer-focused innovation.



"I like it when a website keeps track of my visits and then recommends things to me."

"I would be more loyal to a brand/retailer that lets me give input or help to shape the products/services I buy."



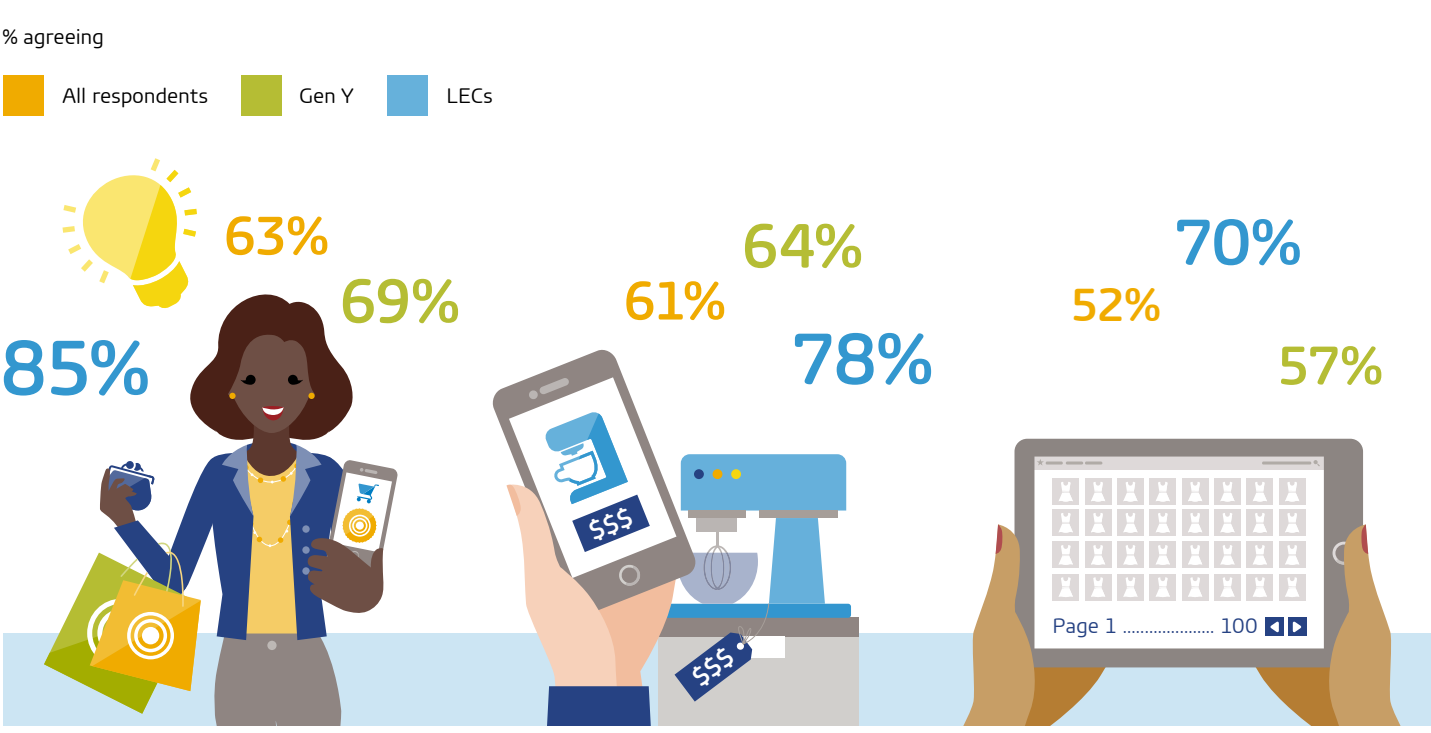
"I would be more likely to visit a retail store that offered some sort of virtual reality experience."

"I look forward to being able to pay for more and more transactions using my mobile device."

"I like it when retailers contact me on my smartphone when I'm out shopping."

CREATE SEAMLESS SHOPPING EXPERIENCES

More efficient and price savvy, future shoppers will be more demanding.



"I'm learning how to shop more efficiently and better than before."

"It is important to me that the price of an item is the same whether I buy it online or in-store."

"There are too many choices in many of the categories that I shop."

Online shopping: Free delivery is essential to satisfaction

% Global shoppers identifying factor as an important driver of purchasing more online



Source: GfK FutureBuy 2016, an online survey with 20,000 consumers aged 18+ in 20 countries across key categories (FMCG, services, consumer durables, automotive, toys, apparel, home improvement, home and garden, furniture, etc.)
 *Leading Edge Consumers (LECs) are made up of three different types of shoppers: early adopters, influentials and passionate shoppers. Within GfK's FutureBuy study, 15% of respondents globally were identified as being LECs.
 ** Gen Y = age 27-36