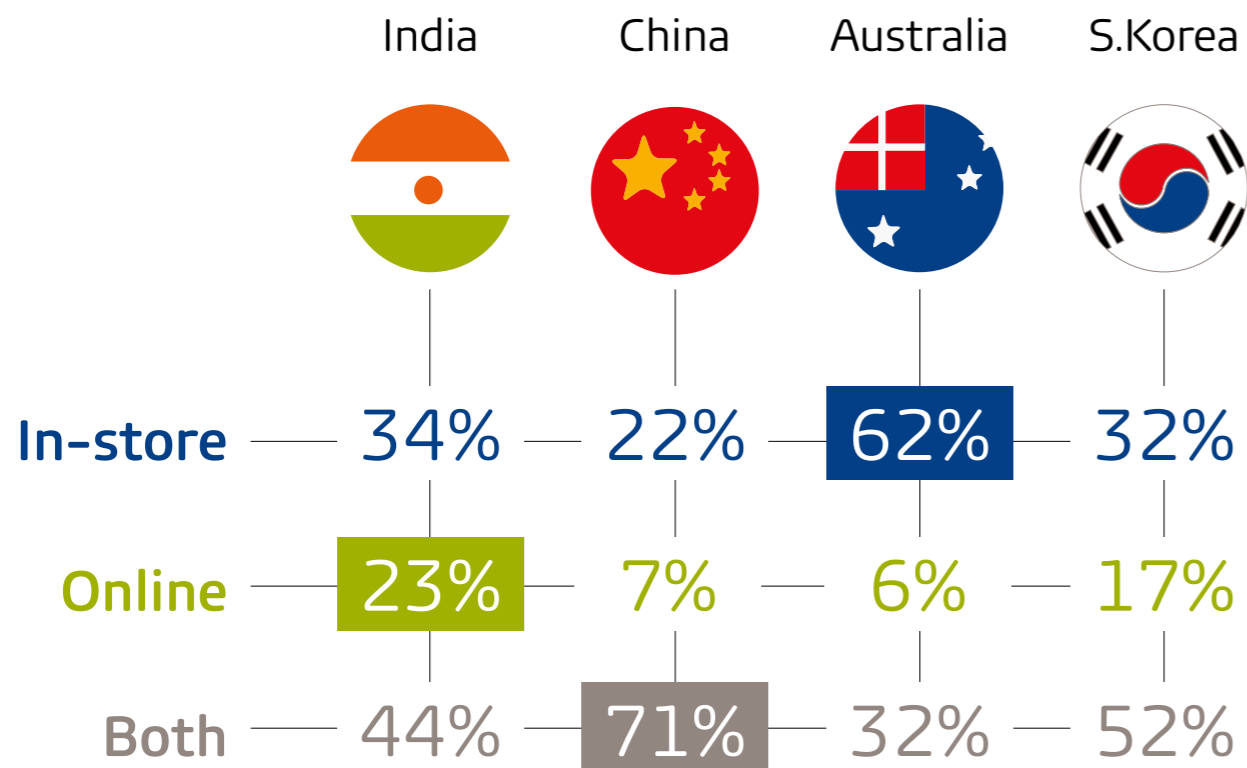


OMNICHANNEL SHOPPING BECOMES THE NEW NORMAL IN APAC



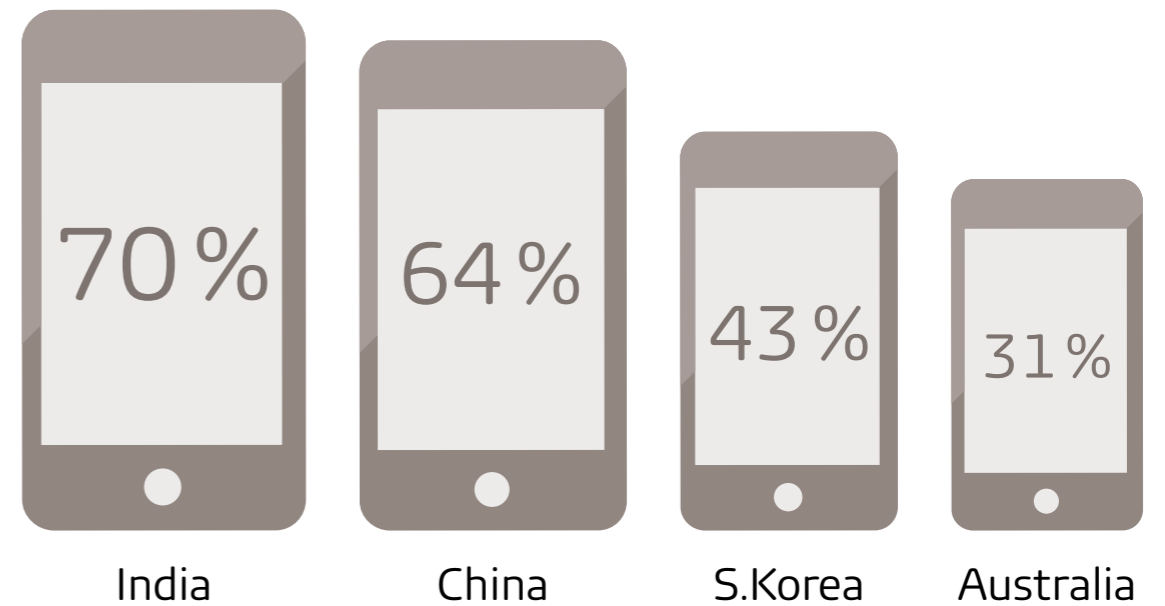
Shopping behaviour for beauty and personal care in APAC

Connected Consumers in APAC seek the best of both worlds.



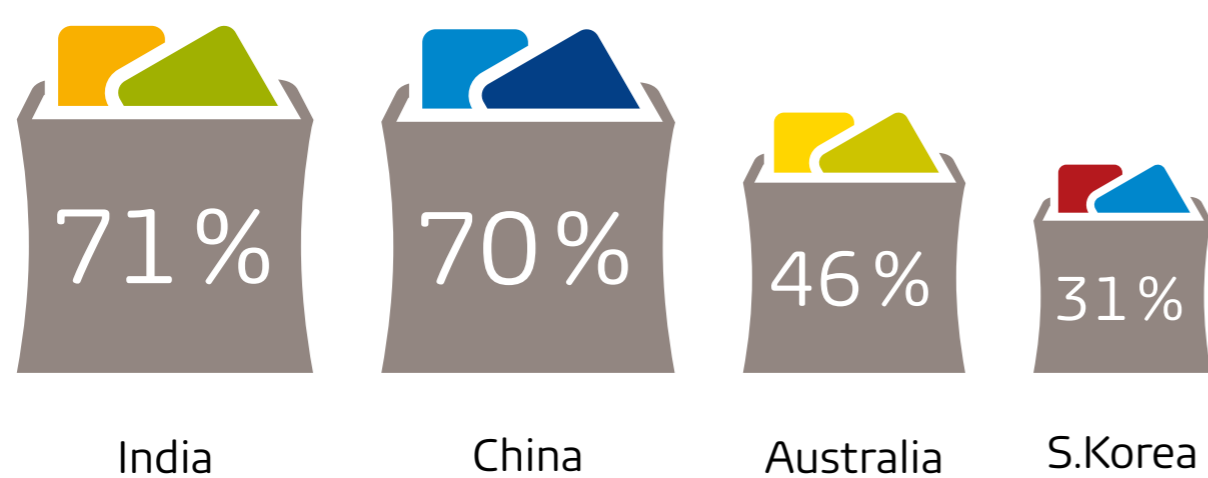
Social networks are influencing shopping decisions

Social networks have become as important as other information sources to make the best product choices.

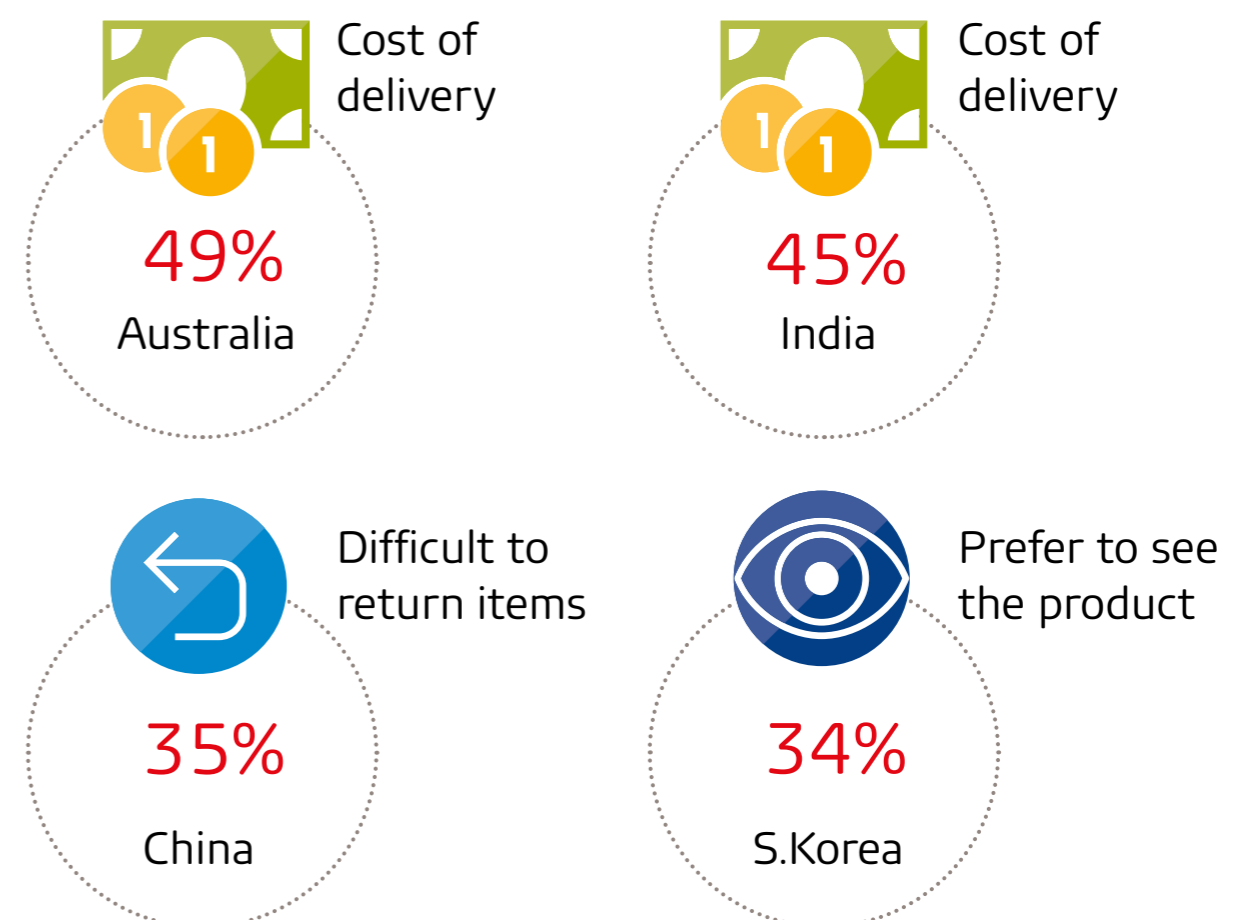


Online shopping habits vary by country

The internet may be a global phenomenon, but online shopping's ability to come up with the goods varies significantly by country.



Reasons not to purchase online



Conclusion

- To meet the needs of today's omnichannel shopper, manufacturers and retailers must ensure that they have strategies in place to **be present at all touchpoints**.
- Sales tactics need to **be as persuasive online as in-store** if shoppers are to be tempted to try new products, buy more or even trade up to premium ranges.
- And finally, a one-size-fits-all strategy can't work, so it's **crucial to understand consumers in each country** of the region.