



Growth
from
Knowledge

GfK FutureBuy[®] 2021

US Market Findings Highlights
July 2021



Your invaluable resource to win shoppers all over the world



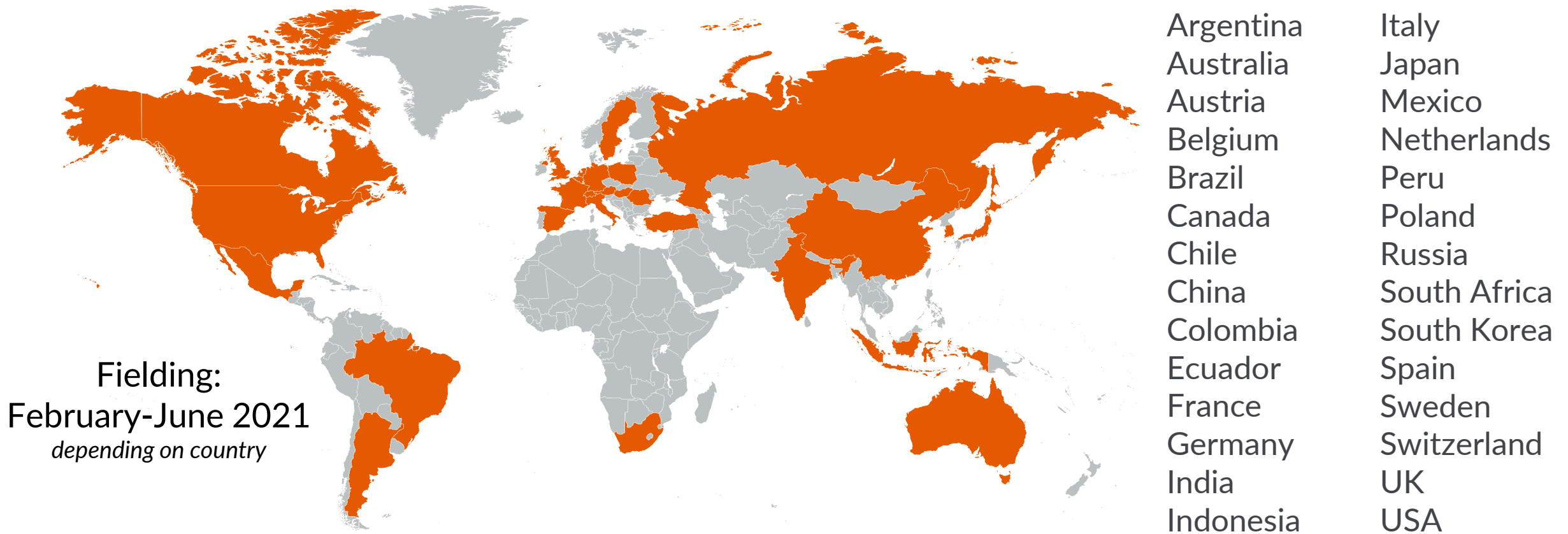
FutureBuy®

Shopper attitudes & behaviors in 28 countries
across 16 categories

Your invaluable resource to win with shoppers all over the world
*Profiling their rapidly evolving behaviors and attitudes across
16 product categories and 28 diverse countries, delivered through an
easy-to-use data portal*

2021 country coverage

Surveying 50,000 shoppers around the world



2021 category coverage



- Smartphones
- Computing
- Wearables
- TV/Streaming/Media Player



- Haircare
- Skincare
- Cosmetics/Fragrances
- OTC healthcare
- Toys
- Clothing/Fashion



- Packages food/beverages
- Small home appliances
- Major home appliances
- Household washing/cleaning products
- Replacement auto/truck tires
- Home furnishing/accessories



Illuminate the most vital shopper issues

Now with trending from pre to in-COVID (2020-2021)



Bricks and Clicks

- Rise of omni-channel
- Role of physical store vs online
- Adoption of click and collect



Mobile shopping

- Most common shopping activities on mobile
- Social media as emerging shopping platform
- Barriers to social media shopping



Touchpoints

- Sources of information
- Most influential in shopping process
- Online and in-store



Special topics

- Attitudes and adoption levels of emerging shopping tools (i.e., voice, AR/VR, visual search)
- Peek into future with Leading Edge Consumers (LEC)

New in
2021!

Dive into shopper sustainability attitudes

Green Gauge identifies receptive consumers



"I care about the environment and am prepared to spend the **time and energy** to do what it takes to help."



"Green is a badge of honor, a **status symbol**. I'm eager to showcase my eco-friendly behaviors and purchases."



"I care about the environment but would prefer to **focus mostly on the 'easy' actions** I can take."



"I'm willing to help the environment, but don't feel able - **I need more tools** in order to act"



"I'm **skeptical and cynical** about being environmentally conscious, but still participate sometimes."



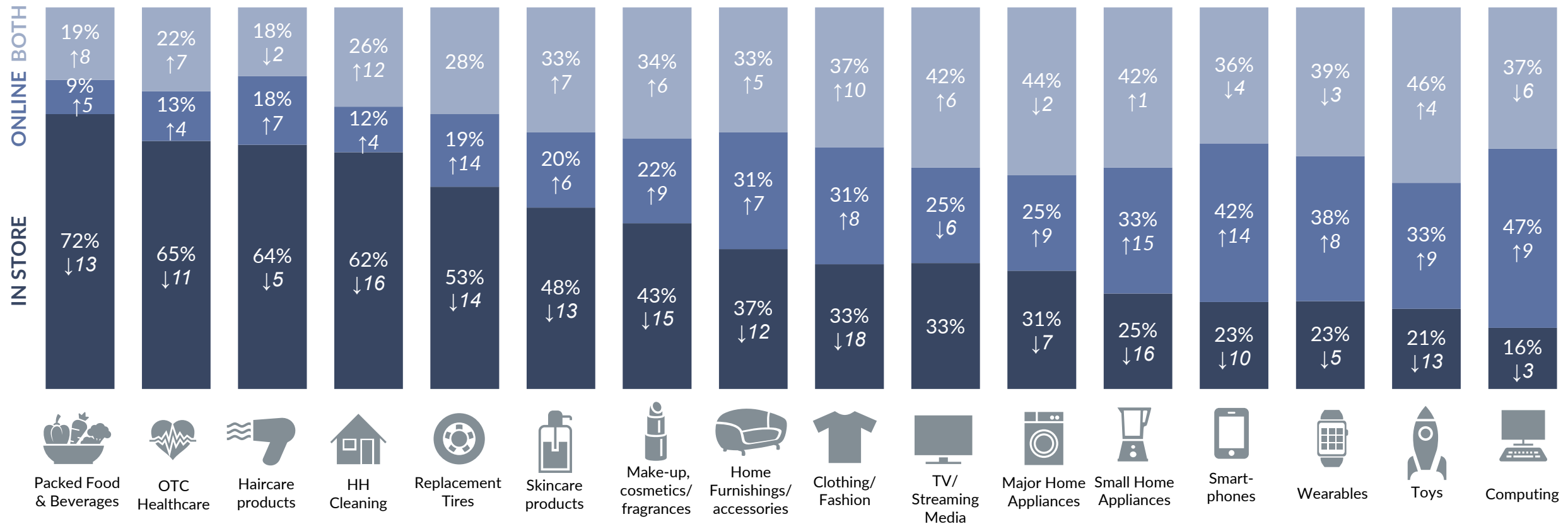
Preview of initial findings

Online & omni shopping are on the rise



Pandemic drives growth in most categories

% of shoppers reporting shopping “exclusively in-store”, “exclusively online” and “both online & offline”



FB_02: Thinking about the last time you shopped for [CATEGORY], how did you shop?

Factors driving channel choice for purchase



In-store buyers get products sooner; online buyers shop with ease



In-store

	Total
Can get products sooner	43%
Let's me see & feel the products	42%
Saves money	37%
Can buy other products	35%
Shopping is faster	35%



Online

	Total
Shopping is easier	43%
Offers free delivery	41%
Saves money	38%
Better selection	35%
Shopping is faster	33%

COVID-related factors less impactful

Products consistently in-stock	28%
Social distancing/mask guidelines	23%

Products consistently in-stock	23%
To avoid getting sick	20%

FB_08a : Thinking about the last time you were deciding whether to purchase something online versus in a store, and **decided to purchase in a store**, what factors were most important in driving your choice to purchase there? Please select up to 5 items.

FB_08b Thinking about the last time you were deciding whether to purchase something online versus in a store, and **decided to purchase online**, what factors were most important in driving your choice to purchase there? Please select up to 5 items.

Digital touchpoints are trending up

Increases recorded across categories



Reported category touchpoints as “top 3” in influence



Smartphones

Online advertising ↑10 pts

Brand websites ↑7 pts

Product demos ↑7 pts



Packaged Food & Beverage

Price comparison/discount websites ↑8 pts

In-store displays ↑7 pts

Retailer websites ↑5 pts



Small Home Appliances

Price comparison/discount websites ↑8 pts

General shopping sites ↑6 pts

Social media ↑5 pts

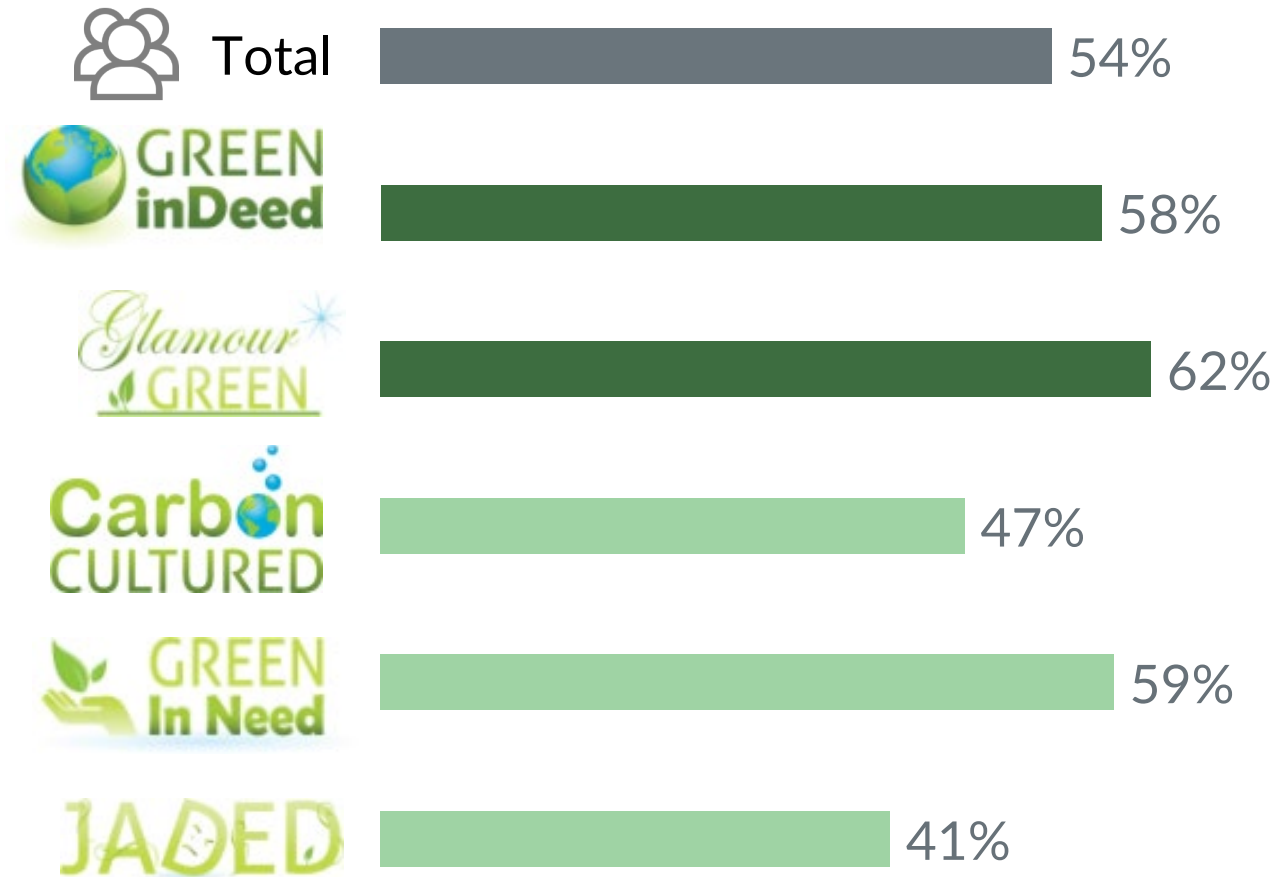
Sustainable consumers seek personalization

An opportunity for brands, retailers



*"I like when I get
**personalized
offers** from
retailers/brands."*

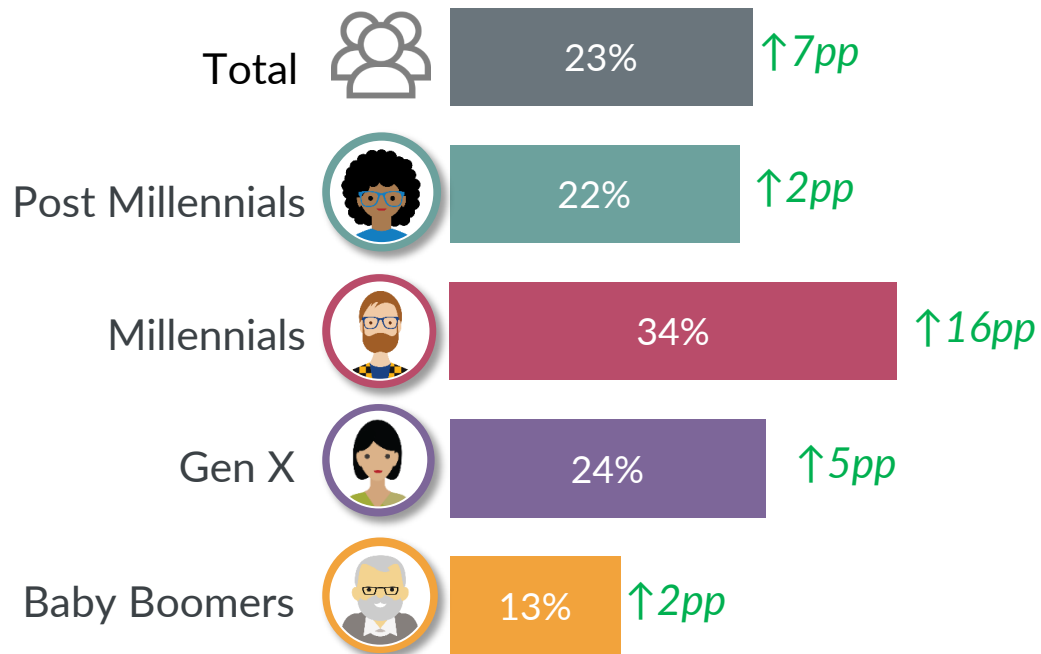
(Strongly/Somewhat Agree)



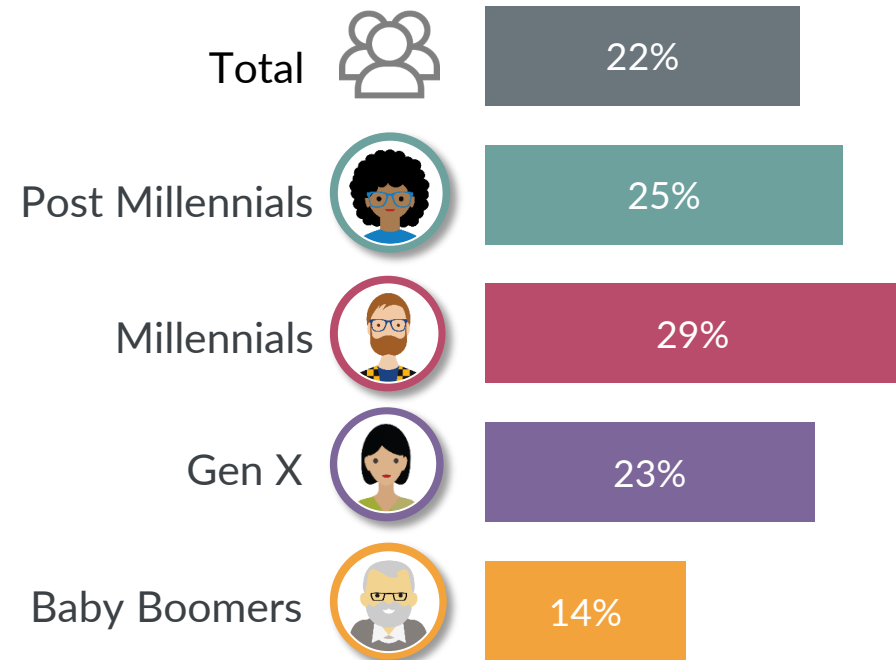
Subscription services booming with surveys a key engagement tactic



% trying & likely continuing shopping via subscription services



% trying & likely continuing taking a quiz/survey to get matched with a personalized product



FB_13 Thinking about these new ways of shopping, which of these best describes your experience?

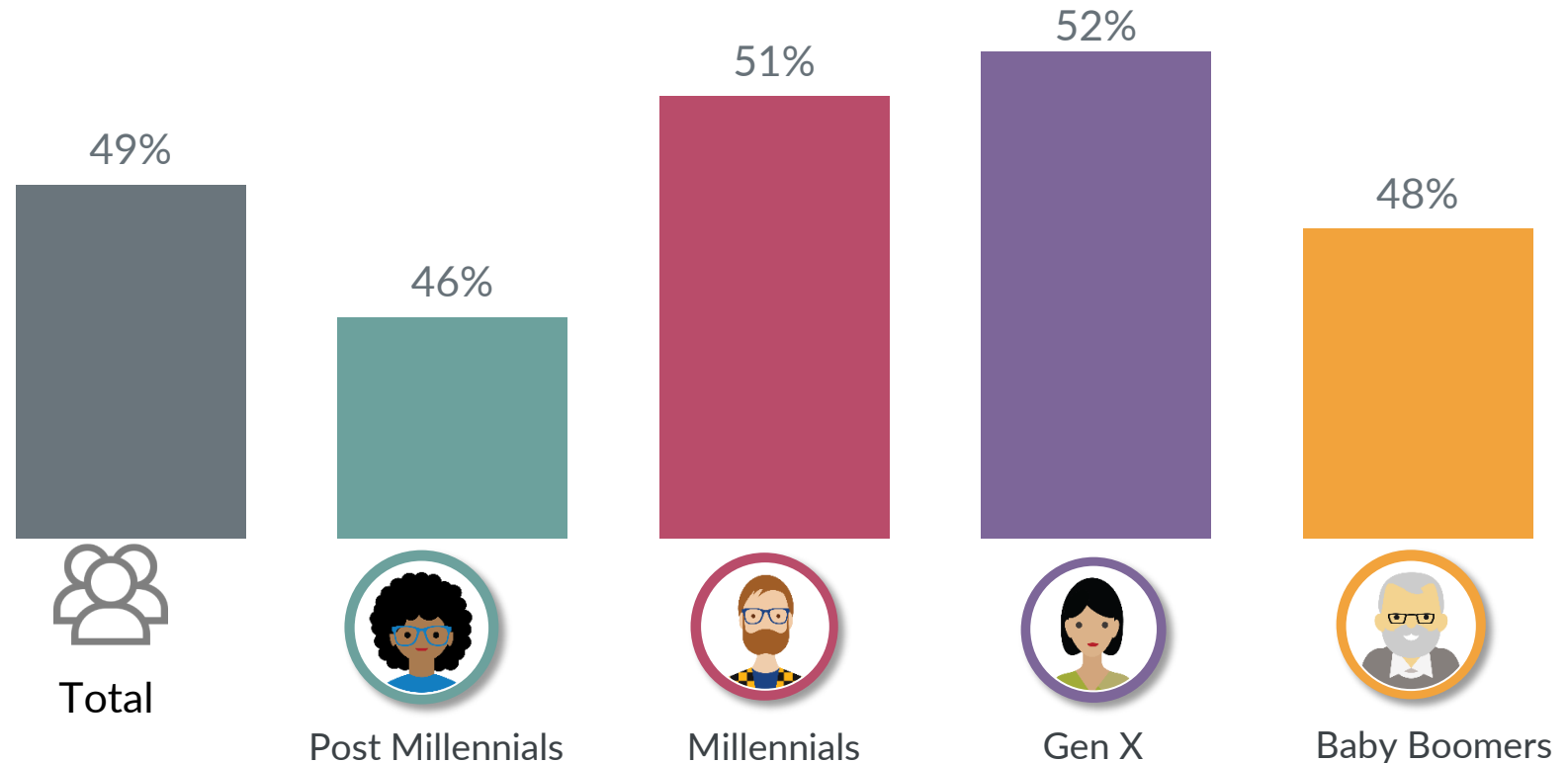
Concerns about information collection are pervasive



A trend across generations

"I am uncomfortable with the amount of information that retailers/brands seem to have about me."

(Strongly/Somewhat Agree)



FB_13 Thinking about these new ways of shopping, which of these best describes your experience?

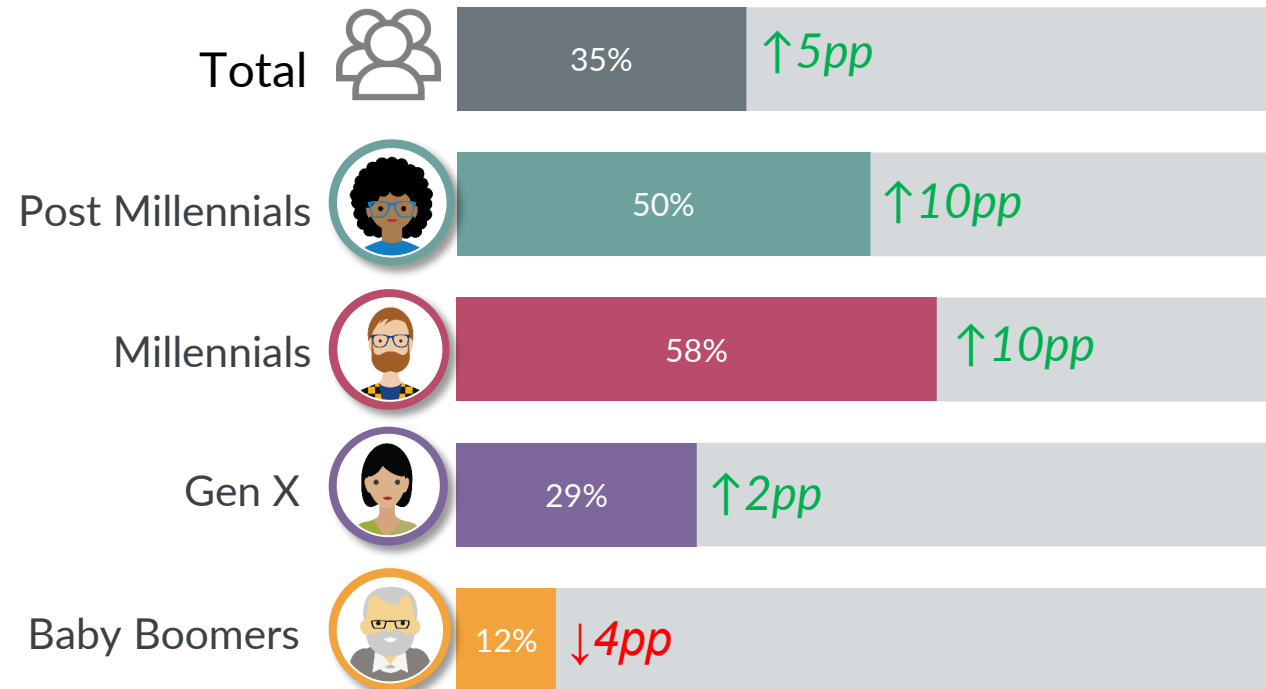
Social media networks embraced for shopping



Important sources for decision making



"My social media networks are important information sources for shopping decisions"
(Strongly/Somewhat Agree)

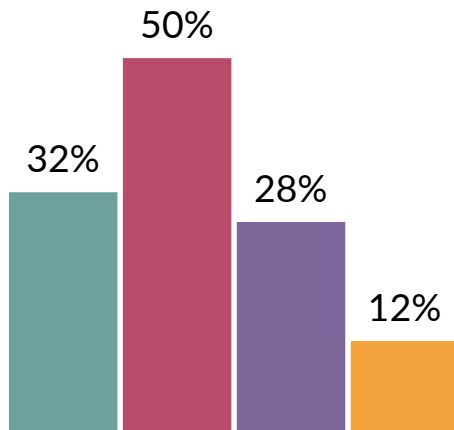


Millennials find social shopping fun, easy, convenient

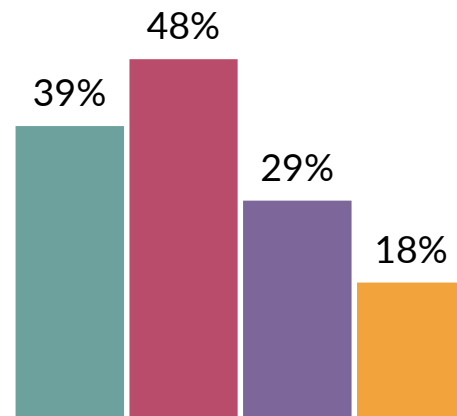


Older generations see bigger threats, less benefit

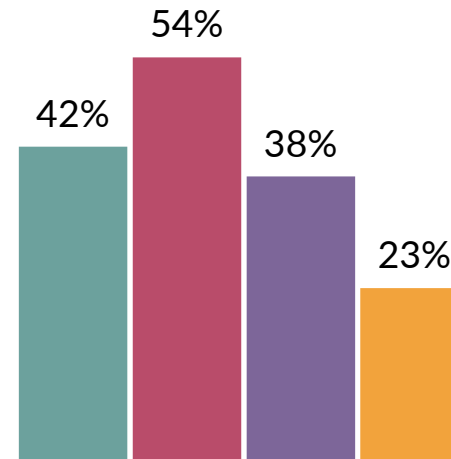
“Shopping on social media networks is **fun**”



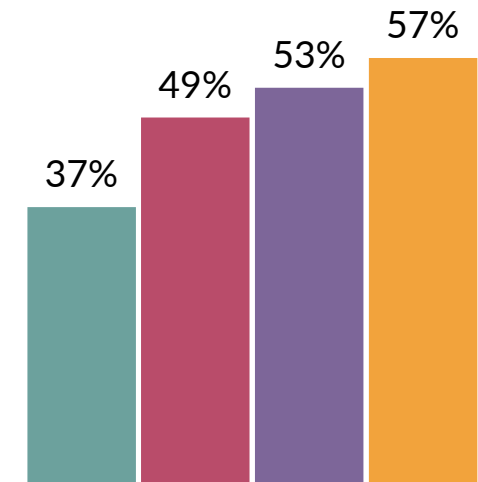
“I get targeted with the **best products** for me”



“Shopping on social media is **convenient/easy**”



“I am **uncomfortable with the amount of ads** I see on social media”



Post Millennials



Millennials



Gen X



Baby Boomers

FBS_1 Have you ever shopped on social media doing one of the following?

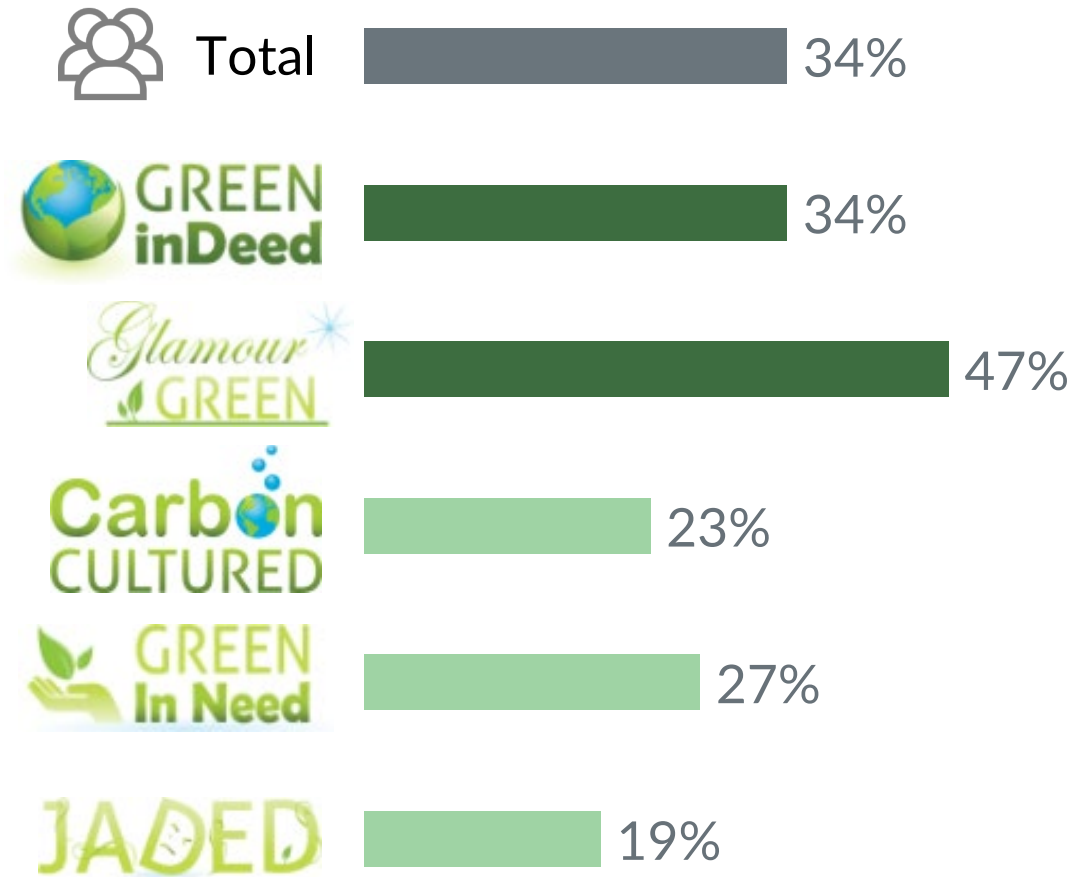
Glamour Greens say targeting works for them

Claim they see “best products for me”



“On my social media networks, I get targeted with the best products for me.”

(Strongly/Somewhat Agree)



↑ More Green
↓ Less Green



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Knowledge

Access the complete
FutureBuy® report with
survey data spanning 28
countries and 16 product
categories.

LEARN MORE

