

ECOMMERCE: AT WARP SPEED

The consumer products industry has been turned upside down and merchandising conditions may never be the same again.

IMPACT

\$321
billion

loss in US retail
predicted for
2020

59%

of consumers
buy groceries
online



38%

are first-time
online grocery
buyers



Sources: Forrester, SmartCommerce

OPPORTUNITY

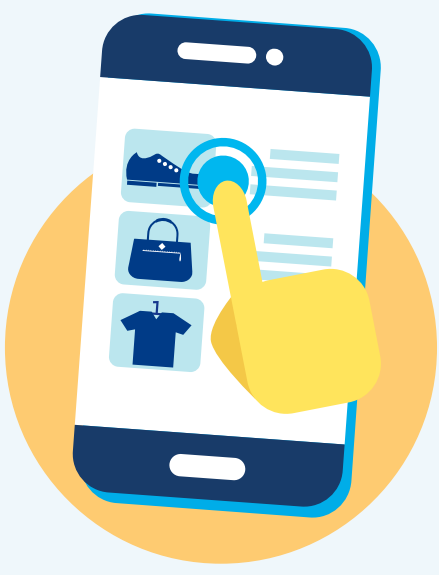
Retail-Streaming

- Some say this is the future of ecommerce
- Infomercials of the past are now live and online
- Social channels include 'buy' buttons
- Live-stream apps are being used by retailers for events



Digital Touchpoints

- Every digital touchpoint is an opportunity to convert to a sale
- Pinterest pins are transferrable to a shopping cart
- QR codes are back
- Social posts can be cart enabled



Digital Shopping

- Dramatic demographic shifts in no-touch shopping
- Mobile shopping and MMOT
- Augmented reality product trials
- Automatic shipments



ARE YOU READY?



Defining in-store
vs. digital sales



Tracking of
spend and data



Promotion
planning, analytics
and deployment



Closed-loop trade
promotion
management

It's time to rethink your promotion planning.

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