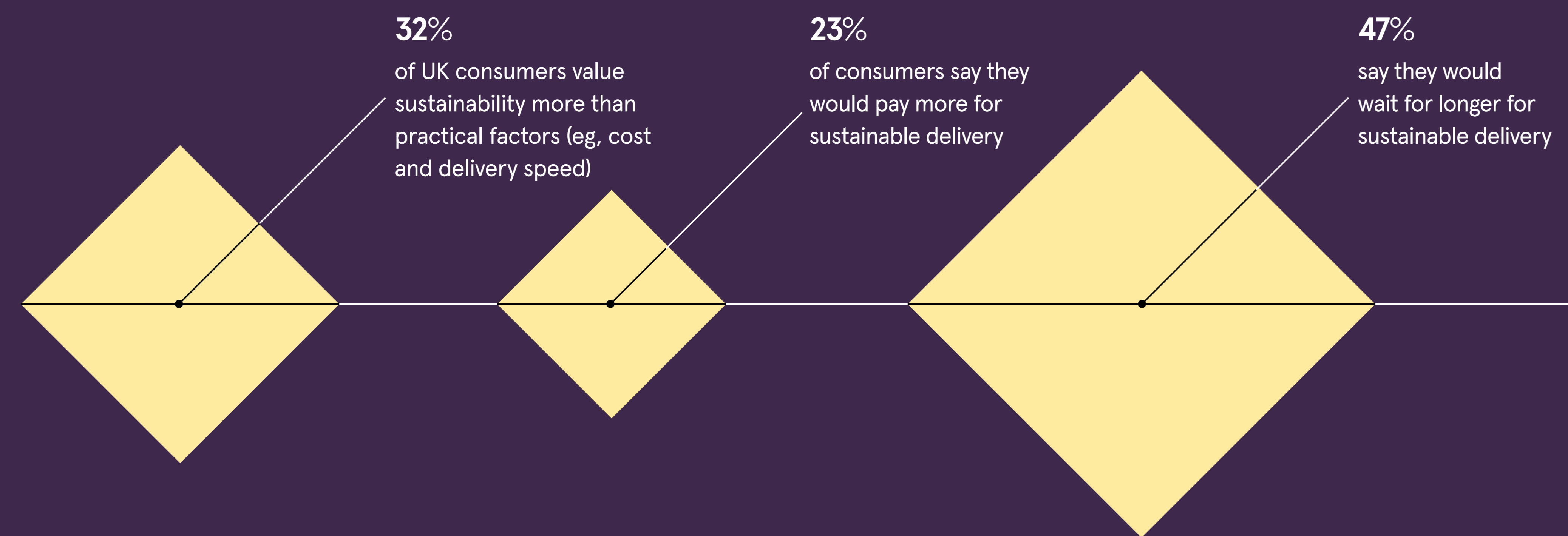


ONLINE SUCCESS IN 2021: CUSTOMER EXPERIENCE AND SUSTAINABILITY

The Covid crisis has accelerated many trends, but the most significant ones for brands looking to engage with the future customer are the rise of both ecommerce and eco-awareness. Consumers are demanding a friction-free omnichannel purchasing experience and are especially keen on brands with an impeccable sustainability record

SUSTAINABILITY MOVES UP THE AGENDA FOR CONSUMERS

YouGov, 2021



WHAT DO CONSUMERS LOVE ABOUT SHOPPING ONLINE?

YouGov, 2021

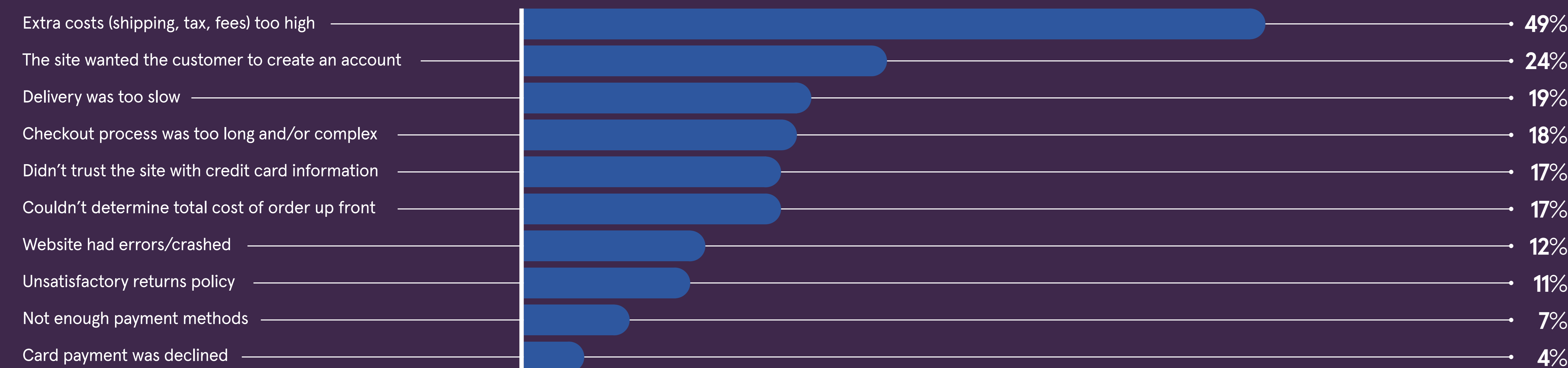
Percentage of global respondents who said the following were the main attractions of ecommerce



... AND WHAT DO THEY LOATHE?

Baynard Institute, 2021

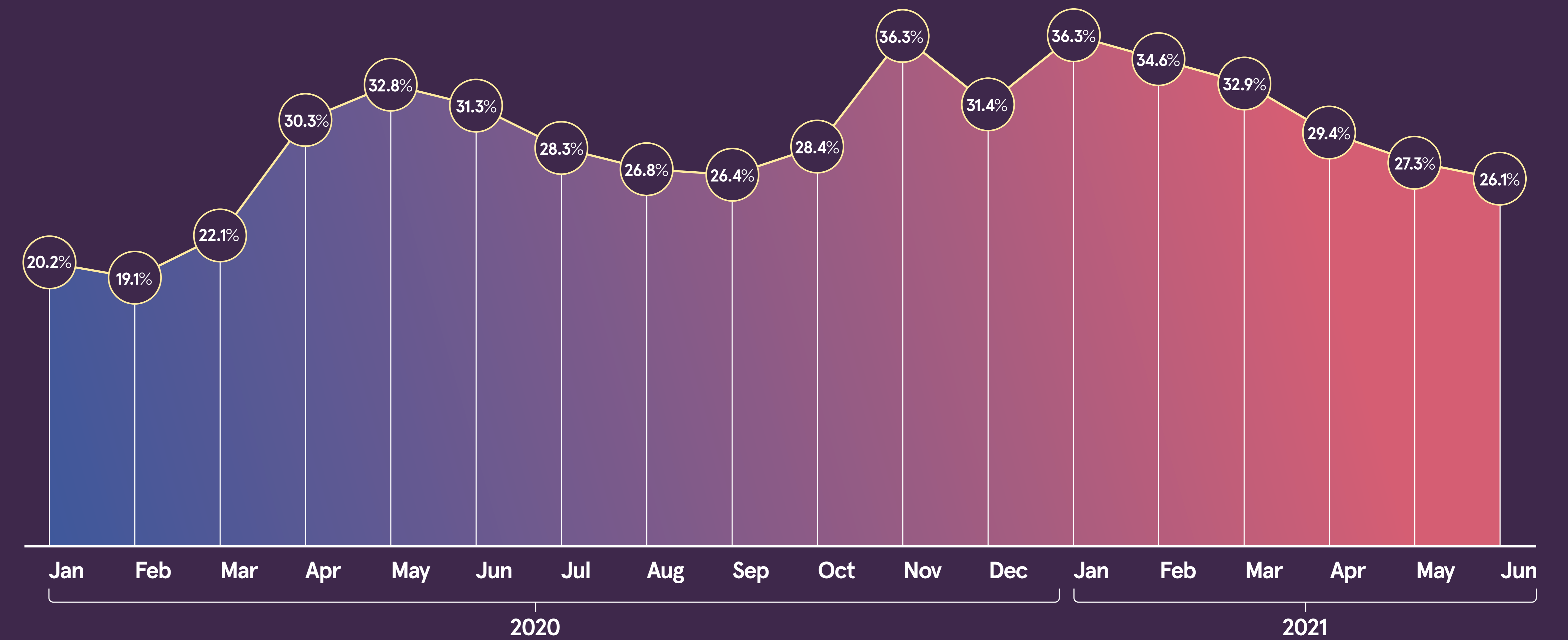
Percentage of online shoppers in the US who say the following are the main reasons for abandoning their cart



HOW MUCH HAS ECOMMERCE GROWN IN THE UK SINCE JANUARY 2020?

Office for National Statistics, 2021

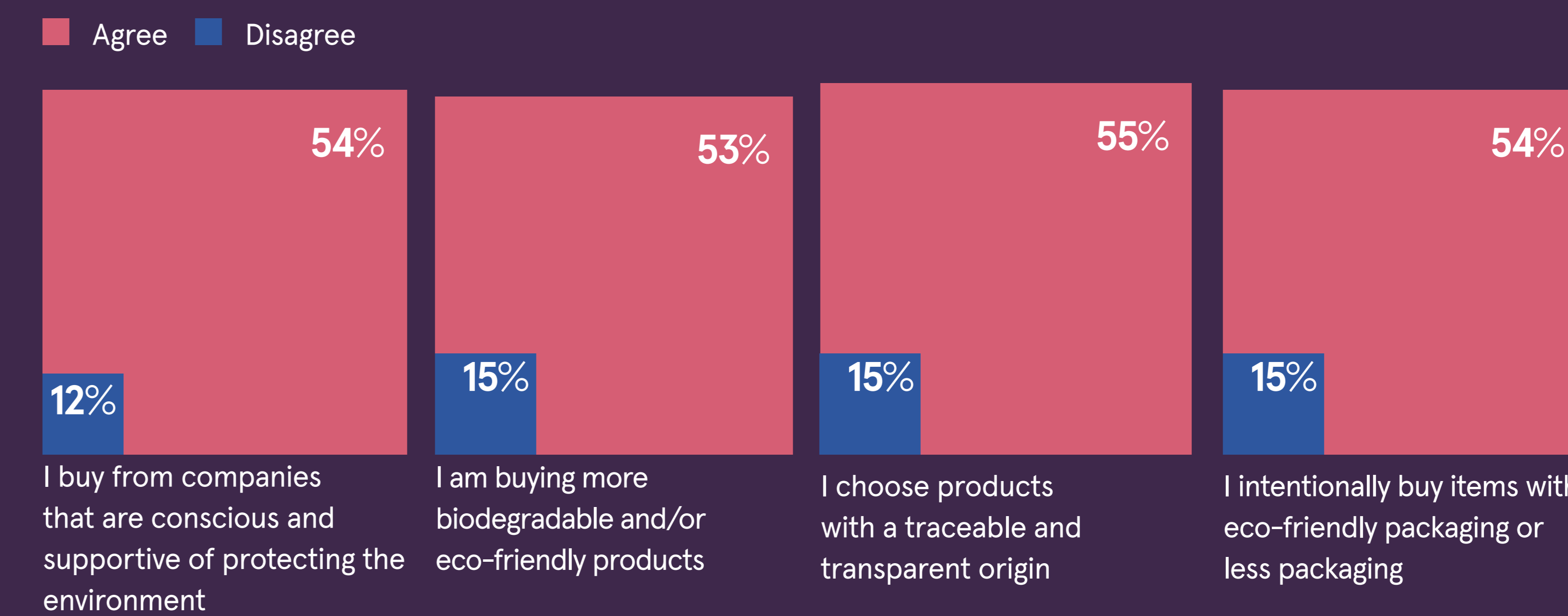
Internet sales as a percentage of total retail sales since before the start of the pandemic



HOW CUSTOMERS ARE PRACTISING WHAT THEY PREACH

YouGov, 2021

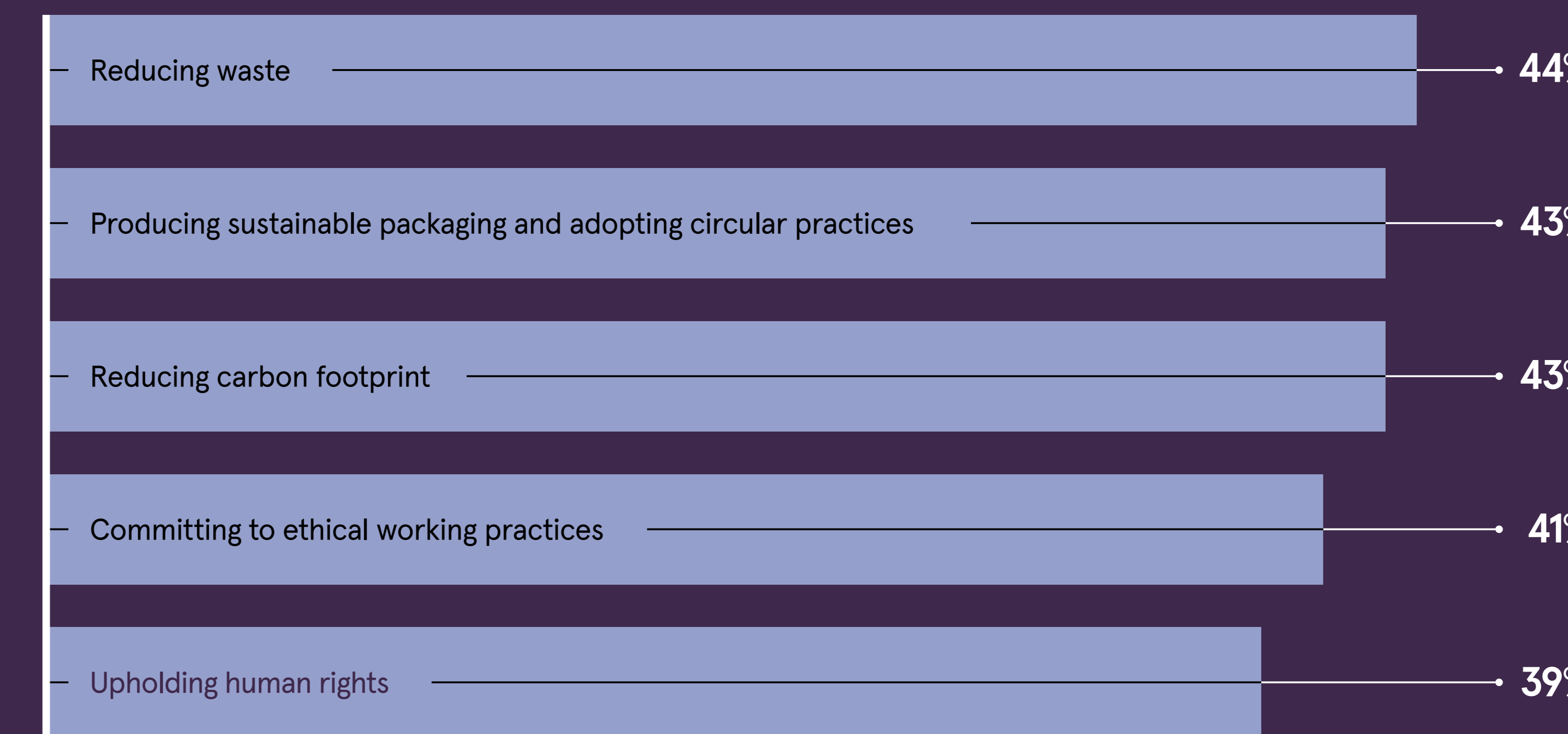
The percentage of global consumers who say they agree with the following statements, based on their behaviour over the past 18 months



WHAT CUSTOMERS WANT TO SEE FROM THE FIRMS THEY BUY FROM

YouGov, 2021

Percentage of consumers who have supported organisations with environmentally sustainable and/or ethical practices in the past 12 months



WHY PURSUING SUSTAINABILITY IS A WIN-WIN

Smurfit Kappa, 2020

