

CONNECTED COMMERCE

THE EVOLUTION OF A LIFESTYLE

EAST EUROPE

DID YOU KNOW?

93%

Have made a purchase online

29%

Feels poor connectivity is an obstacle towards online purchasing of groceries

WHAT ARE THE POTENTIALS?

34%

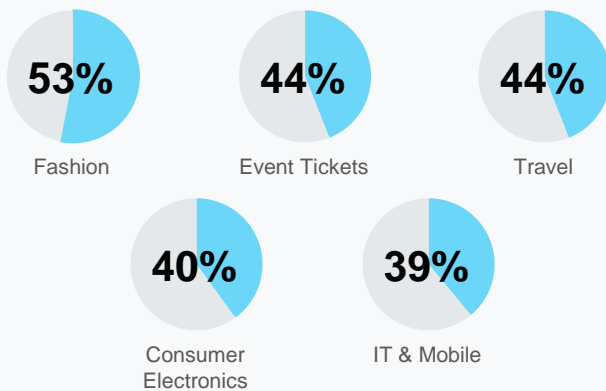
Have not bought groceries online but will consider doing so

7%

Have bought groceries online in the past but haven't recently

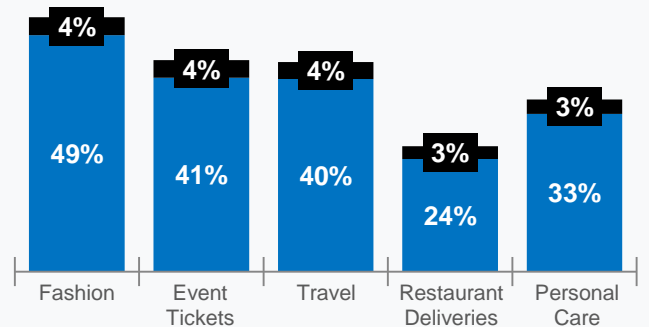
THE TOP 5

ONLINE CATEGORY PURCHASING



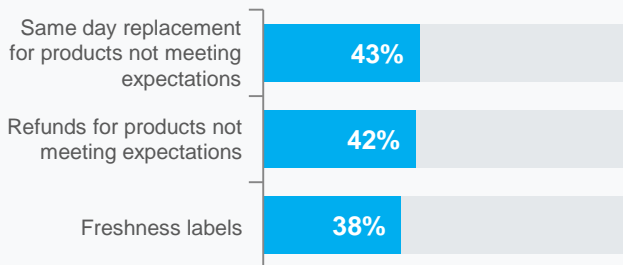
CATEGORIES WITH THE HIGHEST PENETRATION INCREASE

% Global Consumers Claimed Purchasing, 2017 vs. Change in 2018

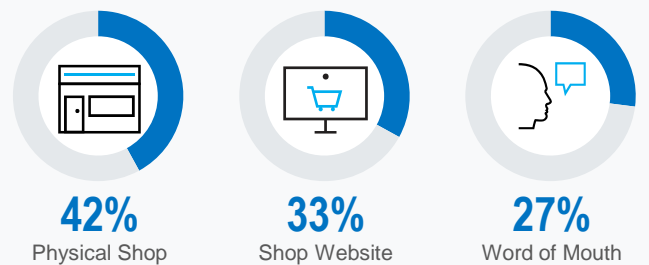


THE TOP 3

ENABLERS TO ENCOURAGE ONLINE BUYING OF FRESH PRODUCTS



PRODUCT INFORMATION SOURCES TO AID DECISION MAKING



CONSUMERS' MOST WANTED DIGITAL OPTIONS

