

E-COMMERCE SALES SNAPSHOT

IT'S TIME TO INVEST IN UNDERSTANDING THE FUTURE OF COMMERCE

The number of sales dollars that have occurred online in the past six months soared past previous records and 2020 forecasts. To say the pandemic fundamentally shifted the future trajectory of CPG sales online is an understatement.

15M

NEW BUYERS PURCHASED
CPG ITEMS ONLINE SINCE
MARCH 2020

10%

NEW BUYER SHARE OF
ALL CPG DOLLARS SPENT
ONLINE SINCE MARCH 2020

It can cost a company 5x more to acquire new customers than retain existing customers. The massive influx of new buyers presents a unique opportunity to reach new buyers in mass early in their online journey. Start by understanding who they are, where they are shopping and what they are buying to gain an understanding of the opportunity size and how it plays into your 2021 sales goals for share and growth.

E-COMMERCE SALES SNAPSOTS CAN:



SEE WHY E-COMMERCE IS A TOP PRIORITY FOR MOST RETAILERS

While virtually every CPG merchant's online sales are growing, the rates are very unequal. Whether measuring current sales or planning for future expansion, it's imperative to know which merchants are leading the charge, who is an emerging player and who is falling behind.



BENCHMARK PAST PERFORMANCE TO STRATEGIZE FOR THE FUTURE

If you have a performance KPI for market share or growth, your measurement should include online sales for a complete picture of category and brand performance. After all, 36% of CPG sales growth has occurred online in the past year.



ROOT YOURSELF IN THE ONLINE SHOPPER

With so many new shoppers, the demographics of online shoppers are shifting. If you're investing marketing dollars to advertise with your retail partners, make sure you're reaching the right audience.

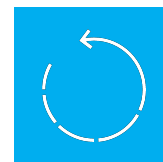
WHY SHOULD YOU INVEST WITH NIELSEN?

Whether you're looking for insights on brand performance, merchant sales or demographic data, we've got you covered with the industry's most comprehensive e-commerce solution measuring more than 900 merchants across over 200 categories that are aligned to in-store point-of-sale category definitions.

Your Category		Dollars		Units		Orders	
Category	Brand	2019Q1	2020Q1	2019Q1	2020Q1	2019Q1	2020Q1
Up & Up	Up & Up	\$507,421	\$2,180,230	111,901	468,085	87,990	315,460
	Tylenol	\$162,495	\$1,034,423	26,209	155,253	24,220	116,604
	Advil	\$211,326	\$761,673	25,150	93,397	18,617	66,520
	Motrin	\$119,324	\$462,939	19,826	79,081	19,598	55,547
	Aleve	\$62,892	\$215,688	9,219	21,504	9,062	20,185
	Excedrin	\$112,842	\$21,307	15,759	2,131	15,344	2,015
Target Total		\$1,176,101	\$4,676,269	208,065	819,452	174,831	576,331
Basic Care	Basic Care	\$2,683,626	\$7,594,046	337,295	892,150	297,657	754,577
	Advil	\$2,979,923	\$6,010,262	243,539	503,365	210,691	450,928
	Tylenol	\$1,793,593	\$6,414,315	146,933	467,749	124,549	401,655
	Aleve	\$1,137,451	\$2,896,247	80,050	224,554	79,770	204,695
	Kirkland Signature	\$1,450,136	\$1,655,953	131,715	148,238	125,209	145,252
	Excedrin	\$834,896	\$2,226,869	62,222	101,931	58,853	83,559
Amazon Total		\$12,314,876	\$30,665,119	1,128,407	2,776,412	1,011,784	2,394,123
GoodSense	GoodSense	\$346,105	\$1,710,638	51,076	221,501	49,063	185,841
	Motrin	\$431,183	\$1,416,073	52,753	186,776	43,624	138,139
	Migrelief	\$492,295	\$599,948	16,427	24,731	15,972	24,430
	Migravert	\$113,647	\$120,158	3,267	3,211	3,267	3,211

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DELIVERABLE	One-time E-Commerce Sales Snapshot, delivered via Excel. Category level report based on Nielsen's ePanel and aligned to Nielsen's syndicated category definitions.
INPUTS	<p>Consumer sourced Total E-Commerce measurement data, which is representative of the current online shopping universe including the rapid growth of online buyers.</p> <p>Over 200 categories that are aligned to Nielsen syndicated point-of-sale data.</p>
FLEXIBLE OPTIONS	<ul style="list-style-type: none"> • Markets: Total E-Commerce Channel • Retailers: Choose up to 5 Online Retailers • Brands: Flexibility to receiving top 5-15 brands or brands of your choice (sample size permitting) • Add-ons: Fulfillment, Amazon 1P vs. 3P, Regions/Markets, Subscriptions, Demographics, Sub-categories, Segments
TIME PERIODS	2 years of online sales data based on 3/6/12 months or year to date vs. year ago time periods
FACTS	<p>Volumetric: Dollars, Units, Orders</p> <p>Casual: Buyers, Penetration, Dollars/Unit, Dollars/Order, Dollars/Buyer, Units/Order, Units/Buyer, Orders/Buyer</p>
INVESTMENT	<ul style="list-style-type: none"> • Starts at \$2,000-\$5,900 depending on snapshot options



Flexible

Build your own sales snapshot to gain visibility to your customers and competition in the rapidly evolving e-commerce landscape.



Comprehensive

Based on broadest E-Commerce coverage available in the industry today allows you to have the most reliable view of this rapidly evolving channel



Representative

Consumer sourced data based on total online shopping universe to ensure accurate data that you can trust

FOR MORE INFORMATION PLEASE CONTACT YOUR NIELSEN REPRESENTATIVE

FREQUENTLY ASKED QUESTIONS

- 1. How can I compare online and offline trends?**
Nielsen has a complementary solution that includes offline sales across categories. Ask your Nielsen account manager for more information about our scanning snapshot solutions.
- 2. How long will it take to receive this deliverable?**
~1-2 weeks depending on the scope of your snapshot.
- 3. What are the data inputs used to create this report?**
The E-Commerce Sales Snapshot leverages Nielsen's unique ePanel that provides total E-Commerce Measurement solution powered by Rakuten Intelligence to generate insights related to online sales performance. The inputs to this solution include consumer sourced e-receipt measurement, exclusively across the E-Commerce channel.
- 4. What level of granularity will be available in this solution?**
The snapshot solution will be delivered at the Total US E-Commerce channel, with the option for granularity at the retailer and brand level depending on data reportability.
- 5. Can we break out sales for Click & Collect, Local Delivery, and Shipped to Home (from a distribution center)?**
We have fulfillment breaks for click & collect and ship-to-home available for a select set of merchants. The distinction of shipped to home between a local store (e.g. grocery) or a distribution center is not available.
- 6. Do you have Instacart data available?**
We can provide Instacart insights at a total store level by seller, as well as by fulfillment method (Click & Collect v. Shipped to Home). Please reach out to your Nielsen representative if you have further questions on this offering.
- 7. Are we capturing direct to consumer (DTC) sites?**
Yes. We continuously assess new merchants to add to our measurement solution, and generally look for at least 0.5% of a category share before breaking out as reportable within our data.
- 8. Can I receive these reports on an on-going basis?**
Snapshots are meant for one-time, point-in-time views into online performance. If you are looking for more regular updates of online trends, we have an online dashboard available, where you can get full visibility across categories, brands and merchants on a quarterly or monthly basis. Please reach out to your Nielsen representative if you have further questions on this offering.