

Household cleaners use case: Tracking the COVID-related shift in omnishopper buying and spending habits





A decade-long shift toward a mix of online and offline shopping behaviors accelerated during the pandemic. All consumer-packaged goods manufacturers, including makers of household cleaning products, have omnishoppers buying their products across a wide range of channels and touchpoints.

In addition to a higher penetration of omnishoppers, there's also been a corresponding uptick in overall spend on household cleaner products as consumers' desire for a germ-free and COVID-free home environment gained significance. Motivated to avoid/limit exposure, many consumers shifted to online as opposed to brick-and-mortar shopping experiences for a much wider range of products than ever before.

But that isn't the whole story. In specific instances, brick-and mortar basket spend increased as well. As immediate product need trumped traditional brand loyalty, there was a further blurring of the lines between consumer shopping and spending habits.

For household cleaner manufacturers, knowledge is key. With access to advanced analytics and reliable, broad-based consumer data, household cleaner manufacturers can better understand several data points that compete for their top concern:

- Are shoppers leaking from brick-and-mortar to online channels and at what rate?
- Which shoppers are part of incremental growth in sales?
- What are shopper demographics and motivations for purchase?
- What's the relative share of online to brick-and-mortar sales?

When the relationship between these variables is better understood, household cleaner manufacturers can effectively gauge true sales growth. They can also gain valuable context for their sales changes and modify their marketing and customer activation strategies to maximize incremental spend.

In this use case, you'll see an example of how NielsenIQ Omnishopper reports can help a household cleaner manufacturing brand better assess consumer buying habits over the course of the pandemic and be prepared for an omnichannel future.

Three steps to analyzing omnishopper behavior

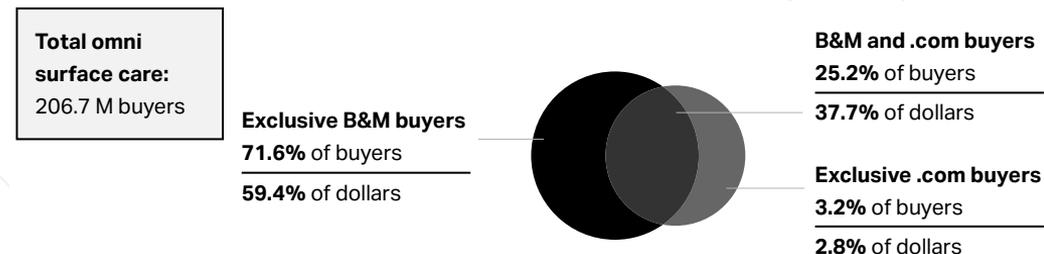
Understand how the emerging omnishopper impacts sales across retail channels with these three steps:

Step one: Determine the degree of retail shifting and the destination of non-converted dollars

Understanding the omnishopper consumer begins with identifying the people who shop with a retailer and the degree of retail shifting that's taking place. Itemizing key digital and brick-and-mortar competitors provides a line of sight as to who is shopping where, be it online or in-store.

One out of every four omni surface care buyer shops online

\$ spend online per occasion is almost three times of B&M driven by larger packs



Surface care	B&M	Online
Number of buyers	200.2 M	59.5 M
Purchase size (\$)	\$5.94	\$14.38
Purchase freq.	6.5	2.9
% penetration	85.4%	25.4%
Units per trip	1.6	1.4

Source: Nielsen Omnishopper | Category: Total Surface Care | L52WE 03/27/21, Released Retailers BM vs .COM

While only 1 in 4 surface care product shoppers buy online, the Venn Diagram also shows that a smaller percentage of online spending per occasion is almost three times as large as the in-store spend. Insights like this aren't exclusive to surface care product shoppers. Rather, it provides a careful comparison between specific shopper behavior for a specific brand and how those activities compare to the broader shopping category at large.

▶▶ Data demographics

A data demographics chart generated by NielsenIQ Omnishopper identifies the age range of younger online buyers, their average income, and compares that data to older brick-and-mortar shoppers. Additional data points include: household size, education level and ethnicity. This level of demographic granularity helps household cleaner brands better tailor their marketing message to these specific groups.

Step two: Understand the change in buying habits over time

In this case, a household cleaner brand can break down shopping trends between pre-pandemic COVID waves 1 and 2 to understand buying trends over time.

For example, despite the virus persisting and multiple waves of case spikes in the news, the percentage of brick-and-mortar sales only dropped slightly during COVID wave 1 before recovering somewhat by COVID wave 2. This suggests reduced fear over the virus and possible fatigue over the risks, or at least the medical and media advisories related to those risks. For household cleaner retailers, deducing these insights from the data can assist online and brick-and-mortar sales messaging.

However, it's also important to remember that while this particular case study parses out pandemic-related trends, the analytics applied are universal in evaluating any change in behavior over time. In other words, today's omnishopper is not solely a construct of the global pandemic and will persist long after the virus has relented.

Online buyers index to younger (35-44) and affluent (\$75k+) shoppers

B&M surface care buyers are older shoppers (55-79)

	 HH size	 Age	 Education level	 Income	 Ethnicity
B&M	2 members 103 index	55-79 107 index	High school or less 101 index	\$50-75+ K 101 index	White 102 index
	2 members 123 index	35-44 116 index	College graduate/ post college graduate	\$75K + 123 index	White 104 index
.com		18-24 43 index	128 index High school or less 78 index	<\$25K 51 index	
Omni	2 members 103 index	65-79 106 index	College graduate/Post college graduate 101 index	\$50-75K + 101 index	White 102 index

Source: Nielsen Omnishopper | Category: Total Surface Care | L52WE 03/27/21, Released Retailers BM vs .COM vs. OMNI

▶▶▶ Data dateline

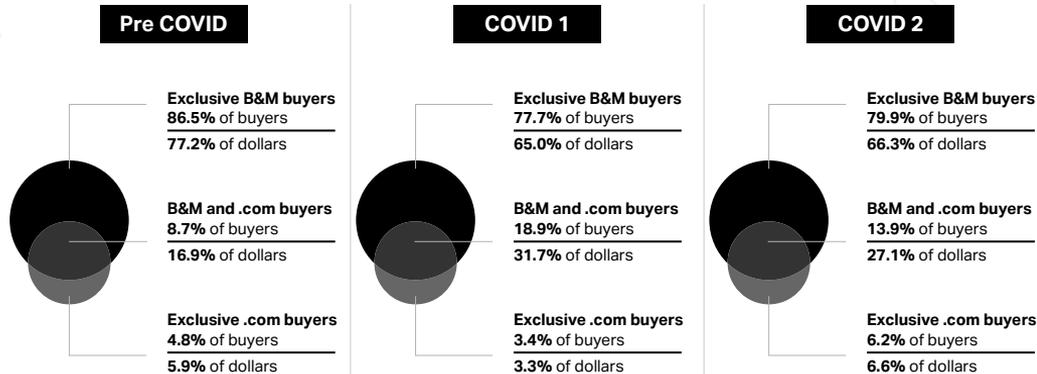
Three additional Venn Diagrams generated by NielsenIQ show that the dollar share of omni buyers for brick-and-mortar and online witnessed a 10-percentage point jump over time. The graphics also depict who was exclusive to online only and brick-and-mortar only.

Step three: Track the degree of channel leakage

While it's true some shoppers prefer to shop online and others in-store, an increasing percentage of shoppers do both, depending on convenience and the type of household cleaner being purchased. For example, fabric treatment solutions are mostly purchased in-store, despite the pandemic, whereas a greater percentage of shoppers buy surface cleaning wipes exclusively online when compared with other types of surface cleaners.

Knowing if one channel is cannibalizing the other is critical to determine true customer success. Thus, the share of category sales attributable to omnishoppers and online-exclusive shoppers provide valuable context to household cleaner retailers overall sales growth. Driving "true" or incremental sales requires the right messaging tailored to the right groups.

\$ Share of Omni buyers (BM+.com) witnessed +10 pts jump in L19 weeks v YA



Source: Nielsen Omnishopper | Category: Total Surface Care | Pre-COVID (10/13/19-2/22/20), COVID 1 (2/23/20-10/10/20), COVID 2 (10/11/20-2/20/21), Released Retailers BM vs .COM

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▶▶ Data leakage leverage

Nielsen Omnishopper is able to determine a decline in non-converted shoppers at large brick-and-mortars showing that the share of leaked dollars is growing at a faster pace compared to converted dollar share. Focusing on the rate of change of converted and non-converted share helps household cleaner manufacturers detail in-store success while identifying competitors.

Walmart BM performs well & converting more buyers in store vs YA

Share of converted leaked \$s has gone up however non converted share declines

To make selections return to summary tab		
Shoppers	Shopper-WALMART(BM)	
Product	Total surface care	
Market	Total U.S.	
Buyer group	Total panel	
Summary	Current year	Chg vs YA
Buyer conversion	57.5%	1.4%
Dollar conversion	28.0%	1.0%
Trip conversion	28.7%	1.2%

Conversion rate: % of shopper group/item buyer's total all outlet HHs, dollars, and trips made in the focus retailer

Total population			Chg
234,179,720			0.1%
Retailer shoppers			Chg
Total HH's	204,753,160		-1.1%
% of pop	87.4%		-1.2%
Retailer shoppers Item buyers (anywhere)			Chg
Total HH's	178,757,558		0.2%
% of shoppers	87.3%		1.2%
Item \$ (anywhere)	\$6,624,552,193		12.4%
Item trips (anywhere)	960,761,114		5.0%
Converted shoppers			Chg
Shop in retailer and buy item in the retailer			
Total HH's	102,781,636		2.7%
Buyer conversion	57.5%		1.4%
Item \$	\$1,852,077,364		16.6%
Dollar conversion	28.0%		1.0%
Item trips	275,267,531		9.5%
Trip conversion	28.7%		1.2%
Leaked item trips conv shoppers also bought item elsewhere			Chg
Leaked item \$	\$2,736,656,414		15.3%
% shopper \$ leaked	41.3%		1.0%
Leaked item trips	406,550,382		9.1%
% shopper trips leaked	42.3%		1.6%

All whole numbers in (000)			
Sample size cutoff		35	
Blank cells indicate no interaction or low sample			
Non-retailer shoppers			Chg
Total HH's	29,426,560		9.6%
% of pop	12.6%		9.5%
Retailer shoppers Don't buy item (anywhere)			Chg
Total HH's	25,995,602		-9.4%
% of shoppers	12.7%		-1.2%
Non converted shoppers			Chg
Shop in retailer and buy item, but don't buy item in the retailer			
Total HH's	75,975,922		-3.0%
% of shoppers	42.5%		-1.4%
Item \$	\$2,035,818,415		5.4%
% shopper \$ missed	30.7%		-2.0%
Item trips	278,943,200		-4.3%
% shopper trips missed	29.0%		-2.8%
Missed item trips			Chg



Key outcomes of using omnishopper data to understand the retail shift and dollar value per shopping occasion (a trip)

Household cleaner retailers that leverage omnishopper data to gain insight and context into their online and in-store sales changes can:

- Determine the demographics of shoppers, including income, education levels, age and ethnicity, and whether they are shopping at competitor brands
- Identify shopper behavior trends at a highly granular level (on a product-by-product basis) and channel and match their marketing message and outreach strategies accordingly in an effort to attract, retain and engage – despite ever-shifting headline news
- Understand what percentage of their customers are omnishoppers and compare their omnichannel performance to competitors large and small
- Develop informed strategies to increase incremental sales and attract new customers, not just converted leaked customers from other channels

How NielsenIQ Omnisolutions can help brands

Helping household cleaner brands, or any CPG manufacturer, understand the relationship between brick-and-mortar shopping behavior and who is buying what, where, and how often, is just the beginning of what NielsenIQ Omnisolutions can achieve. With highly granular insights into omnishopper behavior, manufacturers in any industry can identify and understand trends faster. And once those trends are keyed in, they action strategies that speak to customers, regardless of their preferred shopping channel or channels.



Equipped with verifiable and reliable consumer data, manufacturers of all sizes can make better, more informed business decisions more confidently while better understanding their customers' needs in truly unique times.

Learn more about the NielsenIQ omnishopper data and tools your brand needs, including:

- Retail shifting
- Leakage
- Shopper performance
- Demographics



How NielsenIQ can help

Before you begin pulling activation levers or developing long-term omnichannel strategies, you need to start with reliable data. For most CPG manufacturers and retailers, that means seeking out a data partner that can deliver high-quality insights based on the most up-to-date information available. With NielsenIQ as a partner, you'll have the most accurate intelligence and the data you need to understand omnishopper behavior, identify and manage leakage, and assess the incrementality of your sales shifts.

To learn more about how NielsenIQ can help you on your omnichannel journey, **[contact one of our experts here.](#)**