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How FMCG brands will win in grocery's eCommerce boom

Grocery shopping is the next big eCommerce growth story – but do brands have the right strategy for protecting and growing market share when the weekly shop moves online?

In this feature, TNS's Global Head of Shopper, Lee Smith, tells us how the next explosion in eCommerce growth will come from groceries and other FMCG categories and when spending on those items shifts online at scale, it will add up to the biggest disruption yet driven by digital shopping.

Lee reveals the unique challenges involved in influencing online grocery shoppers and tells us whether online or offline, brands that make it easy for shoppers to buy will be the brands that prosper.

Read the full article at: http://bit.ly/IA-June

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Key take-outs:

- FMCG is different to needs a different to high-involvement categories and as such, needs a different strategy for eCommerce

- eCommerce is Shopper marketing's digital blind spot. Even brands that excel in the offline space are struggling to apply the same principles to online retail

- In order to protect share of wallet, brands need to find a strategy for online shopping that is as effective as their offline approaches have been in the past

- Brands shouldn't attempt to reinvent the shopper journey. Working with shopper behaviour, rather than fighting it, is a much better digital shopper strategy

- Shoppers will be shoppers - brands must find a way to strike the right balance between the essential shopper currencies of time, money and energy

- Brands need to make eCommerce touchpoints work for their brand and according to eCommerce consultancy Salmon, there are at least eight specific ways a brand can speak to shoppers on a retailer website – the way shoppers respond to these depends on their priorities for the category and their trip mission

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