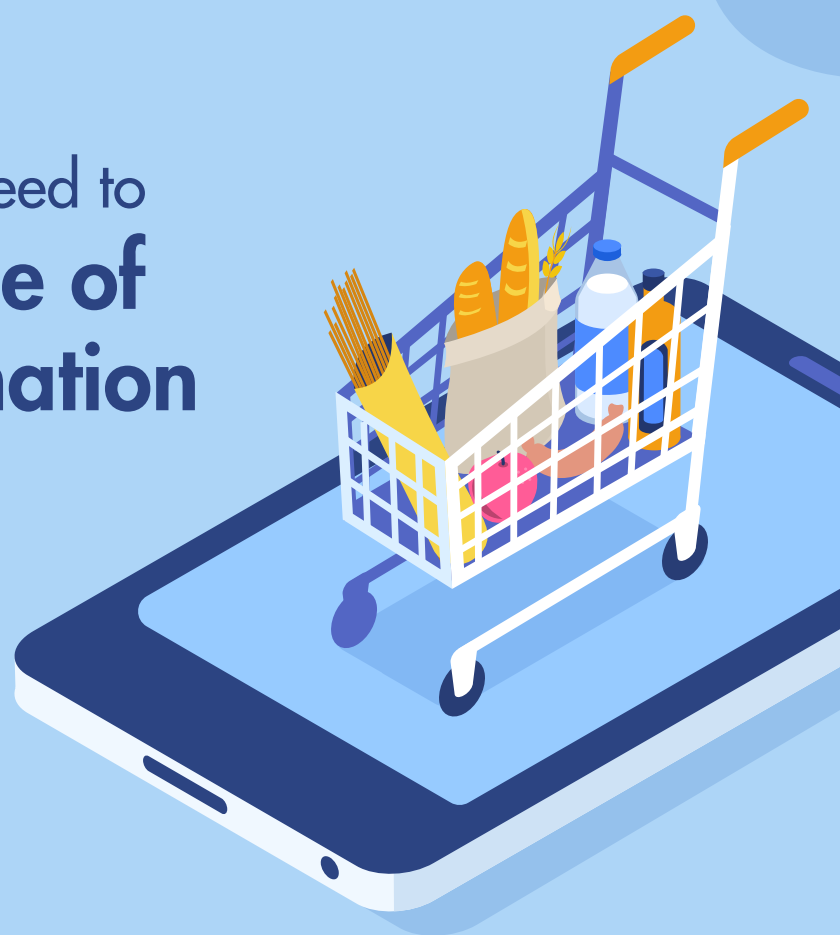


Why FMCG Brands Need to Take Advantage of Digital Transformation



Welcome to Universal E-Commerce 2.0

The world of e-commerce is changing. New channels arise, new devices add more avenues and customers demand more from retailers than ever before. That creates an environment where price is no longer the only differentiating factor. Instead it's now about speed, convenience, personalisation and a smooth, positive customer experience that will be shared with their networks. Smaller and more agile FMCG brands have capitalised on the online world and are eagerly competing for customers, leaving many larger organisations yet to take advantage of their digital differentiators.

In the wake of Covid-19, digital transformation is the new buzzword for FMCG businesses, but it's not a passing fad. It's something that needs to be taken seriously and with a real sense of urgency. But why is that?

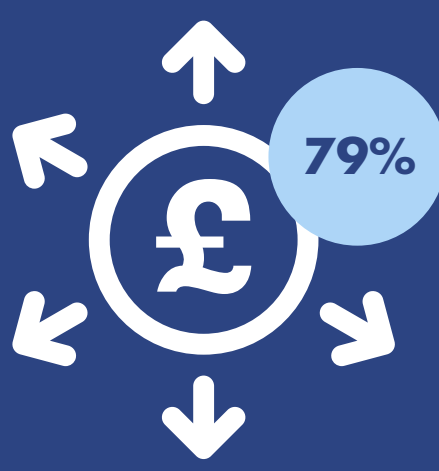


UK online FMCG sales exceeded £10 billion in July 2021, increasing the year-to-date spend by 18% compared to 2020.

Source: Charged Retail

79% of businesses state COVID-19 has increased their budget for digital transformation.

Source: Super Office

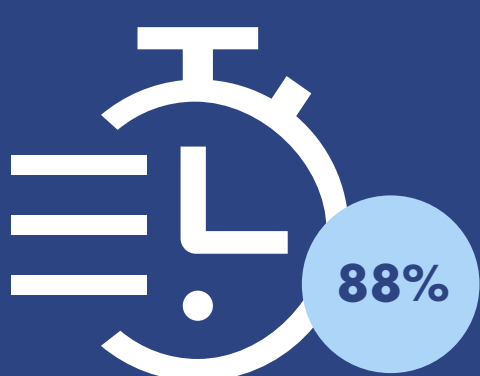
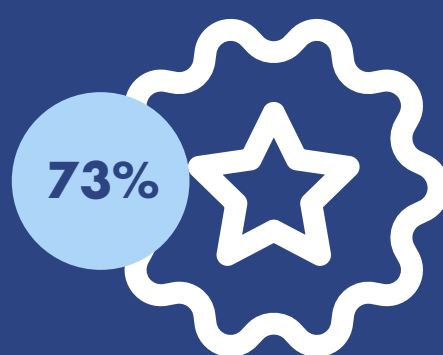


70% of consumers discover their products online.

Source: econsultancy

73% of consumers highlight experience as the third most important reason in their purchasing decisions.

Source: PWC



88% of consumers expect retailers to develop digital initiatives more quickly post COVID-19.

Source: Salesforce

42% of the time consumers are awake is spent online, meaning that we spend almost as much asleep as we do on the internet.

Source: Data Reportal



74% of consumers use multiple channels in their transaction journey.

Source: Salesforce

66% of consumers expect their needs and expectations to be understood by retailers.

Source: Salesforce



Supercharge your e-commerce potential with ChannelAdvisor

Stay ahead of the latest e-commerce trends and maximise every online opportunity by working with ChannelAdvisor. We're connected to hundreds of e-commerce channels worldwide and use our knowledge, experience and connections to drive your business forward.

We'll help you accelerate your digital transformation, optimise operations, connect with customers and grow sales channels.

To find out how we can help your FMCG business to flourish in the online world, reach out to us today on **0203 014 2700** or **ukteam@channeladvisor.com**.