

# Understanding CPG e-commerce strategies

## A global competitive analysis



## What are CPG companies doing?

Amazon's push into CPG, beauty and food suggests that these categories are set to be transformed

But CPG companies are still seeking the best way to sell their brands online:

L'ORÉAL

*"I don't know if it's going to be Amazon, online Carrefour or online your own site, or a combination of all three..."*

– Jean-Jacques Lebel, president of L'Oréal Consumer Products, who said the company was still looking for the best e-commerce business model

And CPG companies can't rely on their home markets for best practice since the US and other advanced markets often lag:

P&G

*"...the US is not the most advanced place for e-commerce in our categories. China, [South] Korea and Japan are great examples of more developed markets in terms of penetration of categories sold online..."*

– Alex Tosolini, Senior Vice President, Global eBusiness, P&G

Four studies:

### Personal care

- Body
- Hair
- AP/Deo
- Oral care



### Beauty

- Face
- Nails
- Color
- Fragrances



### Home & House

- Air
- Bleach
- Dishes
- Laundry
- Surface



### Food & Drink

- Baby
- Breakfast
- Dairy
- Pet
- Spreads
- Snacks
- Bakery
- Desserts
- Sides



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### Getting informed

To fill this knowledge gap Business360 is conducting a series of studies into CPG e-commerce strategies, looking at four market categories in ten countries to assess how top competitors are approaching online commerce.

### Contents

#### CORPORATE STRATEGY AND INTENT

- A review of any statements the companies<sup>1</sup> have made about the most appropriate approach to e-commerce in different markets

#### CORPORATE ACTIVITY OVERVIEW

- An assessment of corporate e-commerce activity across the markets, surfacing go-to-market approaches, key partnerships and alliances

#### BUSINESS MODELS

- A review of the business models companies are currently using to sell their brands online in different markets
- An assessment of the current consensus on the best approach for each market

#### DRIVING TRENDS

- A glance at the trends that might affect this assessment going forward

#### Notes

1. For each CPG sector, we focus on four of the market leaders, but will also incorporate findings and lessons from other companies
2. You may add additional companies or countries, usually for an additional fee

### Countries<sup>2</sup> covered

Rank	Country	Market type
1	China	NextGen
2	Japan	Digital DNA
3	United States	Established and Growing
4	United Kingdom	Established and Growing
5	South Korea	Digital DNA
6	Germany	Established and Growing
7	France	Established and Growing
8	Brazil	NextGen
9	Australia	Established and Growing
10	Canada	Established and Growing

*Rankings and Market type categorization taken from AT Kearney's 2013 Global Retail E-Commerce Index*

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## The reports

Report	Companies covered	Publication date
 <p><b>Personal Care</b></p>	<ul style="list-style-type: none"> <li>• Procter &amp; Gamble</li> <li>• Unilever</li> <li>• Colgate</li> <li>• Kao</li> <li>• Other</li> </ul>	September 17, 2014
 <p><b>Beauty</b></p>	<ul style="list-style-type: none"> <li>• L'Oréal</li> <li>• Estée Lauder</li> <li>• Shiseido</li> <li>• LVMH</li> <li>• Other</li> </ul>	September 17, 2014
 <p><b>House &amp; Home Care</b></p>	<ul style="list-style-type: none"> <li>• Procter &amp; Gamble</li> <li>• RB</li> <li>• Unilever</li> <li>• Clorox</li> <li>• Other</li> </ul>	October 15, 2014
 <p><b>Food &amp; Drink</b></p>	<ul style="list-style-type: none"> <li>• Nestlé</li> <li>• PepsiCo</li> <li>• General Mills</li> <li>• Kraft</li> <li>• Other</li> </ul>	October 15, 2014

**US\$2,250 per report**

- Includes 4 main competitors plus insights from other players, in 10 markets
- Additional competitor/market permutations can be added
- Please call us to discuss options and prices

Note: we reserve the right to withdraw a report that attracts insufficient interest

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