

What are CPGs saying and doing about e-commerce?

Which brands are doing e-commerce well and which are failing?

How are different brands going to market across the top 10 markets worldwide?

New Report

DISRUPTION LOOMING

CPGs have been slow to adopt online consumer engagement and e-commerce and now they have little time. Amazon and others are targeting the category and aggressively moving to lock down consumers with innovative subscriber models. CPGs have good cards to play but have been too slow and too meek, easily ceding the consumer relationship to nimbler competitors and are set to lose significant market power

PREPARING FOR BATTLE

This 124-page report gives timely data and analysis of over how 30 CPG brands go to market online in the top 10 e-commerce markets worldwide, along with essential insights and lessons

We cover four leading personal care companies – Procter & Gamble, Unilever, L’Oreal and Colgate – looking at the top brands of each in turn to capture a shopper’s experience of interacting with the brand online



Over 30 brands covered...

AXE

Gillette

essie

Dove

AUSSIE

Herbal
essences

Pampers

POND'S

MAYBELLINE

Palmolive

Rexona

take care
GARNIER

Softsoap

TAMPAX

Oral-B

always

TRESemmé

Crest

CLEAR

LUX

L'ORÉAL
PARIS

Colgate

SPEED
STICK
Lady
Speed
Stick

THE BODY SHOP

head &
shoulders

Vaseline

Irish
Spring

PANTENE
PRO-V

close up

simple

ONLINE ENGAGEMENT AND DIRECT TO CONSUMER STRATEGIES IN PERSONAL CARE

ANSWER CRITICAL QUESTIONS

- Primary data that indicates which brands are engaging best online
- Each of over 30 brands assessed in each of the top 10 e-commerce markets worldwide
- A review of corporate statements about e-commerce and a review of what they are actually doing
- Where is the CPG online market heading, and what are experts predicting?
- What are competitor brands doing in e-commerce?

PRICING

Executive Report (29 pages): \$850

Executive Report with Market Review (51 pages): \$1,250

Market & Brand Reviews per Company (19-31 pages): \$600-\$800 each

Full report (124 pages): \$2,950

To purchase or for supplemental studies: contact us

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Top 10 e-commerce markets



Detailed analysis and essential insights

