



# All-Line Retailing: Share of Spend

How retailers and manufacturers can develop **next-practices** to capture mindshare of new shopper demands to buy digitally

The ever-accelerating rate of technology adoption is happening at a blinding pace. And while our phones become faster, the progression of innovation in how we buy things has also become exponentially quicker.

PRODUCT TO REACH 50 MILLION USERS			
Automobile 62 years	Telephone 50 years	Electricity 46 years	Credit Card 28 years
Television 22 years	ATM 18 years	Debit Card 12 years	Internet 7 years
PayPal 5 years	YouTube 4 years	Facebook 3 years	Twitter 2 years

## Sponsorship Opportunities

**\$40,000 Platinum Level**

(Company Exclusivity & Participation in GMDC Education Programming, Retail Focus Group, plus ROI listed below)

**\$30,000 Gold Level (See ROI Below)**

**\$10,000-\$20,000 Support Levels**

(Call for details, custom packages available)

### Sponsorship ROI:

- Public Relations and Trade Press Coverage with major Industry Publications and Consumer Press
- Awareness to 14,000 GMDC Newsletter Subscribers of Retail & CPG Execs
- GMDC Social Media Coverage
- Branding Recognition on GMDC Website
- Dedicated Campaign to Retail Execs

**Timing: Winter / Spring 2019**

## What will trading partners learn?

Today's digital landscape rarely stands still. The way consumers adopt and integrate digital innovations into their lives is in constant flux. Understanding emerging trends today will be essential for success tomorrow.

While digital waves of change disrupt stores across the globe, there are undercurrents unique to North America that are having a massive influence on consumption. While the USA and Canada may be lagging in a fully-integrated digital shopping journey compared to Asia, consumers are still using mobile devices, social media, e-commerce, online payments, and digital video in distinctive ways to forge brands and purchase connections like never before.

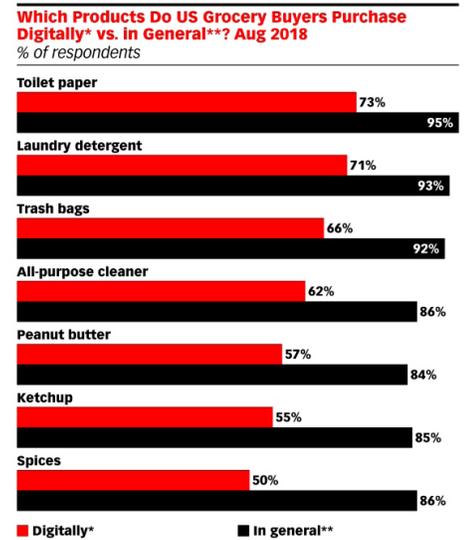
Technology's disruptive potential is amplified when consumers interact and combine their shopping habits in new and innovative ways. The impact is deepened when technologies coalesce into open platforms and ecosystems. Luckily, all of this activity can leave a trace of data and is tracked to drive more insights.

While traditional brick and mortar stores continue to figure out how to develop a relevant omni-channel strategy and struggle with balancing the right assortments, the consumer continues to migrate at an accelerated rate to buy items online. For some stores, share is being lost and sales decline as a result. Reduced trips and traffic is widespread and time is running out to execute a curated digital strategy that customers expect.

**In this report, GMDC will explore shopper online VS offline tendencies against products and important high-gross margin categories. Cost, convenience and consumables are the biggest factors influencing where shoppers go - in a store or on a device. What should your strategy be in order to continue to grow and offer your customers the right thing, at the right time, in the right place, at the right price?**

### Questions? Need Help?

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Note: n=2,981 who own a smartphone; read as 73% of digital grocery buyers have purchased toilet paper digitally while 95% of total grocery buyers have purchased toilet paper via any method; \*among the 1,283 respondents who have purchased groceries digitally; includes online and in-app purchases; \*\*includes in-store, in-app and online Source: Field Agent, "Categorically Speaking: Center Store Goods in the Omnichannel Age," Aug 21, 2018

