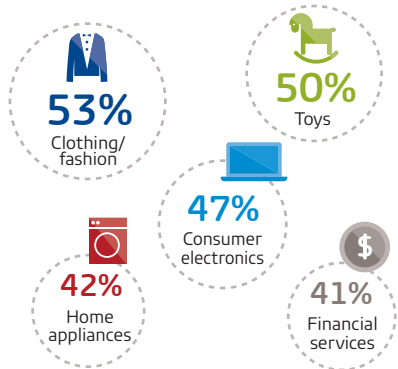


# FINDING THE RIGHT BLEND OF ONLINE AND OFFLINE RETAIL – WHAT EUROPEAN APPLIANCE SHOPPERS WANT



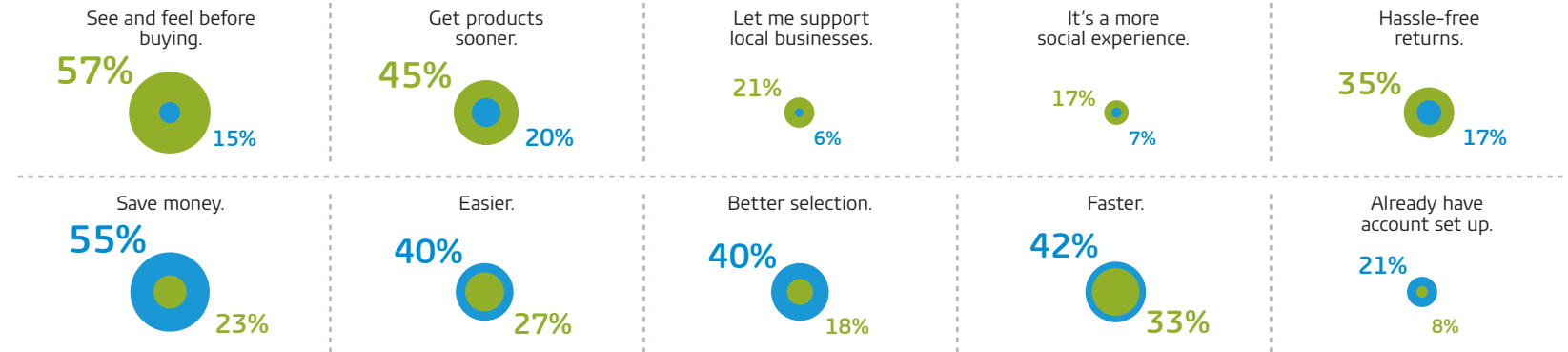
## Home appliances among top five omnichannel categories

% of shoppers reporting omnichannel shopping\*



## Store and online have complementary advantages for appliance shoppers

→ Store → Online % mentions



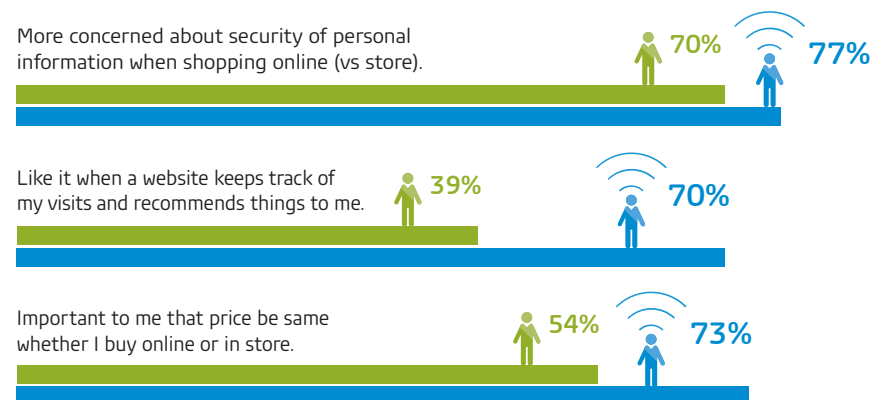
## A LOOK AHEAD – LEADING EDGE CONSUMERS REVEAL FUTURE TRENDS

→ Not LEC → LEC % of shoppers agreeing completely/somewhat

### Leading Edge Consumer (LEC) mindset challenges bricks and mortar...



### ... and creates new shopper needs and expectations for appliances retailing.



LECs = 22% of sample\*\*

- Influentials**  
Ahead of the mainstream, pioneer new trends
- Early adopters**  
Value and want new products and services first
- Passionate shoppers**  
Highly involved, invest more emotionally
- Age distribution**  
18-24 → 25%    35-44 → 23%  
25-34 → 25%    45+ → 16%

For more on home appliances please, contact Norbert Herzog at [norbert.herzog@gfk.com](mailto:norbert.herzog@gfk.com)

\* Omnichannel shopping = purchases are researched online and completed offline or vice versa

\*\* To qualify as a Leading Edge Consumer, consumers must meet the criteria of at least two of the three categories.

Source: GfK FutureBuy 2014; GfK's proprietary survey of shopper attitudes and behaviors; carried out across 17 countries and in 15 food and non-food categories