



From Aisles to Online: Unlocking the Value of Omni Shoppers in Home Care

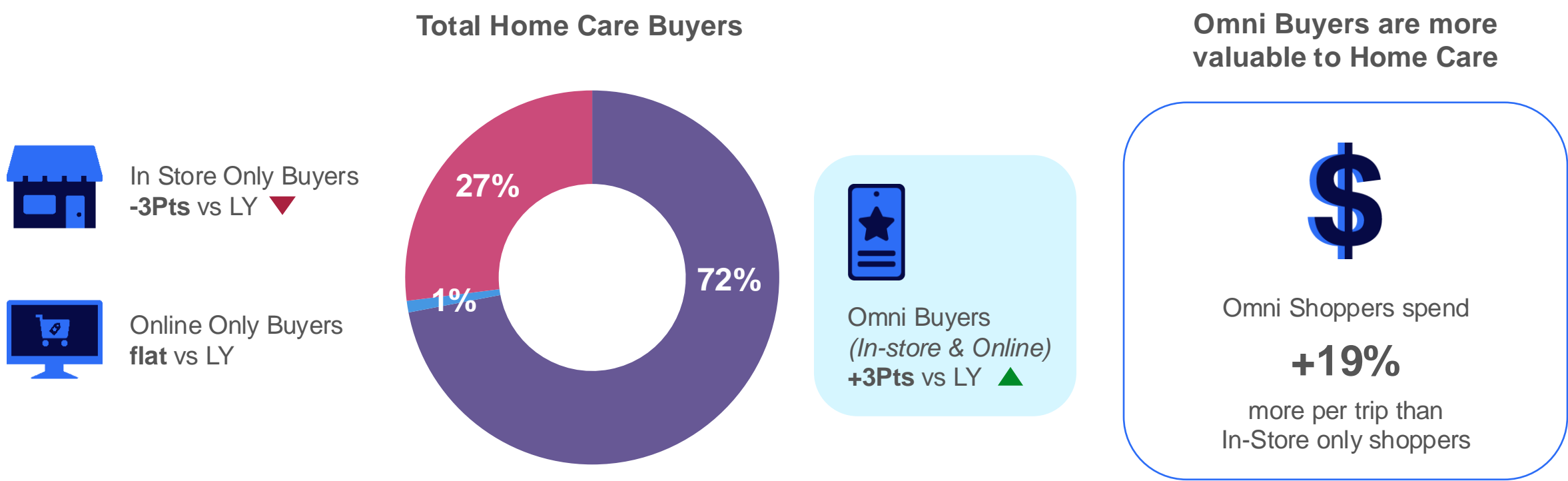
Omni consumers are crucial for harnessing the recent growth of Home Care’s online market

How manufacturers can optimize their growth in the omni space

1. **Understand your positioning:** Determine how your brand performs online vs in-store and within top online retailers such as Amazon, Walmart and Club to identify gaps or key opportunities for growth.
2. **Adjust marketing for omni channel:** Integrate online and offline marketing campaigns. Use data analytics to understand consumers across channels. Personalize marketing messages, leverage targeted ads and social media marketing.
3. **Evaluate findability online:** Ensure your product is easy to find on key retailer websites and mobile apps. Consider strategies to boost discoverability, including key product claims and keywords. Understand what other items are in shopper baskets to optimize recommendations and ensure your product is included.
4. **Cross-Channel Strategy:** Prioritize retailers with membership programs that drive loyalty across in-store and online channels. Drive incremental and impulse purchases via exclusive in-store and online promos or new product launches.
5. **Build online habits to retain consumers:** Offer product subscriptions to lock-in repeat sales (e.g. Amazon Subscribe and Save). Target previous purchasers with prompts to repurchase. As demand for quick-turn and smaller online trips increases, ensure your products are top of mind for consumers and readily available through immediate/same day delivery platforms and programs.

Home Care shoppers convert to Omni shoppers, increasing dollar spend

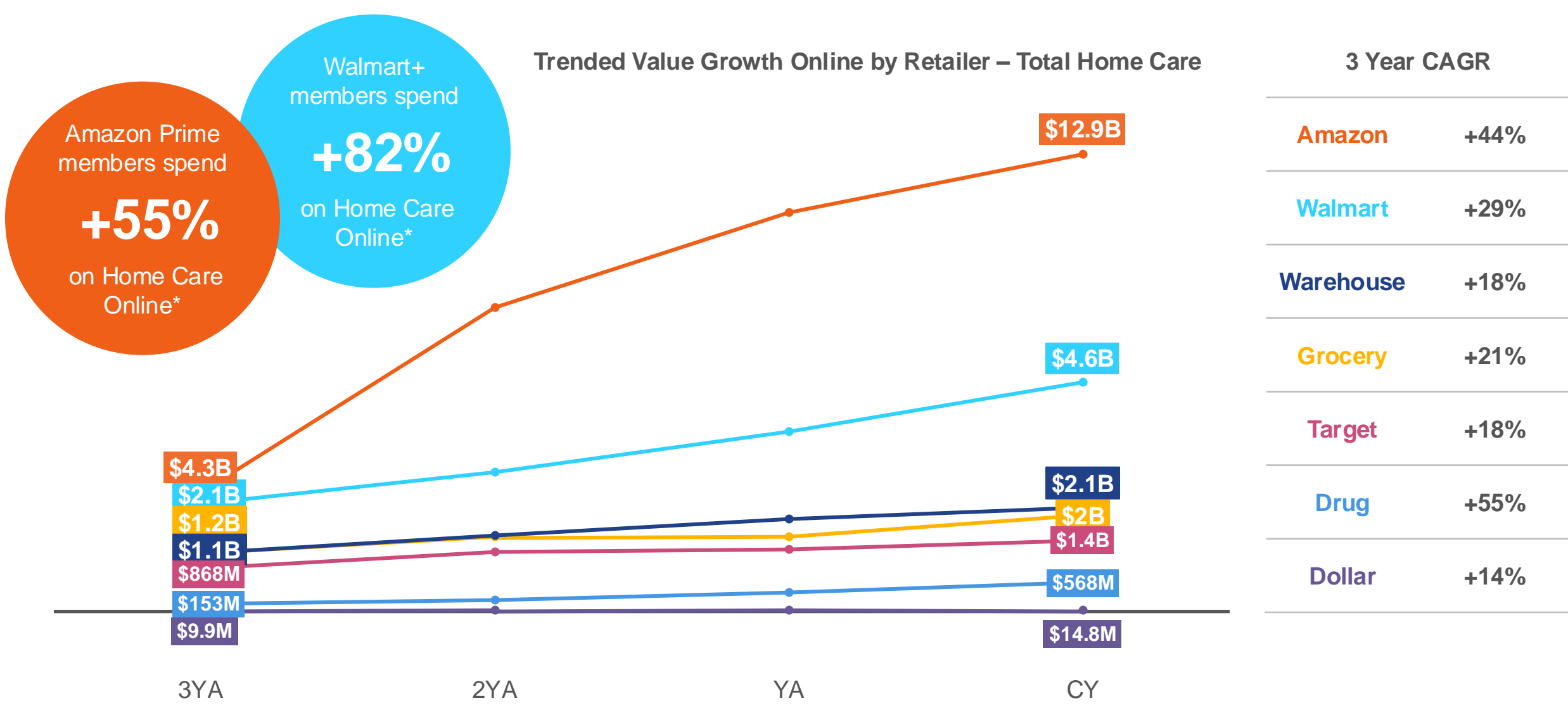
Shoppers are blending channels vs committing to one



Source: NielsenIQ Panel On Demand Omnishopper; US OSH – NDH Synd Full View – 444 5 yr; Total US; Total Panel; Rolling 52 WE 8/10/2024

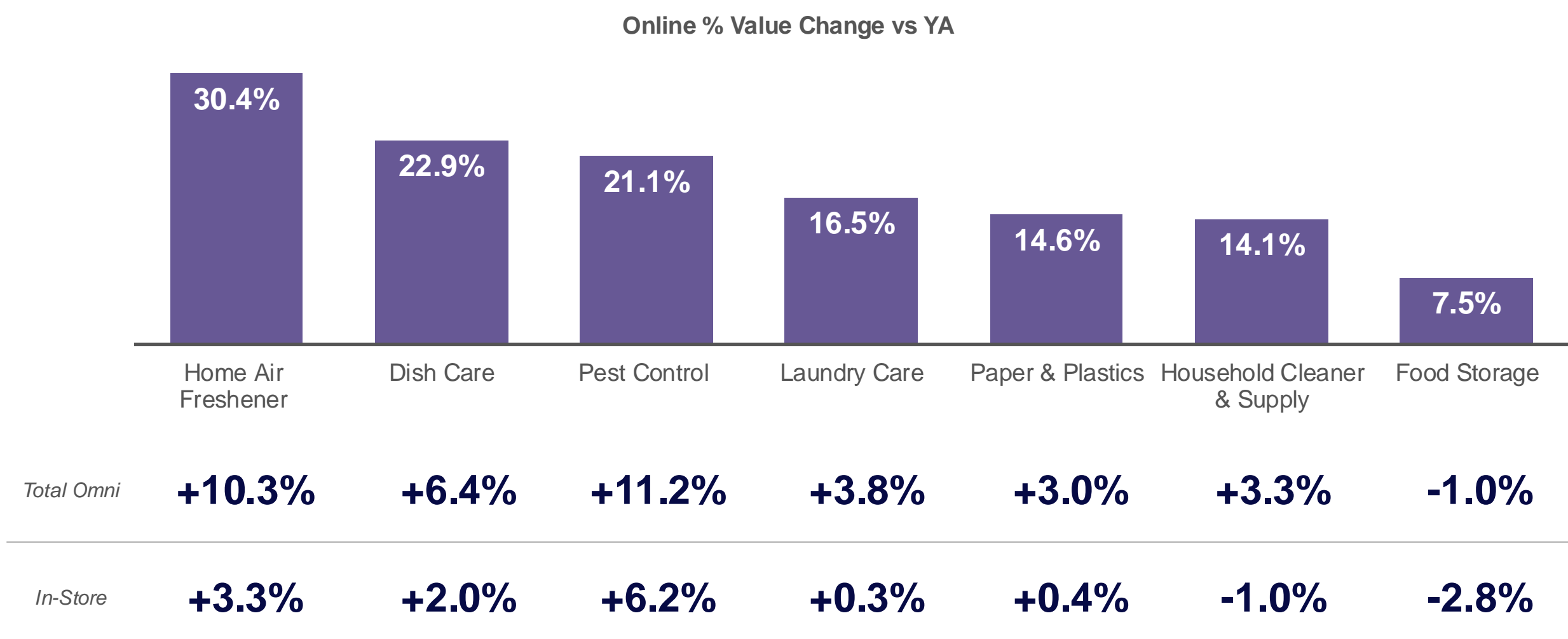
Amazon & Walmart emerge as dominant leaders among a widening landscape

Membership programs foster customer loyalty and increase spending in Home Care products online



Source: NielsenIQ Panel On Demand Omnishopper; US OSH – NDH Synd Full View – 444 5 yr; Total US; Total Panel; Rolling 52 WE 8/10/2024
*NIQ Omnishopper Custom Survey Data, Dollars per HHld vs Non-Members

Air Care, Dish Care and Pest Control are accelerating the already growing department online



Source: NielsenIQ Panel On Demand Omnishopper; US OSH – NDH Synd Full View – 444 5 yr; Total US; Total Panel; Rolling 52 WE 8/10/2024; % Value Change vs YA



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