

The experts speak on why eCommerce counts

Today, eCommerce is growing by more than 20% YoY worldwide.¹

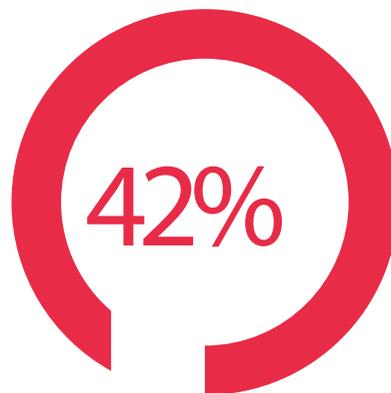
According to IRI figures, that's a growth rate 4-6X greater than the total retail sector, with eCommerce projected to account for 10% of all retail sales by 2020 or shortly thereafter.²



Unilever

is targeting 40% YoY eCommerce growth in 2015³, which CEO Paul Polman describes as part of "an increasing investment behind the core of our brands

"to continuously strengthen our go-to-market capabilities."



Nike eCommerce

sales grew by 42% in FY2014 to \$767 million⁴, and are projected to grow to over \$2 billion annually by FY2017.⁵

"Our digital eCommerce business is critical, as it ensures that the consumer has full access to amazing products that we make, and over the years, we are planning robust growth in this area."

Trevor Edwards
President, Nike



1. <http://adage.com/article/cmo-strategy/p-g-shifts-focus-sampling/295853/>
2. http://digital.shoppermarketingmag.com/nxtbooks/ptp/sm_201505/#/58
3. <http://adage.com/article/print-edition/digital-shops-boost-clients-embrace-e-commerce/298644>
4. <http://www.cmo.com.au/article/555189/coca-cola-strategy-vp-creativity-heart-real-time-digital-interaction>
5. <https://www.internetretailer.com/2013/10/21/nike-envisions-2-billion-web-sales-four-years>

“It’s less about us selling products directly to consumers and **more about partnering** with our retailer counterparts to help optimize our business with them. The big area we’ve been able to gain a lot of traction in is partnering with a wide number of retailers and helping influence them as they set up their digital shelves.”

Matt Pierre, eCommerce Director
General Mills ²



“CPGs don’t need their data to get any bigger, they need it to get smarter. Actionable insights into the nitty gritty of how various eCommerce sites work

and how CPGs can grow a profitable business, SKU by endless aisle SKU, will **determine tomorrow’s winners.**”

Patrick Miller, co-founder
Flywheel

“While less than 5% of P&G’s sales are via eCommerce, **50% of purchases are influenced by online search or marketing.**”

Carolyn Tastad, Group President
North America, Procter & Gamble¹



**\$3
TRILLION**

“In the next five years, packaged goods companies total **global retail sales from eCommerce will exceed \$3 trillion.** In the coming years, more than 50% of CPG growth will come from online. It’s huge. It’s why Mondelez will put so much emphasis and focus behind eCommerce. We cannot miss. It’s not whether we should do, but how and how fast we can do.”

Cindy Chen, Global Head of eCommerce
Mondelez ³

“eCommerce is the fastest way to speak to a consumer. It’s

the fastest, most effective way to reach a consumer. It’s also the cheapest way to reach a consumer, which can wind up costing you a lot of money. To do well in eCommerce, the details matter – a distilled, tight Brand message and proper Brand images create a toolkit that becomes a footprint for success.”



Phil Chang, Product Strategy
hubba