



#ECRCatManNetwork

Survey on Omnichannel CM



Project Background

- **Each webinar** will be supported by an ECR **#CatManNetwork** Survey focusing on the **featured Hot Topic**.
- **The objective** is to deliver bespoke & current research findings at the commencement of each webinar.

Research Approach

Sample

- Sociodemographic based on natural occurrence
- **Multi-country & Multi-language** survey

Sample Size

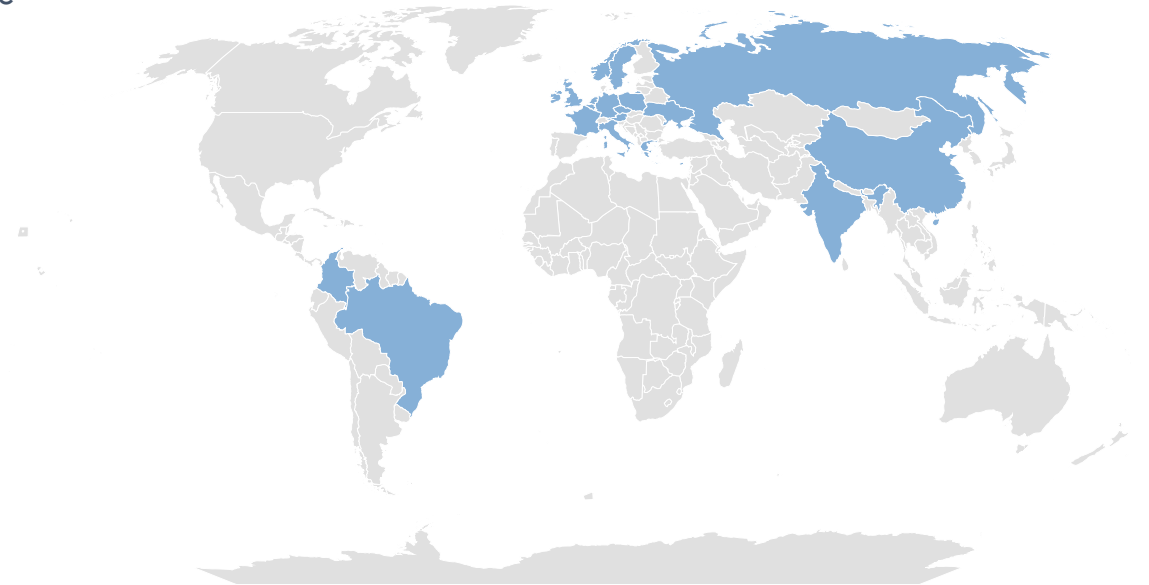
- **n = 101** interviews in total

Method of data collection

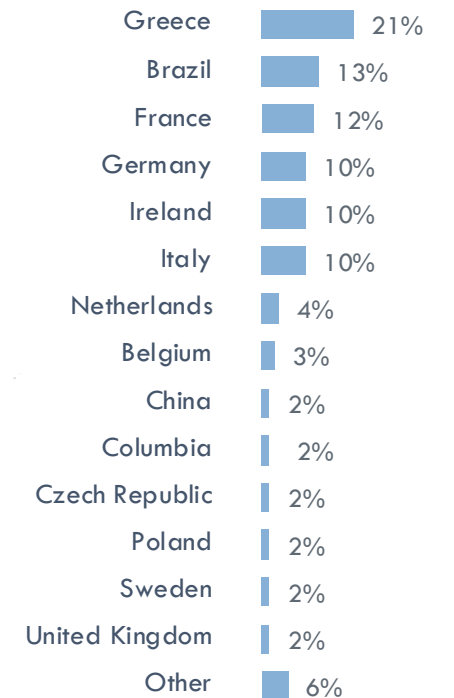
- Online interview

Interview

- Length of interview ~7 minutes.



Respondent Share



Report structure



Sample structure

- Type of company
- Sector
- Departments and Functions



Omnichannel Category Management

- Familiarity and importance of Omnichannel CM
- Implementation of and satisfaction with Omnichannel CM strategies
- Challenges of Omnichannel CM
- Information behavior
- Future perspective and benefits of Omnichannel CM



Online Category Management

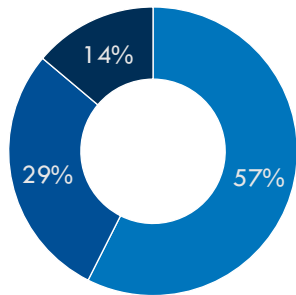
- Percentage and growth rate of online grocery sales
- Information behavior of shoppers
- Digital shopper activation
- Use of online CM strategies and 8 step CM process
- Major challenges

Exclusive insights via
LinkedIn Community

Sample Structure

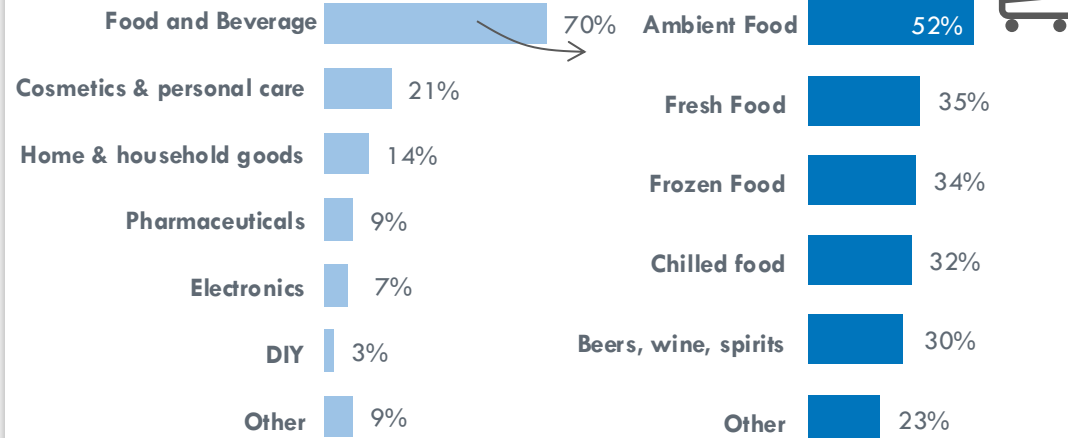
The sample consists of retailers, manufacturers and service provider with a high share working in the food and beverage section.

Type of company



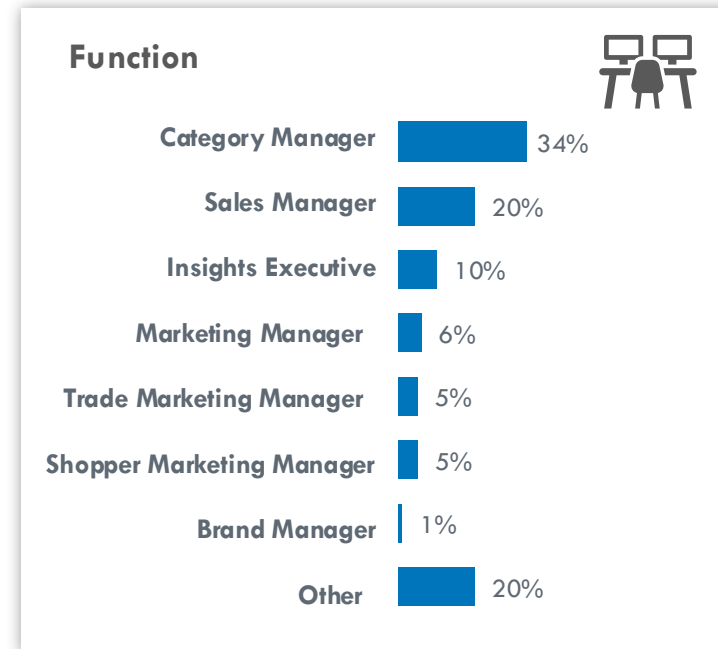
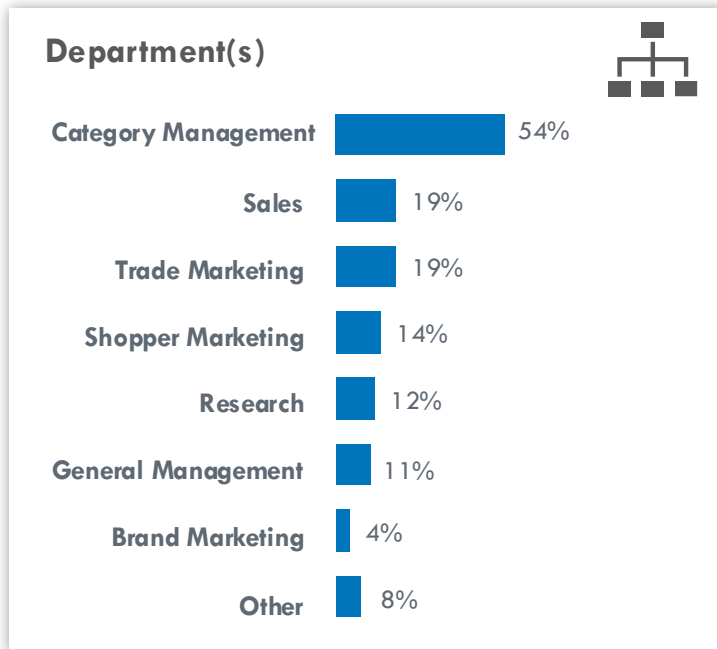
- Manufacturer
- Retailer
- Service Provider

Sector



Sample Structure

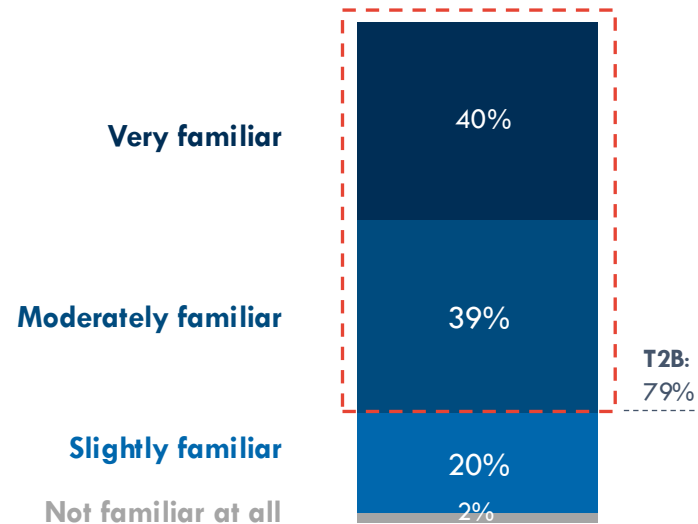
Beside the main target group of category managers, we also got answers from other departments and functions closely related to category management.



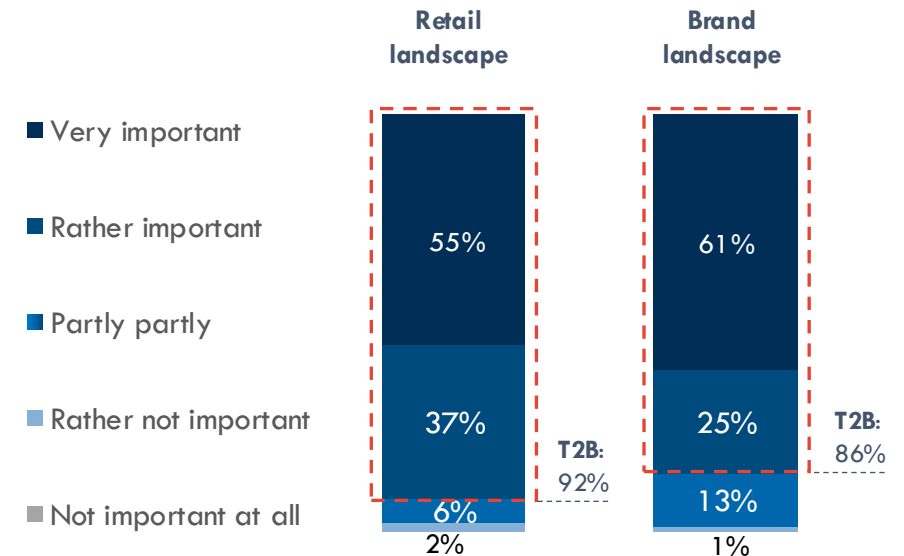
Familiarity: Omnichannel CM

Respondents are rather familiar with the concept of Omnichannel CM and consider it to be important for both, retail and brand - **Omnichannel is known and of high importance.**

How familiar are you with the concept of Omnichannel in **Category Management**?



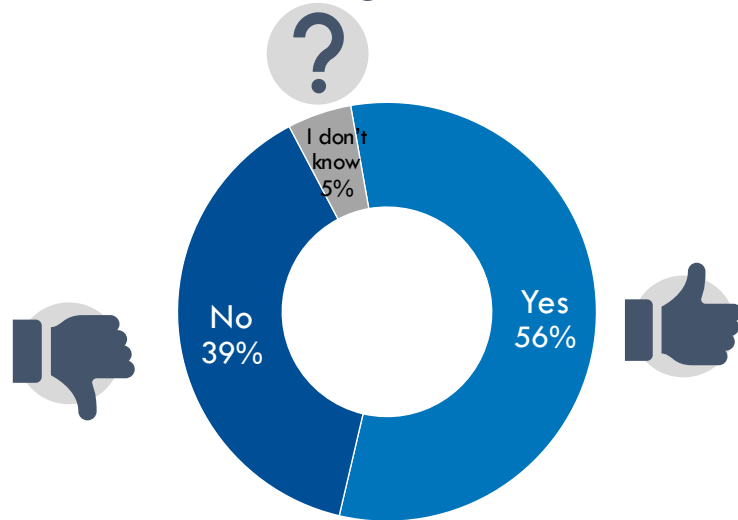
In your opinion, how important is Omnichannel in today's retail / brand landscape?



Implementation & satisfaction

Only half of the respondents implemented an Omnichannel CM strategy. Out of those only 50% are satisfied with it – **Potential to improve strategy building process and satisfaction.**

Is your company **actively implementing Omnichannel strategies in Category Management**?



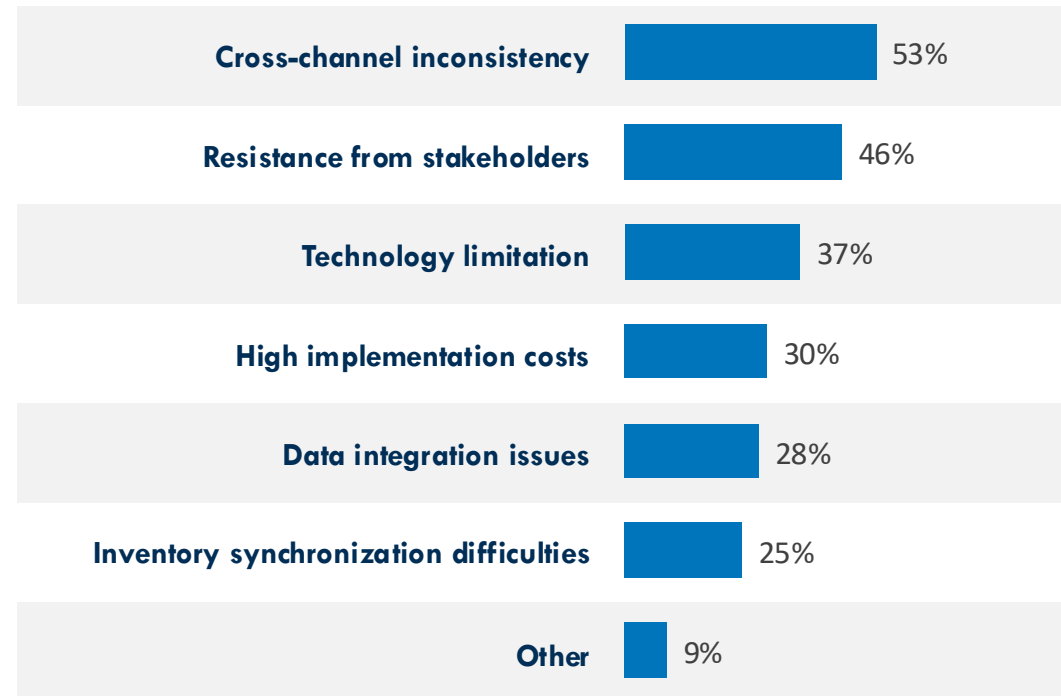
How **satisfied** are you with your company's current **Omnichannel Category Management strategies and performances**?



Challenges of Omnichannel CM

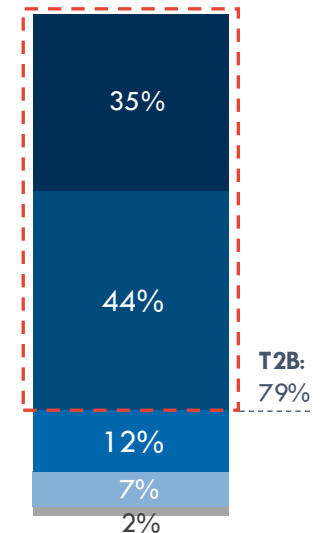
The main challenge of Omnichannel CM are **inconsistencies** between channels. However, **consistency** between online & offline offerings is seen as **important**.

Challenges faced when implementing Omnichannel strategies in CM



In your opinion, how important is it that **online & offline offerings** are **consistent** for the shopper?

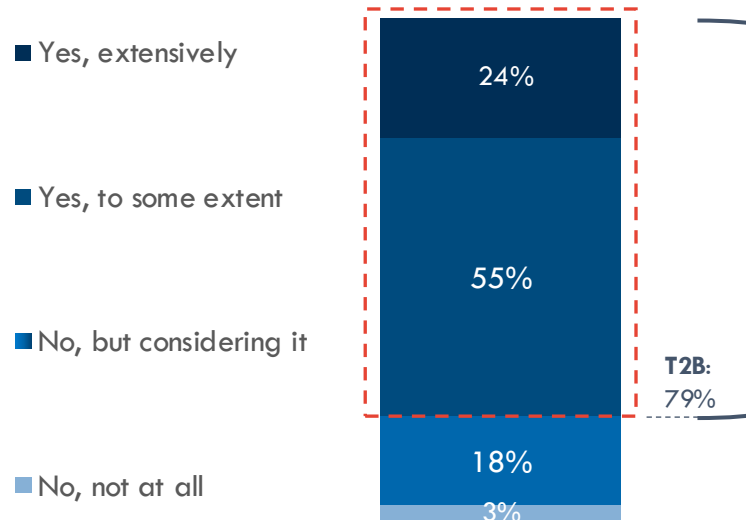
- Very important
- Rather important
- Partly partly
- Rather not important
- Not important at all



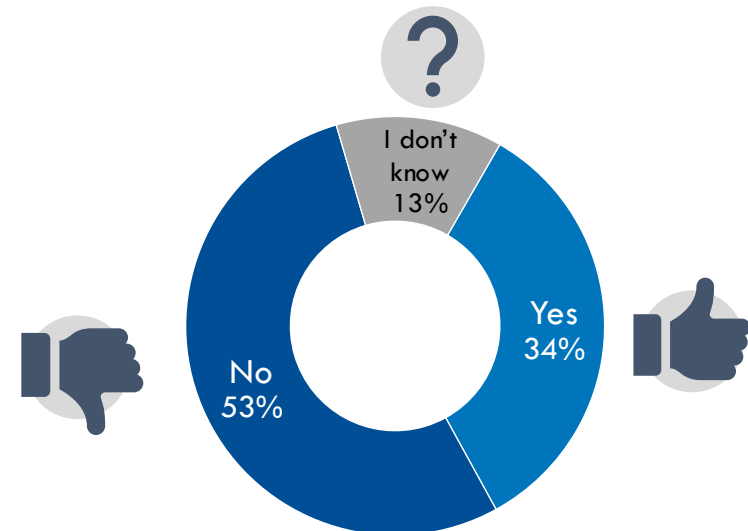
Information behavior

The majority of respondents inform themselves about Omnichannel trends in CM – **High level of interest in the topic**. However, adequate training/resources are often not **provided**.

Do you **inform** yourself about **Omnichannel trends in Category Management**?



Has your company **provided training and resources** for **employees to understand and implement Omnichannel strategies**?

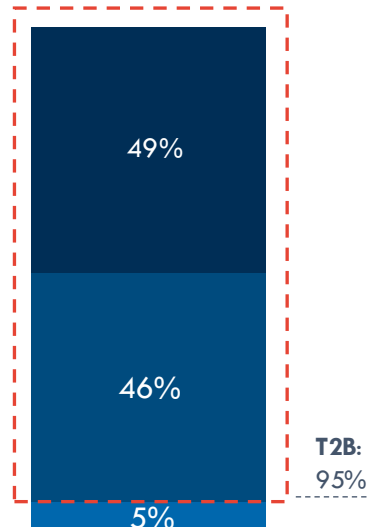


Future perspective and benefits

The number of Omnichannel CM strategies has increased – Omnichannel is on the rise due to the wide range of benefits associated with it.

Please estimate how Omnichannel strategies in Category Management have developed in the last three years.

- The strategies have increased very much
- The strategies have increased slightly
- The strategies have remained constant
- The strategies have decreased slightly
- The strategies have decreased very much



Benefits associated with Omnichannel CM



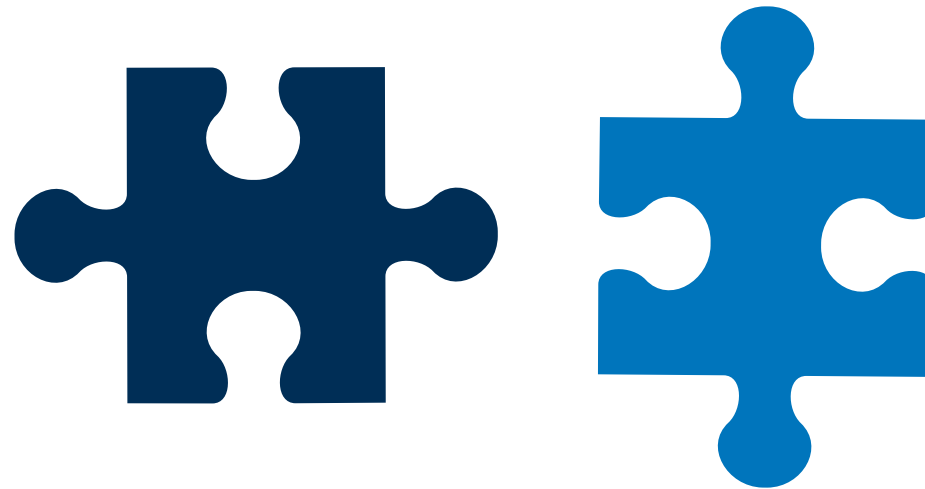
Summary

Omnichannel CM...

... is known and of high importance

... is of great interest

... is on the rise due to the wide range of benefits associated with it



Omnichannel CM...

... requires a high level of information

... is not yet sufficiently supported by training concepts

... comes with the challenge of inconsistencies between channels