

E-Comm + Moms: How Women Are Shopping



Mothers decide the majority of household spend, determining the direction—in large part—of consumer spending within our economy. So, to understand her is to understand what is working, what is not, where opportunity lies, and how to stay ahead of change. With this critical consumer's importance as a focus, we have **conducted our second annual survey** of her online shopping behavior. In this infographic, we offer the top highlights of our study, plus the comparison to how behaviors have or haven't changed over the last year.

TREAT YOURSELF



Regarding what they are buying online, moms replied that they had purchased within the following categories:



CONVENIENCE IS QUEEN



When asked why they choose e-commerce, our community said:

- 74%** Variety of Products (78% in 2018)
- 74%** It's Easy (73% in 2018)
- 61%** Product Discovery (62% in 2018)
- 59%** One-Stop-Shop (59% in 2018)
- 59%** Product Reviews (57% in 2018)
- 57%** Speed of Delivery (57% in 2018)
- 44%** Lack of Time (44% in 2018)

IT'S LIFE CHANGING

Mothers described how online shopping has changed the game:

"I can find things I never knew about. I have a larger variety to choose from. The biggest change is being able to have items delivered to me. So much easier all the way around!"

"I shop way more online since having my daughter. It's easier because I don't have to leave the house with a toddler."

"I can use my time doing other things since it is so convenient. I can add things to my list as I think of them or find them and buy when I can. I usually make at least 3 to 4 purchases a month. I am more organized and prepared and ahead of schedule."

TRULY, THEY LOVE AMAZON



99%

of moms surveyed shop on Amazon, up 2% over 2018

70%

are Amazon Prime Members, up 9% over 2018

SHE HEADS TO AMAZON FIRST, BUT BRICK AND MORTAR IS GROWING TOO

When asked—generally speaking—where moms go first when shopping, our community responded:

amazon



43% Amazon (up from 37% in 2018)

28% Physical Store (up from 24% in 2018)

18% Search Engine (down 3% in 2018)

SHIP IT, PLEASE, AND FREQUENTLY

64% remarked that they will make their next Amazon purchase **within the week**

For 2018 that number was 57%

32% of moms responded that they shop on Amazon **several times a week**

That is a 4% increase over 2018

THE E-COMM MOM = THE SMARTPHONE SHOPPER

On mobile, moms reported acting on the following behaviors first:

60% go directly to **Amazon** (2018 was 50%)

22% choose a **Search Engine** (2018 was 26%)

15% enter the brand's **website** (2018 was 21%)