

# A Breakout Season For CPG Online Categories



- "We expect the 2008 holiday season to a healthy one for online sales as consumers use comparison shopping sites to locate bargains and competitive prices during a tough economic climate"
  - Ken Cassar, VP Industry Insights, Nielsen Online
- Though growth is unlikely to reach historic rates, the online segment should continue to out-pace offline channels in terms of growth and continue to increase as a share of overall holiday spending
- Nielsen Online research conducted in November 2007 found that convenience (81%) , not price (46%) , drives holiday shopping. This may change this holiday season as economic need has clearly trumped convenience as a motivator
- Brick and mortar retailers are looking at Cyber Monday, to size up the online competition. Last year Nielsen Online reported that 2007 Cyber Monday traffic increased 10% over 2006, with combined home and work traffic to the Holiday eShopping Index reaching 32.5 million unique visitors on that day
- Cyber Monday should be a very strong kick off to the online selling season