



# Seeing Is Believing Is Buying

Following the 2020 holiday shopping season, Silverback Strategies surveyed more than 1,000 consumers across the US for its 2021 Shopper Survey. The survey results reveal some interesting insights about “purchase intent,” which should prove valuable for your pitches to local retailers and businesses.

Purchase intent in this context refers to how likely a customer will make an in-store instead of an online purchase. The primary conclusion is seeing, examining merchandise before a purchase remains very important to consumers, which means retailers must focus on generating maximum foot traffic.

Unsurprisingly, surveyed consumers said they were more likely to buy apparel, toys & hobbies, consumer electronics, pet products and jewelry.



## Top 10 Product Categories Consumers Consider Purchasing at a Retail Store vs. Online, January 2021

Category	In-Store	Online
Apparel	68.3%	59.5%
Toys and hobbies	45.6%	39.5%
Food and beverages	39.0%	20.8%
Health, personal care and beauty	36.6%	29.9%
Consumer electronics	34.7%	31.3%
Video games, consoles and accessories	33.0%	28.5%
Jewelry and watches	30.4%	23.8%
Pet products	23.7%	16.4%
Books and magazines	23.4%	22.8%
Music, movies and videos	22.9%	18.4%

Silverback Strategies, March 2021

Some product categories have larger differences between in-store vs. online purchase considerations: Pet products 23.7% and 16.4%; flowers, greeting cards and miscellaneous gifts 19.3% and 12.7%; and jewelry and watches 30.4% and 23.8%, respectively.

According to the survey, 45% of consumers said seeing merchandise during an in-store shopping trip influences them to purchase them online. The top five categories are the same as in the table: apparel 38.2%; toys and hobbies 22.5%; consumer electronics 18.5%; video games, consoles and accessories 16.7%; and health, personal care and beauty 13.7%.

The Silverback Strategies report reinforces a trend already evident before the pandemic and accelerated by it: retail shopping is in-store **and** online and not in-store **or** online. Retailers have many opportunities to capture more consumer purchases that might otherwise occur online by improving customer service, offering more discounts/coupons and hosting more events...and, more importantly, developing an online store so what consumers see in-store they will buy from the same store.

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# Why the Healthcare Vertical Should Be on Your Lead List



The latest BIA Kelsey forecast for 2021 local ad spending in the healthcare vertical is a total of \$9.6 billion or an 8.7% increase from 2020, although it won't yet match 2019's \$10.2 billion. OTA local TV is one of three media channels expected to receive most of those ad dollars. The others are direct mail and online (search, display and video).

Even better news is the largest increase in spending will be OTA local TV, with mobile and direct mail second and third. Plus, BIA estimates local healthcare ad spending will total almost \$12 billion during each of the next four years.

Consumers' increased interest in and focus on their health and wellness is the other major factor, which makes the healthcare vertical one of your best targets – and, of course, the pandemic has driven much of consumers' recent interest.

An April 2021 article (based on a global August 2020 survey, including the US) from McKinsey & Company reveals consumers' perception of "health and wellness" includes much more than just healthcare. Surveyed consumers told McKinsey it includes not only better health, but also better fitness, better nutrition, better appearance, better sleep and better mindfulness.

## Where US Consumers Spent Their Health and Wellness Dollars, August 2020

Category	Percent
Health	50.1%
Appearance	20.1%
Fitness	13.8%
Nutrition	9.2%
Mindfulness	6.3%
Sleep	0.6%

McKinsey & Company, April 2021

McKinsey also reported 48.2% of surveyed US consumers said they had increased their prioritization of health and wellness during 2020 compared to 2017 and 2018 and 10% said its priority decreased. Of these US consumers, 41.9% said their overall health and wellness level had increased compared to 2017 and 2018, essentially twice those who said it had decreased (21.4%).

These findings indicate there are many more opportunities for local retailers, businesses and media to engage with consumers to promote health and wellness products and services.

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## Business Profilers & PowerPoints

Consumer Electronics Market  
 Halloween  
 Footwear Market  
 Sporting Goods Market  
 Shopping Malls  
 Toy Market

Jewelry Market  
 Carbonated Soft Drinks Market  
 Bottled Water Market  
 Department Stores  
 Credit Unions



## Newest and Future Special Reports



Overlook Generation X at Your Peril  
 (July 2021)



The 2021 Holiday Shopping Season Will Sparkle!  
 (August 2021)



Exploring the Expanding Audio Medium  
 (September 2021)

## It's Time to Be the Leader

August Automotive Update Report – Cars are selling, but it may be several months before supply can match demand.

Kudos to New Co-op Connect Users – More new users are searching the Co-Op Connect database because they know it's a massive opportunity for local retailers.

Look for Profilers PLUS – Consumer Electronics is our latest “double” Profiler with twice the data, analysis and insights of our standard Profilers.



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## An Unbeatable Combination



### The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

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