

E-COMMERCE UNFILTERED: The endless bazaar that entices us

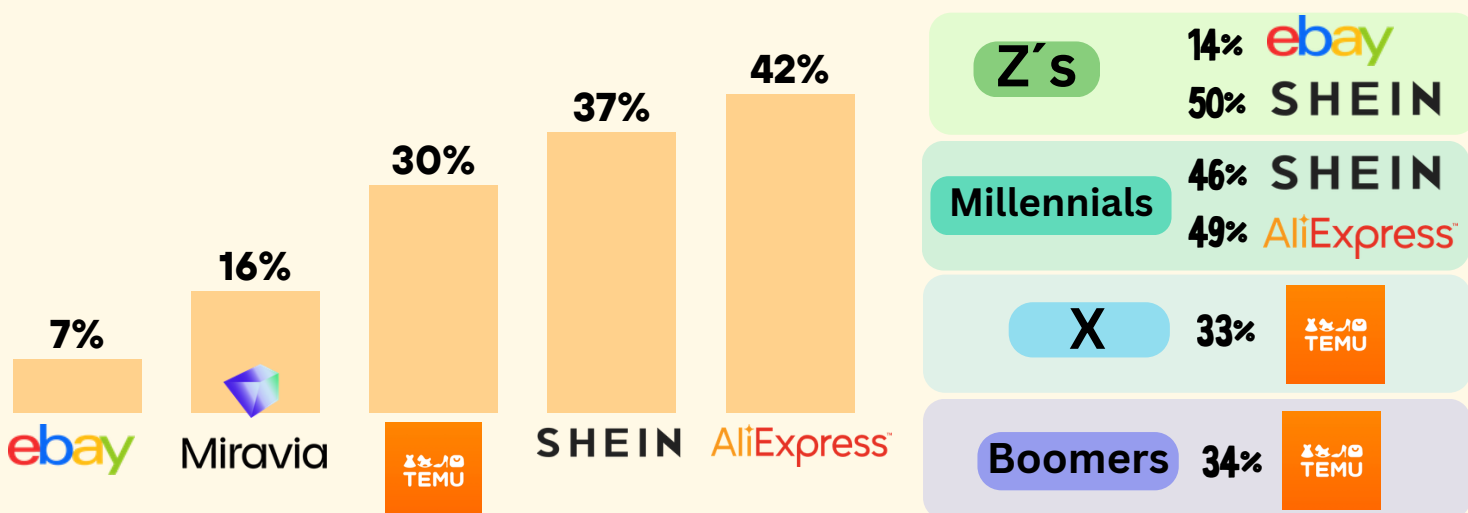


7 out of 10 persons shop on online platforms other than Amazon

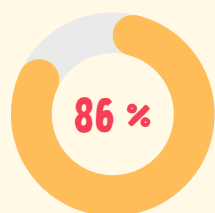
Z's 72% **Millennials 73%** **X 71%** **Boomers 59%**

Every generation has its go-to platform:

Young people are big fans of Shein, while boomers are more into Temu.



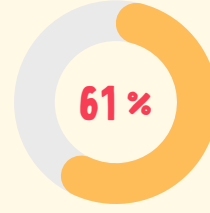
And despite having **disadvantages** and raising doubts...



They **encourage** high **consumption**



They **raise ethical** concerns



Questionable quality and **long waiting** times

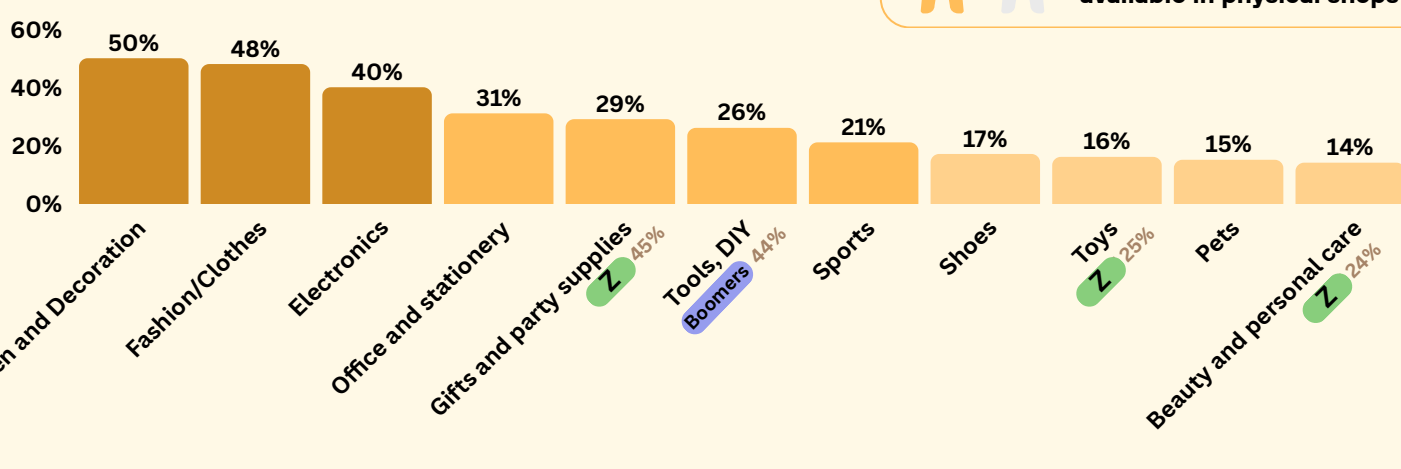
...they **engage** based on the SMART buying concept

1. Saving is the key to success...

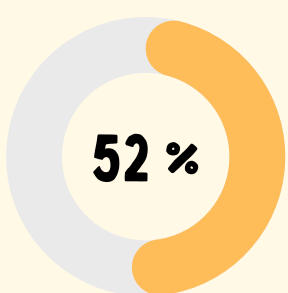


2. ...as well as their **presence in the categories** and their broad range of products within the categories.

Categories consumer shop in...



1 in 2 say they "have a wide variety of products" and that they "find things that aren't available in physical shops"



THE **VALUE FOR MONEY** EQUATION IS WORTHWHILE...

For **1 in 2** consumers. This makes up for the potentially lower quality.

