

2024 eCommerce stats unwrapped

A holiday gift from Profitero

Leaders back up strategy with accountability

Leading brands drive accountability, they're 84% more likely to prioritize eCommerce in growth plans and KPIs.

Industry

87%

of brands say eComm is a strategic priority

But

41%

lack measurable goals

Leaders

combine strategy and accountability;

84%

more likely to prioritize eComm in annual performance KPIs

Source: Profitero, The eCommerce Organizational Benchmark Report, October 2024

Leaders invest in dedicated eCat Man roles

Only 26% of brands use eCat insights in JBPs, but Leaders invest in eCat Man roles to educate and influence retailers.

% with dedicated eCategory management roles

72% leaders

54% everyone else

% with dedicated eCategory management roles in their COEs

40% leaders

25% everyone else

Source: Profitero, The eCommerce Organizational Benchmark Report, October 2024

Leaders integrate datasets to go from 'what happened?' to 'what next?'

Brands commonly have data-rich tools like sales and digital shelf analytics, but most underutilize them to identify growth drivers.

Leaders are

84%

more likely to incorporate advanced models & automation into their processes

But why is this hard?

Only

55%

of brands have dedicated data & analytics

Source: Profitero, The eCommerce Organizational Benchmark Report, October 2024

Winning search organically is harder than ever

CPG brands are fighting a battle on two fronts: rising Private Label share and costly competition for page 1 visibility.

Increase in PL share of page 1 for select categories at major grocers

+40% u.s.



+11%



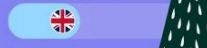
Source: Profitero, Fighting back against Private Label online, September 2024

Increase in # of brands competing for sponsored search spots

+9% u.s.



+36%



Moving to page 1 drives a significant uplift in sales

Moving to Page 1 organically can increase sales by 40%. But if you want to really boost sales, aim for the top 5.

Impact of moving from page 2 of search to page 1 (organically, high frequency keywords)



Source: Profitero, The Impact of Winning Search, December 2024

Don't leave products languishing at the bottom of page 1

Products that are already on Page 1 can get a 48% sales boost by moving to the top 10 organic spots.

Impact of moving up page 1 from below top 10 to a top 10 spot



There are 3 stages of reaching content management nirvana

Our report with the Digital Shelf Institute shows content maturity begins by mastering three content management stages.

1 **Content compliance** Is the retailer displaying the correct content?

2 **Content completeness** Does your content meet retailer standards and best-in-class guidelines?

3 **Content effectiveness** Does your content achieve desired outcomes (conversion or visibility)?

Content continues to be a challenge for brands

Content is rising to the top of the agenda for JBPs and is cited by 63% of brands as a top eComm challenge.

Content compliance is a big part of those challenges

1 in 3

products have missing or incorrect content at major eRetailers

This is true across the globe

Avg. % of products with non-compliant content by country



There is no one-size-fits-all strategy for perfecting digital shelf content

With digitally influenced shoppers on the rise, strong digital shelf content is vital. Benchmarking KPIs, even basics like title length, is key to measuring success across markets and retailers.

Content benchmarks: General Merchandise

	Amazon US	Walmart US	Amazon UK	Argos UK
# of words in title	17	13	21	9
# words in description	160	130	47	169
# of bullets	6	6	5	6