Building on Mintel Reports' existing library of retail and digital reports, the eCommerce library features reports dedicated to how people's shopping habits are changing, their attitudes toward various stages in the online buying process and ways retailers are adapting. These topical and consumer-centric reports provide analysis, context and commentary to gain a complete picture of the past, present and future of eCommerce.

Designed to help businesses adapt to eCommerce, differentiate themselves and understand what matters to consumers when shopping online, Mintel eCommerce reports highlight significant topics. Examples of subjects include:

✓ Issue-based questions that get to the heart of consumer behavior
✓ Influencing factors for different behavior in different categories
✓ In-depth quantitative and qualitative research
✓ Comparison of online and in-store shopping behavior
✓ The impact of advertising and social media
✓ Analysis of key players in eCommerce

By focusing on key topics related to the online shopping experience and consumer behavior online, Mintel eCommerce reports provide an in-depth understanding of the channel. Each report will identify opportunities for retailers and brands alike to engage consumers, gain market share and understand what drives consumer decisions online.

Selection of included titles:
- Basket Building and Cart Abandonment
- Competing with Amazon
- Delivery Fulfillment and Returns
- Digital Advertising
- eCommerce Barriers to Purchase
- Foodservice Online Ordering and Delivery
- Online Grocery Shopping
- Online Product Discovery
- Online Shopping
- Online Shopping and the Impact of Social Media Product Reviews
- Social Media in Foodservice
- Social Media Trends
- Subscription Services
- The Amazon Effect
- The Path to Online Purchase

Titles subject to change

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