

# The 15-Minute Breakdown

Five Consumer Trends All  
CPG Marketers Need to Know



# Today's Logistics

**Recording & slides will be in your inbox shortly after the session**

**Log back anytime with same link**

**Download relevant resources**

**Join our chat and submit questions for live Q&A**

**Join our poll questions – including if you want to talk to our teams after!**



**Kerry Mallett**  
Content Strategist



WE'VE MASTERED THE

# MEDIA THAT MATTERS MOST.

Tinuiti is the largest independent performance marketing firm across Streaming TV and the Triopoly of Google, Facebook, Amazon.

**\$3B**

Media managed

**#1**

Award-winning culture\*

**1000+**

Employees

# For commerce leaders of today and the future

Some of  
Our **Clients**



Our  
**Recognition**



# Our Speaker



**ANDY TAYLOR**  
VP of Research



# Agenda

- Pandemic-boosted Channels Set to Slow
- Social Drives CPG Product Discovery
- How Influential are Influencers? (Very)
- Amazon vs Walmart: A Battle for CPG Customers
- Ad Relevance is Key for CPG Shoppers

POLL

# Where do you spend the most media dollars?

- Paid social
- Retail media networks
- Paid search
- Television ads/streaming
- Something else - *tell us in the chat!*



# Rapid Evolution In How Consumers Discover And Purchase Day-To-Day Essentials

From search to influencers, TikTok to Instagram, Amazon to mom-and-pop shops, **CPG customers have never before had as many ways to discover and purchase day-to-day essentials as they do in 2023**, and **marketers have never had more potential touchpoints to use in influencing those purchases.**

But what are the most effective channels for winning customers and building market share, and how does that vary by product category and age group?

To answer these and other key questions for CPG marketers, **Tinuiti surveyed more than 3,000 US adults** between February 16, 2023 and February 23, 2023 across three unique surveys designed to **dive deep into beauty, food and beverage, and over-the-counter (OTC) health product consumption habits.** The key takeaways from these surveys are divided into three category-specific tracks, and a cross-category track combines insights from all three surveys for your exploration.



FIVE CONSUMER TRENDS ALL CPG MARKETERS NEED TO KNOW

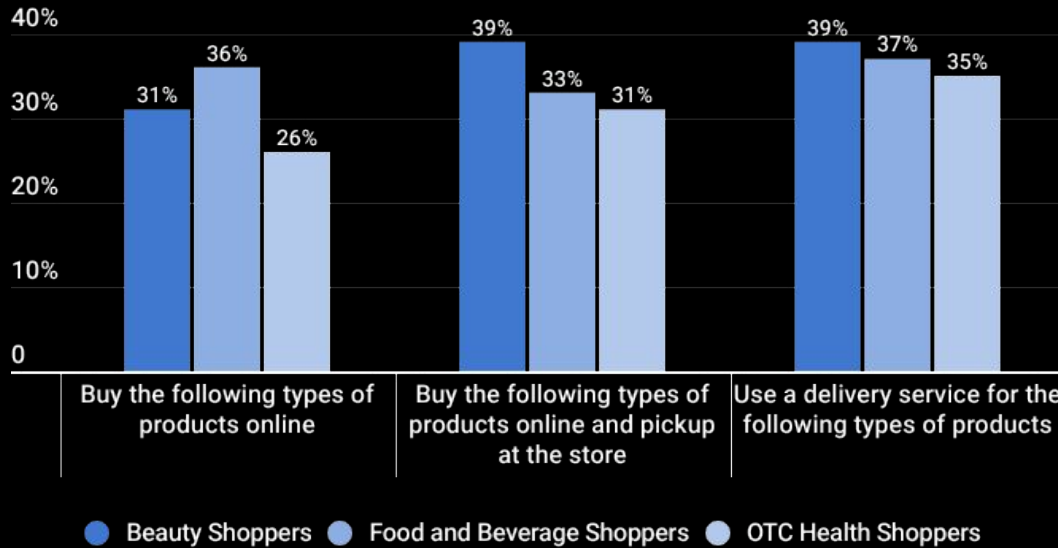
# 1. Pandemic–boosted Channels Set to Slow

## Share of respondents expecting to do the following activities less/more over the next year.

Less

More

CLICK TO COMPARE  
↙

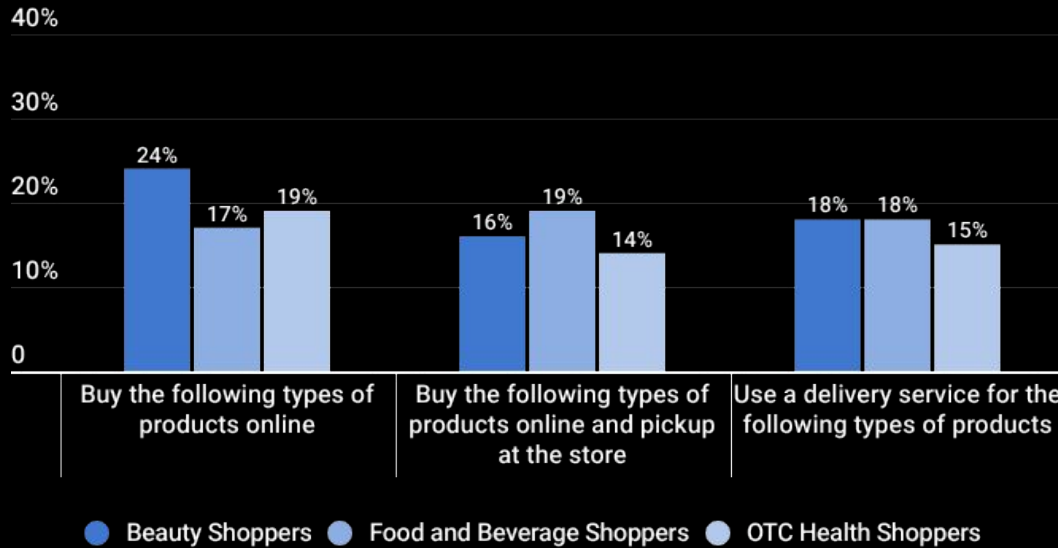


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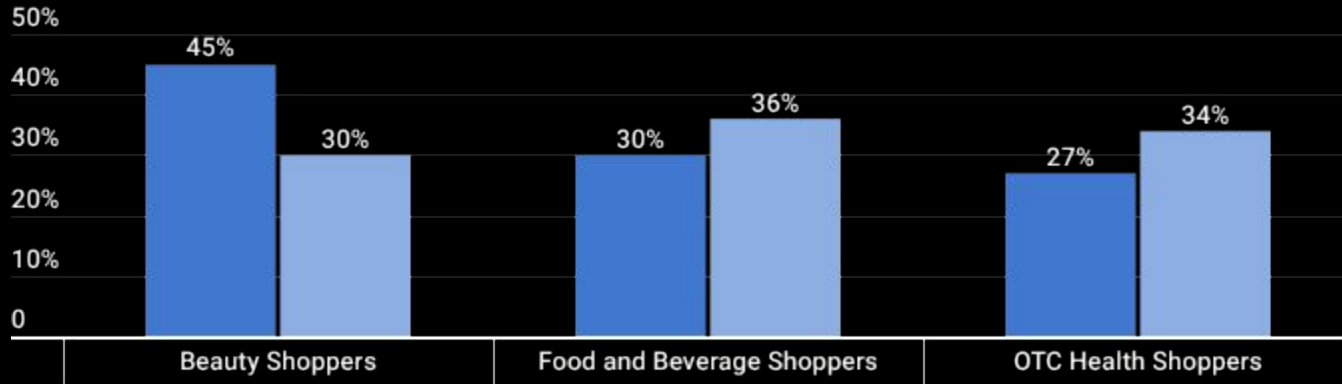
FIVE CONSUMER TRENDS ALL CPG MARKETERS NEED TO KNOW

## **2. Social Drives CPG Product Discovery**

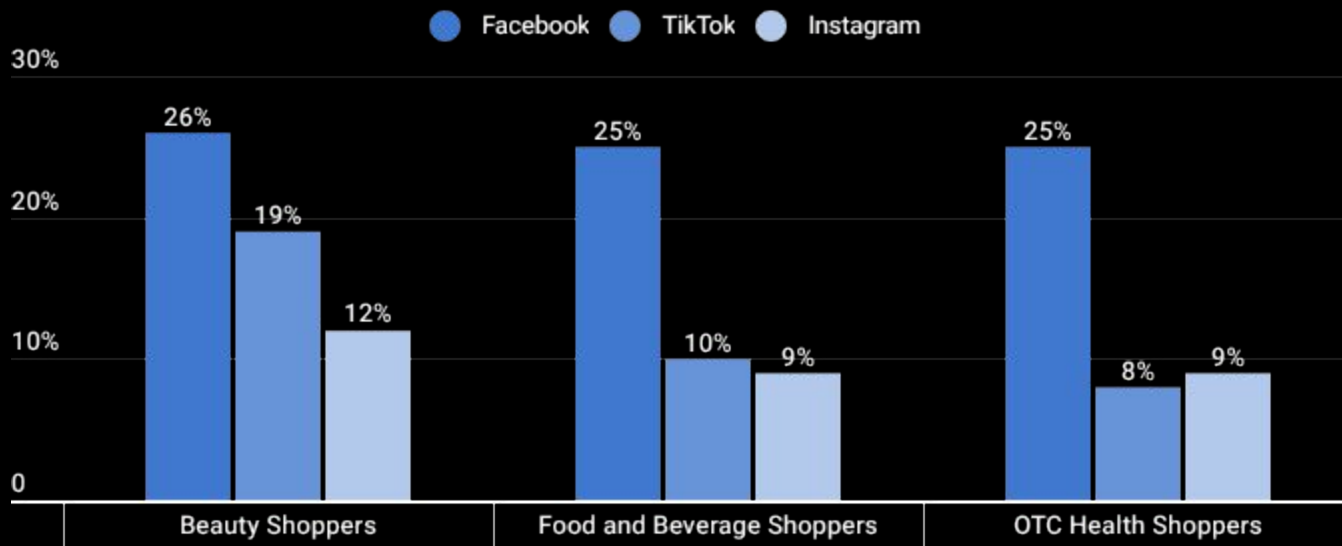
# Where do you recall seeing or hearing about a new product that you later went on to purchase in the past year?

(Share selecting Social Media for each product category)

● Social media ● Television

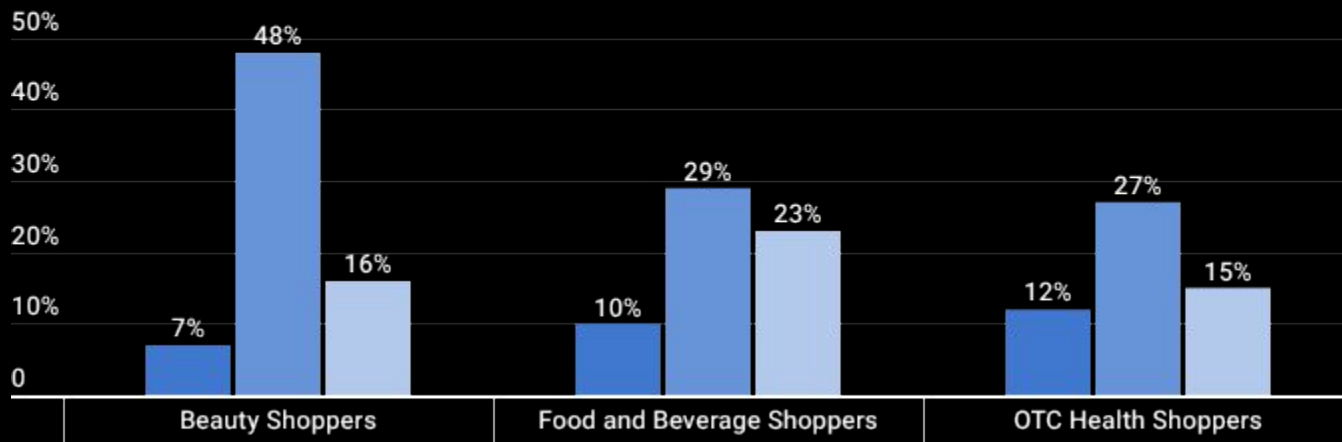


## On which social media platform do you most often discover new products?



## Gen Z respondents: On which social media platform do you most often discover new products?

● Facebook ● TikTok ● Instagram



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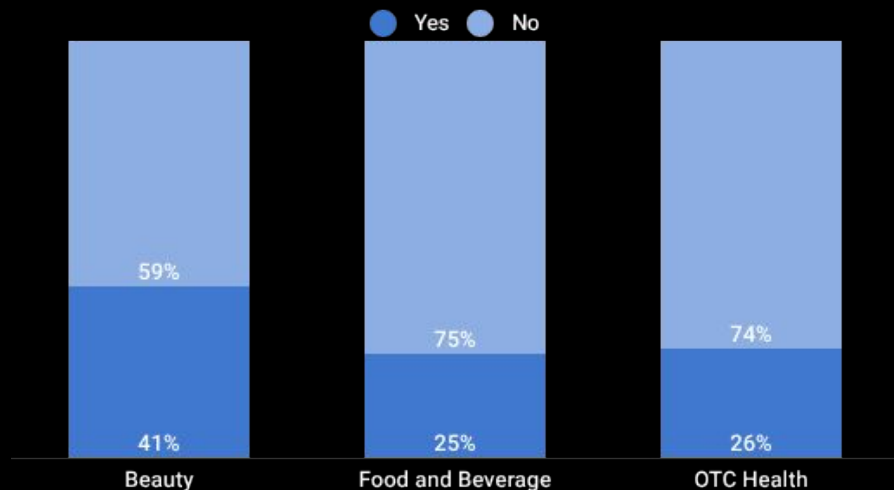
# 3. How Influential are Influencers? (Very)



## Over the past year, have you bought the following types of products based on the recommendation of an online influencer?



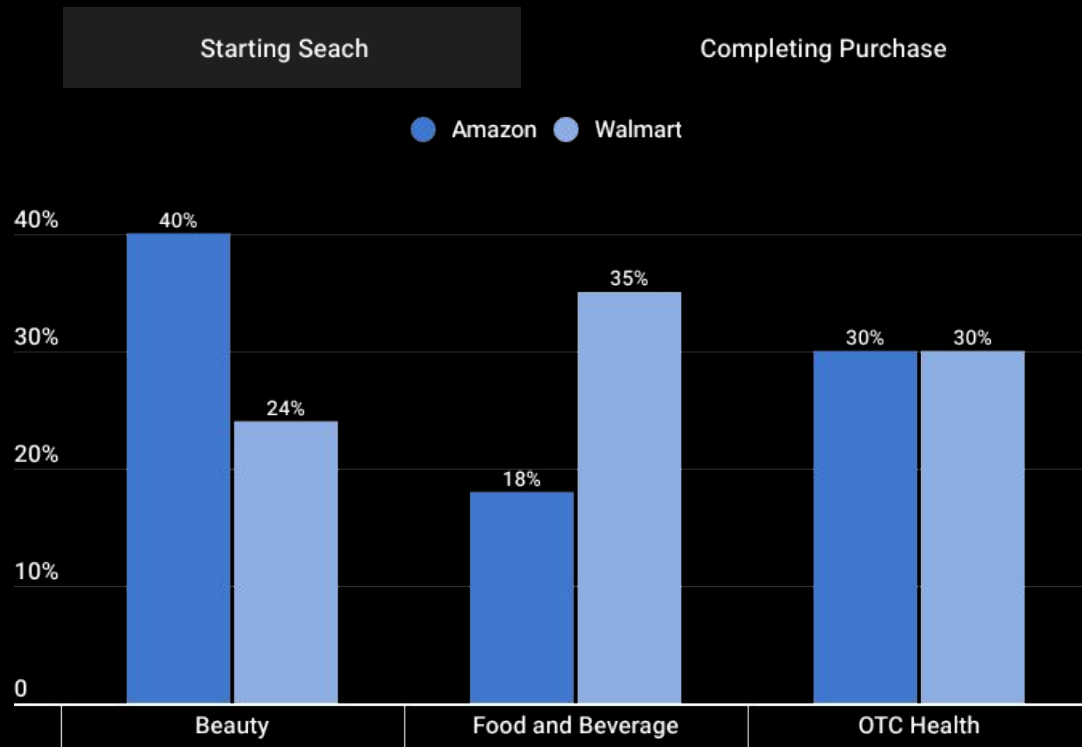
## Do you follow any brands of the following product types on social media?



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# 4. Amazon vs Walmart: A Battle for CPG Customers

## Share of respondents selecting Amazon or Walmart as the website or app they are most likely to start a product search/complete a purchase on

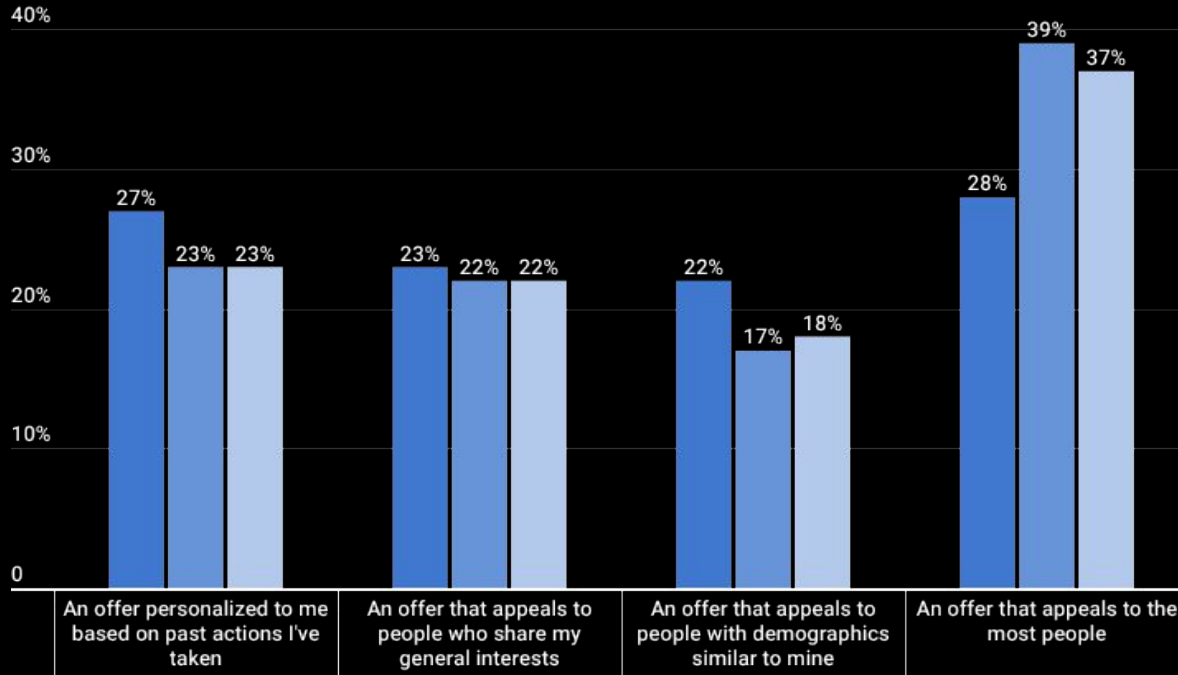


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# 5. Ad Relevance is Key for CPG Shoppers

# If you had to see an ad for the following product types online, which of the following would be your preference?

● Beauty ● Food and Beverage ● OTC Health



# Key Takeaways

1. Pandemic-boosted Channels Set to Slow
2. Social Drives CPG Product Discovery
3. How Influential are Influencers? (Very)
4. Amazon vs Walmart: A Battle for CPG Customers
5. Ad Relevance is Key for CPG Shoppers

# Key Takeaways

## 6. DOWNLOAD THE REPORT

# Q&A



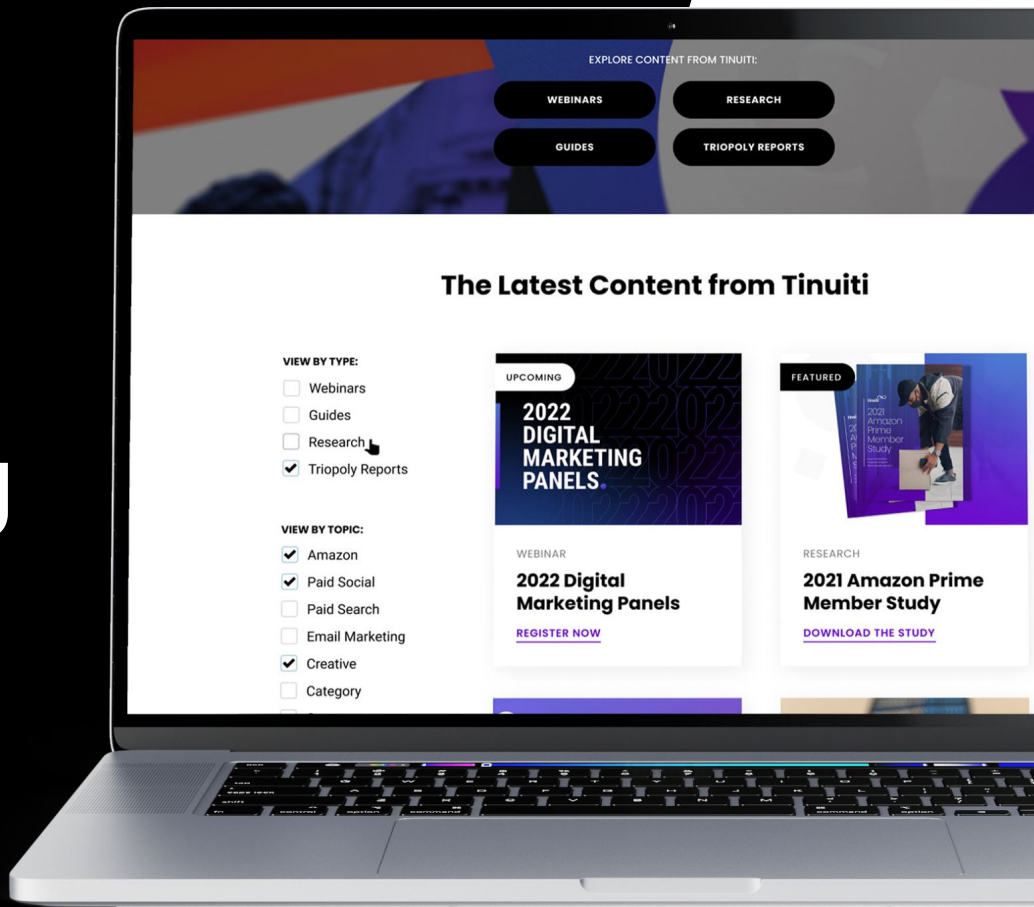
**ANDY TAYLOR**  
VP of Research





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# The 15 Minute Breakdown

You want all the latest marketing insights, but with your stacked schedule, getting through a 60-minute podcast or webinar can seem impossible.

Enter Tinuiti's new 15-Minute Breakdown. In the time you'd spend grabbing a cup of coffee, you can tune in to industry experts as they break down the hottest topics in performance marketing.

We'll cover a different topic each month, so make sure to join us next month for our next topic: **is retail programmatic right for your brand?**

**Thank you!**

