



Online Supermarket Product Reviews Research 2020 *Executive Summary*



Smart
Reputation



Smart
Activation



Smart
Research



Smart
NPD



Smart
On-pack



Smart
Crowd



1. Introduction

This study of online supermarket shoppers was specifically undertaken to support the understanding of FMCG leaders and eCommerce teams by answering some of the regular questions they are often asked by their colleagues:

- *Do online shoppers really bother reading online supermarket Reviews?*
- *Do they read Reviews in our category / sub-category?*
- *What is actually important in a product Review?*
- *What parts of the Review make a difference?*
- *What makes a good online product Review from a shopper perspective?*

To best answer these questions, we surveyed 3,710 online grocery shoppers to gain insight into their opinions.

The results below show that Reviews are read by most shoppers and that they do matter in all categories and sub-categories.

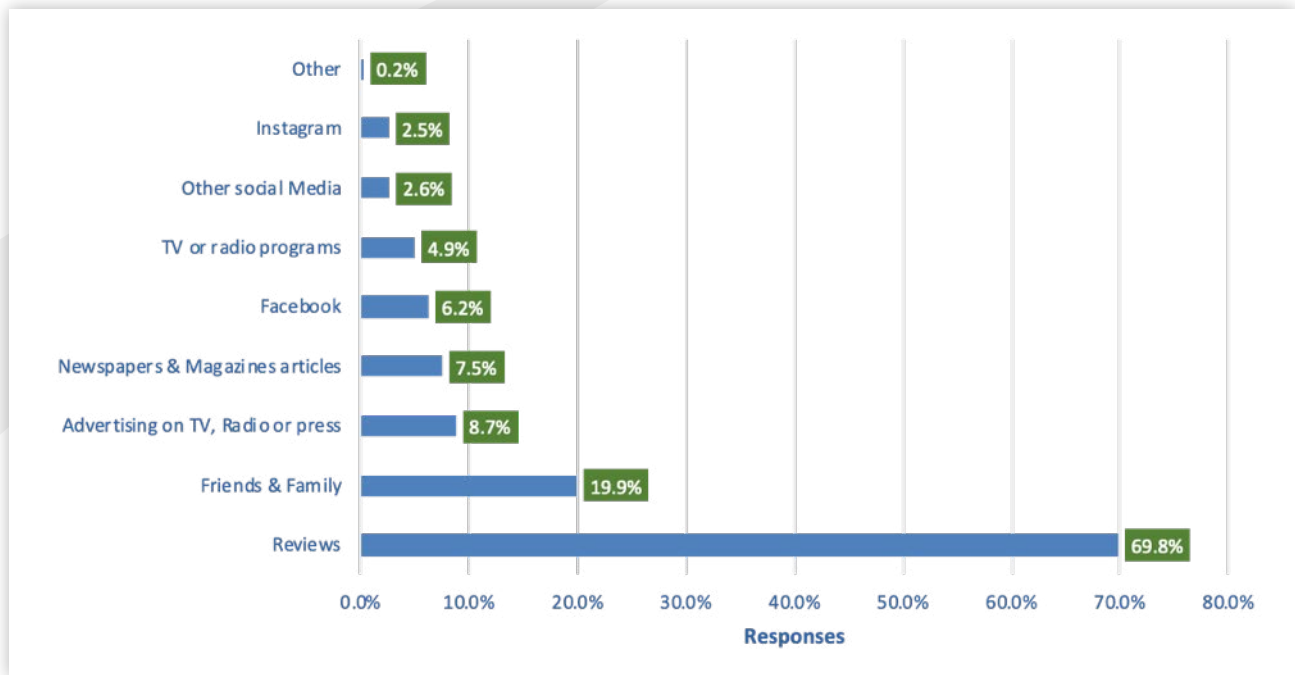
In this Executive Summary, the detailed content is removed. Please **Contact us** for the full report.

2. Executive Summary

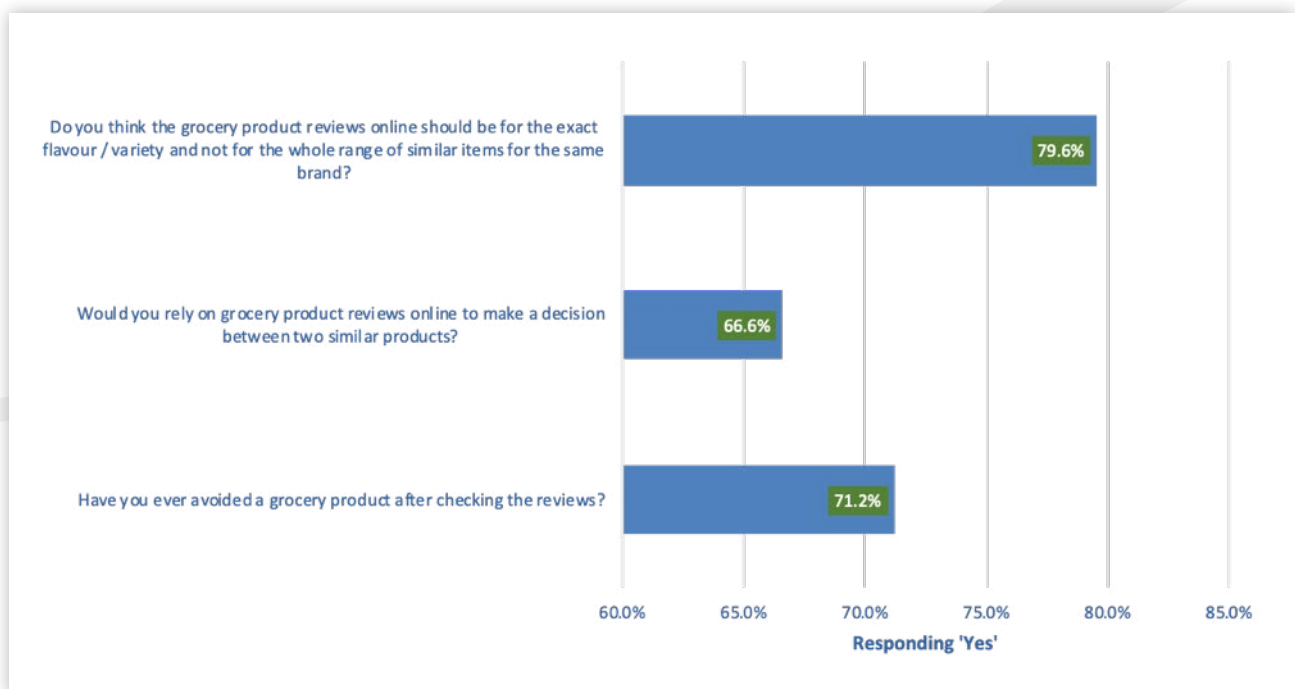
- ➔ Nearly 3 out of 4 online shoppers read supermarket product Reviews in every major category. The lower read categories tend to be those in which retailer own label has the highest share of sales.
- ➔ The highest sub-category for all shoppers is Laundry (79.7% reading), but when you consider female shoppers only, Facial Skincare is top with a whopping 85.1% reading online product Reviews.
- ➔ Fresh Ready Meals is the lowest amongst the sub-categories at 54.7%, however that is still more than half of online shoppers.
- ➔ If you just look at households with Babies, then shoppers read Baby category reviews 94% of the time.
- ➔ If you only look at households with either a dog or a cat, then Reviews read is a creditable 76.9% for Cat or Dog Food.
- ➔ It is critically important for online product sales to have at least 30 reviews for all of your SKUs:
 - If a product has less than 30 Reviews and a similar competitor has 30 or more and a lower Ave Star Rating, then the competitor will be chosen at least 2/3 of the time.
 - Increasing the number of Reviews for a product will improve sales in online supermarkets, almost regardless of the average overall Rating.
 - It is much more important to get online product Reviews above a minimum of 30 than to drive them beyond that.
 - Once all of your SKUs have reached more than 30 online supermarket Reviews across all retailers it is important to keep these Reviews fresh i.e. recent reviews are more influential to shoppers.
- ➔ Online product Reviews are more important than all other sources of recommendation put together, including paid areas such as Advertising.
- ➔ 80% of online shoppers stated that any Review should be for the exact flavour / variety and not for an entire range of similar items for the same brand.

6. What makes an influential online product Review?

We asked the shoppers where they took their influences from with reference to supermarket products. Online product Reviews were way out in front in terms of importance, with 3.5x more importance than the next highest influence from Friends & Family. **Online product Reviews are more important than all other sources put together including paid areas such as Advertising.**



It surprised us to learn that nearly 80% of online shoppers felt clearly that any Review should be for the exact flavour / variety and not for the whole range of similar items for the same brand.



Putting everything together from our research, we now know what is important for a grocery shopper in terms of online product Ratings and Reviews. We've added what we believe is needed in terms of genuine shoppers using their own language with a variety of Reviews to give the answer to the question. Not forgetting that Reviews are important for all categories:

To maximise their influence on grocery shoppers, a product's Ratings and Reviews need to conform to the "Six Golden Rules of Ratings & Reviews":

1. **Recently created:** The most recent ones should always be less than 12 months old, **ideally < 6 months.**
2. **Exact SKU:** They must be about the **specific SKU** involved. That is the flavour / variety not the sub-range / brand.
3. **Verified purchasers:** Reviews from real "verified purchase" shoppers who have **bought the product for themselves** and not just sent it in the post or given it in the street.
4. **Impactful number:** Enough Reviews to be give a reader confidence in the average Rating, **a minimum of 30.**
5. **Everyday language:** They must be varied and true shopper speech, that only independent **unmoderated content** can deliver.
6. **With a variety of views:** Generally, higher Ratings will drive higher rate of sale, but clearly **honest, varying in content Reviews** (or "feedback" as we call it) including a mix of positive and some negative Reviews comments have the highest impact on rate of sale.

If you would like to generate Reviews across any global online retailer then contact us via sales@checkoutsmart.com

How to contact us

Smart
Reputation



Smart
Activation



Smart
Research



Smart
NPD



Smart
On-pack



Smart
Crowd



Contact us:

sales@checkoutsmart.com