

# AN INCREASINGLY INVOLVING BUYING JOURNEY

## 1

### **Purchasers eager to try new things**

**86%** of female consumers state that they like to try out new brands and new products\*.

\* Harris Interactive study

## 2

### **Obtaining information for reassurance**

**72%** of the 18 to 34 age group say they might pay more for genuinely transparent brands\*.

\* Disko study, 2018

## 3

### **Consuming less but better**

Nearly **6 out of 10 women** purchased at least one organic product last year, a proportion which has nearly doubled in eight years\*.

\* IFOP study, 2018

On average

**30**

contact points all along  
the buying journey

7 more than the average for all sales channels

## THE BUYING JOURNEY

DISCOVERING

**13**

DECIDING

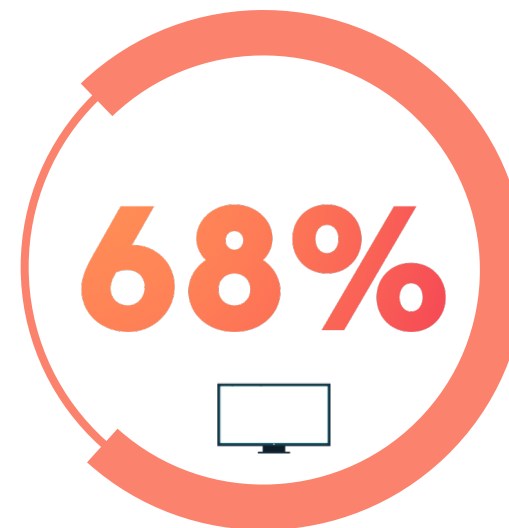
**7**

OBTAINING  
INFORMATION

**10**

DISCOVERING

## TV ADVERTISING IS ESSENTIAL



discover products through TV advertising.  
*Second most widely used influence point after samples*



66%



60%



56%

+22 pts  
vs moyenne



46%

22 % more than  
the average



E-commerce purchasers are influenced more by advertising  
on social media than by online video advertising.