Euromonitor International

Unpacking the E-Commerce Strategies of Kenvue, Nestlé and Unilever

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INTRODUCTION

Scope
About the data used in this report
Key takeaways

WHY COMPANIES NEED TO RETHINK E-COMMERCE STRATEGIES

Post-pandemic e-commerce growth rates have normalised
Retailers and brands need to refine e-commerce strategies to grow in the new landscape

SPOTLIGHT: NESTLÉ SA

Nestlé's online fmcg success spotlights winning categories
A strong diversification of channels is key to Nestlé's e-commerce strategy
Nestlé uses marketplaces for portfolio distribution across the globe
Seasonality and retailer strategies impact shifts in channel preference
Pet care is the star in Nestlé's online portfolio
Purina's e-commerce success contributes to Nestlé's leadership in online pet care
Nespresso's direct-to-consumer strategy strengthens brand equity
Grocery specialists remain key partners for Nestlé in online packaged food sales
Finding new sources of growth for ambitious e-commerce goals
Room for growth in new focus markets and strengthening competitive position in categories
What's next?

SPOTLIGHT: KENVUE (FORMERLY JOHNSON & JOHNSON)

Kenvue extends online channel across a diversified product range
Strength in the OTC segment reinforces Kenvue's position online
Amazon offers the wider reach for Kenvue's product portfolio
Walgreens is the leading online healthcare product retailer for Kenvue
Leading the way online, Neutrogena is the dominant brand for Kenvue
Kenvue banks on beauty and personal care products in most markets
Finding opportunity online through effective pricing in a challenged OTC market
Investing in telehealth start-ups to create new online channels
Strategic spin-off and a digital first approach to support product and brand innovation
What's next?

SPOTLIGHT: UNILEVER

Digital commerce is key to Unilever's strategic growth plans
Unilever's e-commerce channel mix sees prominence of grocery retailers and marketplaces
While generalists dominate as retail partners, market nuances determine category mix
Strong portfolio in beauty and personal care backs Unilever's e-commerce performance
With strong digital marketing and brand trust, Dove leads Unilever's brand portfolio
Unilever's on-demand delivery division aims to meet the delivery needs of Generation Now
Investing in digital native brands drives new growth as Unilever pivots portfolios
Unilever aims to optimise packaging for e-commerce
Shift in seasonal consumption and inflationary challenges is a balancing act
What's next?

CONCLUSION

Key takeaways
What will it take to win?
Watch industry experts debate the future trajectory of e-commerce
About Euromonitor International's Syndicated Channels Research

About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/unpacking-the-e-commerce-strategies-of-kenvue-nestle-and-unilever/report.