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New UK FMCG Deep Dive *report from Criteo sheds light on the latest ecommerce trends in the UK FMCG market*

LONDON – 9th May, 2017 – [Criteo](#) (NASDAQ: CRTO), the performance marketing technology company, today released its *UK FMCG Deep Dive – Taking Stock of the Future of Grocery* report, exploring the latest e-Retail themes and trends in the UK FMCG marketplace, including the impact of mobile on grocery shopping, and identifies the most searched terms used by shoppers and which products shoppers inevitably buy.

Some of the key trends from Criteo's Taking Stock of the Future Grocery include:

- 40% of all online grocery purchases made online in the UK are made on mobile phones
- 7% of all grocery shopping in the UK is purchased online, more than Spain, the Czech Republic and Netherlands combined
- Analysis of common search terms showed that 'traditional' British foods such as teas and sausages are being overtaken by European influences such as coffee and pizza
- Click and collect is one of the major drivers of eGrocery in the UK with "bricks & clicks" hypermarkets having the advantage over Amazon
- Fresh Foods are shopped for as often as cupboard items – attesting to the relative maturity of the grocery market

Ben Cooper, Managing Director, Europe, Criteo Sponsored Product said, "UK brands have spent years developing powerful relationships with shoppers, but need to adapt their marketing practices, refined through years of in-store experience, to engage with customers online in new and more innovative ways.

"Ensuring that both physical and online retail stores are closely aligned, keeping abreast with changing market needs, offering best-in-class customer service, and products that live up to their brand's promise will give them the advantage. The reward? A weekly presence in the baskets of their loyal online customers," he concluded.

The new report also offers crucial insights for online and 'brick' brands and retailers on key ecommerce tactics and best practices, including:

- **Optimise how your products appear online:** Products on computer and phone screens have to work so much harder than in store where their shapes and colours pop. Online, shoppers say that they'd like to see bigger images, closer up ones and when necessary, a 360-degree view. Copy is also important, especially in categories like baby where nutrition and ingredient information is paramount.
- **E-commerce media requires an "always on" strategy:** E-commerce has fundamentally changed retailing seasonality. Ensuring that there is sufficient to cover brand budget throughout the entire year, as well as promotional peak times is vital.
- **Use paid search to help increase organic rankings:** The "winner takes all" world of eGrocery – where carts are persistent and brands are powerful – favours established products that achieved early success in e-commerce. Paid search, however, can level the early advantage.

- **Use retargeting to ensure your shoppers complete the buy:** Persistent carts are a given in the FMCG category as shoppers often develop their carts over a week's time before checking out. Retargeting can help make the sale.
- **Use sponsored products to drive awareness and sales:** Criteo's Sponsored Products, which are relevant to the purchaser and what they are shopping for, can help consumers find products in large-basket-size, multiple-SKU categories like FMCG.

To learn more about how brands and retailers can make the most of the latest FMCG trends and eGrocery opportunities, please visit **[INSERT HYPERLINK]**

About Criteo

Criteo (NASDAQ: CRTO) delivers personalized performance marketing at an extensive scale. Measuring return on post-click sales, Criteo makes ROI transparent and easy to measure. Criteo has over 2,500 employees in more than 30 offices across the Americas, EMEA and Asia-Pacific, serving over 15,000 advertisers worldwide and with direct relationships with thousands of publishers.

For more information, please visit www.criteo.com.