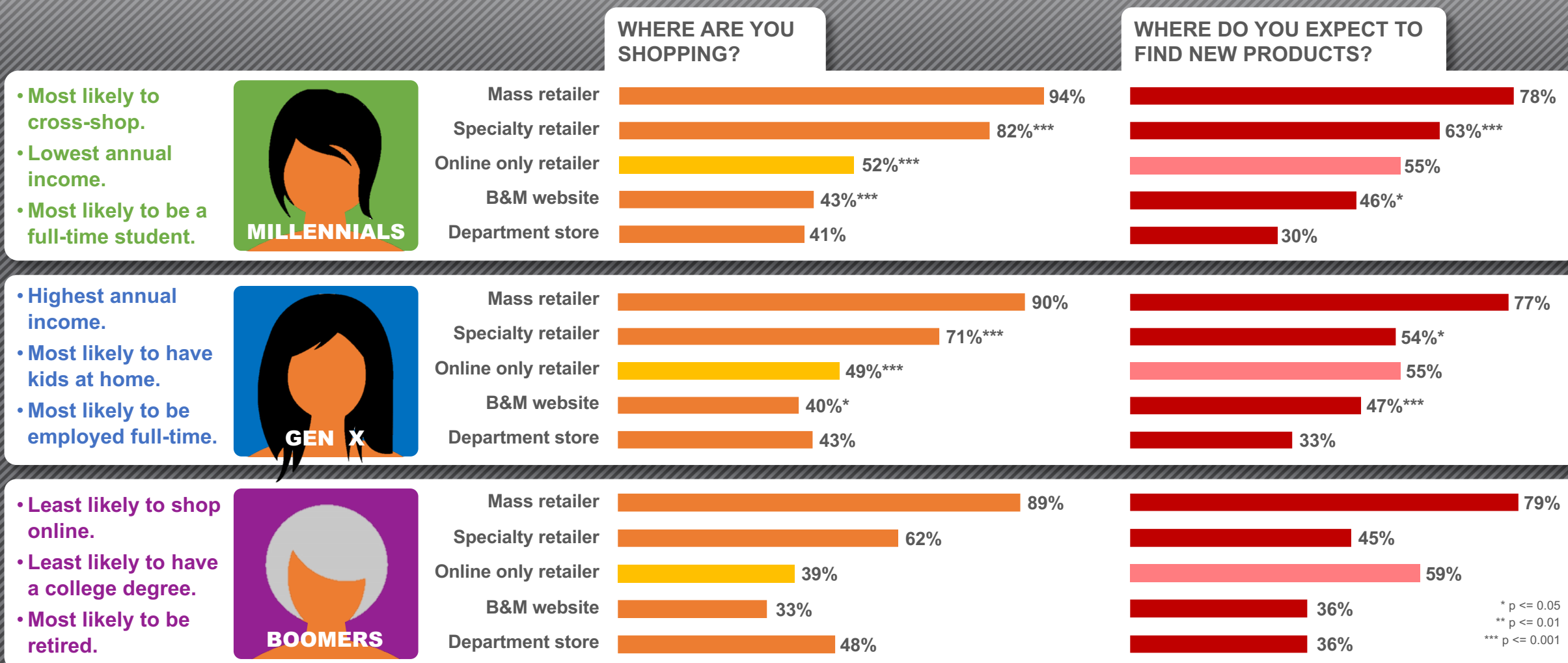


While some firms lose sleep over how online retailers, like Amazon, will continue to change the way they do business, others point out that online sales still only account for ~10% of overall US retail. In recent studies, RSG asked a total of 1,910 women where they buy new health and beauty products and where they expect to find new products in the market...

Q | What role are online retailers playing in how consumers are shopping for new products?



A | While less than half of consumers are buying online, more than half expect new products to be found online.