

APR2019

# blender



RETAIL SERVICES SOCIAL MEDIA LISTENING /// 1ST QTR 2019

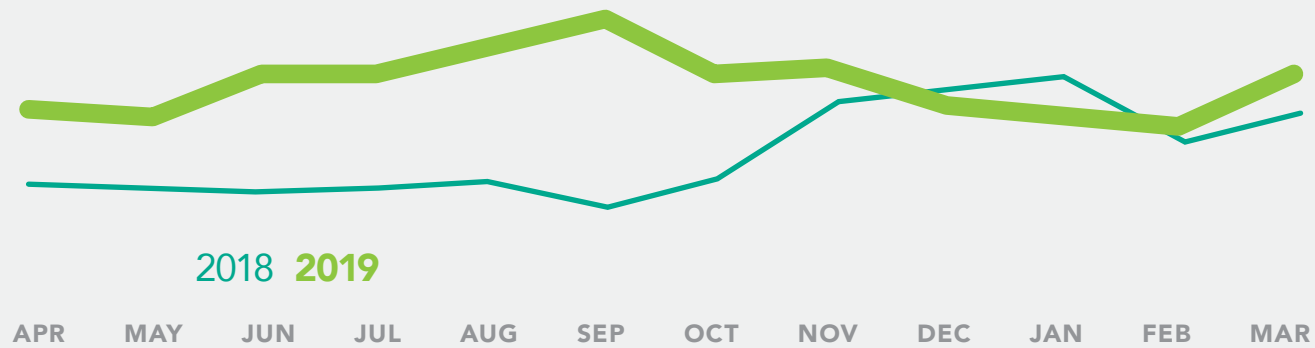
bellomy



**The Bellomy blenders** are industry-specific reports designed to keep you informed about key social media metrics, insights, and trends in your industry. The blender is produced each quarter for Healthcare, Retail, Financial Services, Energy, and Consumer Products. Download them from our website every three months.

**bellomy**

# key indicators remained mostly flat in Q1



0.0%

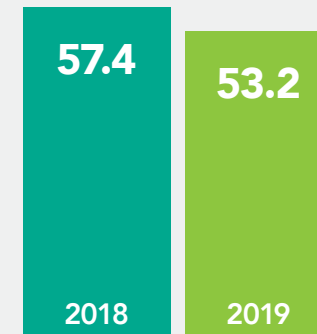
volume change

**Volume was flat** in the January to March period of 2019, year-over-year



sentiment change

**Sentiment increased**  
1.8 pts in the January to March period of 2019, year-over-year



intensity change

**Intensity decreased**  
4 pts in the January to March period of 2019, year-over-year

**Sentiment** A score that expresses the ratio of positive to negative sentiment about a topic

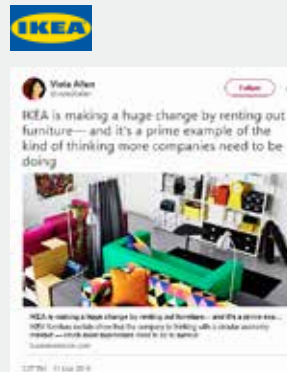
**Intensity** A score that expresses the ratio of strong emotions (such as "love" or "hate") to all emotions expressed about a topic



# retailers reduce, reuse, recycle

We listened to consumers sharing and discussing the environmental efforts of the companies that supply their lives, and saw big names alongside newcomers. We also heard customers recognizing and appreciating those retailers that help them reduce their impact on the environment and make it easy for them to recycle.

Etsy leads in social media as a key retail space for eco-friendly goods



Consumers had a lot of sustainable news from IKEA to share early this year



Loop and parent company, TerraCycle, are disruptors in the retail space, as they've managed to establish a business around facilitating of other brands' sustainability efforts. Consumers are eager to participate in these services that allow them to feel better about the environmental impact of their favorite products by allowing easy access to recycling and eco-friendly packaging.



# sustainability shipping wars

With more and more shopping happening online, consumers have begun wondering how the fleets of delivery vans and the plastic and cardboard packaging piling up in their home affect the environment. We saw two major online retailers—Etsy and Amazon—battle for recognition of their efforts to reduce the harm caused by shipping.

Consumers wonder when Amazon will follow Etsy's lead



Etsy



Etsy won the praise of many consumers for becoming the first major online retailer to offset 100% of carbon emissions from shipping.



In February, Amazon announced its "Shipment Zero" program, with plans to cut the carbon footprint of its shipping in half by 2020.

The retail giant also plans to publish its carbon footprint for the first time later this year, as an effort towards transparency with consumers. Unfortunately, this announcement was overshadowed by Etsy announcing it had already achieved carbon-offset shipping for all deliveries from the site.



bellomy

# categories

year-over-year comparisons

## club/ warehouse

**-70.0%**  
volume change

**+50.8**  
sentiment change

**+9.2**  
intensity change

## c-store

**+25.0%**  
volume change

**-18.6**  
sentiment change

**+14.7**  
intensity change

## drug

**-53.0%**  
volume change

**+2.5**  
sentiment change

**-3.5**  
intensity change

## big box

**-23.0%**  
volume change

**+5.7**  
sentiment change

**-24.1**  
intensity change

## discount

**+4.0%**  
volume change

**+15.0**  
sentiment change

**-10.4**  
intensity change

**bellomy**

# categories

year-over-year comparisons

**specialty**  
non apparel

**-18.0%**  
volume change

**+5.3**  
sentiment change

**-12.1**  
intensity change

**grocery**

**+8.0%**  
volume change

**-14.6**  
sentiment change

**-4.2**  
intensity change

**online**

**+14.0%**  
volume change

**+3.3**  
sentiment change

**-3.3**  
intensity change

**specialty**  
apparel

**+8.0%**  
volume change

**-1.0**  
sentiment change

**-1.6**  
intensity change

**department**

**-8.0%**  
volume change

**+36.5**  
sentiment change

**-17.6**  
intensity change

**bellomy**

# blender



Contact Bellomy at [info@bellomy.com](mailto:info@bellomy.com) /// 800.443.7344

bellomy