

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

bellomy

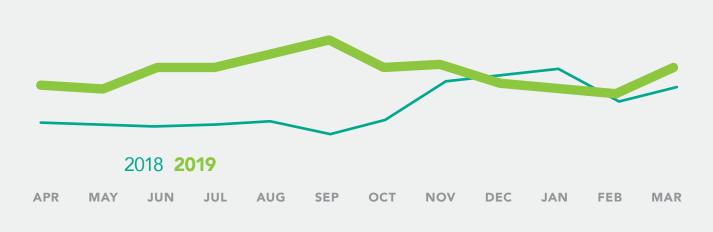


# The Bellomy blenders are industry-specific reports designed to

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.



## key indicators remained mostly flat in Q1





**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.

(140)

#### 1 trit Salheis

IKEA will only use renewable and recycled materials by 2010. It's already making all its stores environment friendly. Repaired. Reused. Recold. Recycle. Will remove all one use plastic. IKEA is a true leader in sustainable business. Others should follow!



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REA is making a huge change by renting out

furniture — and it's a prime example of the kind of thinking more companies need to be

IKEA

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NEXA solicity allogations along the vehicle of the sectors - and the approximation of the sector of

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

## Security Renard Tom Szaky CEO @TerraCycle presenting the

FLoop project! How the major brands commit together to change the approach of packaging, from single use to reuse. Let's change the habital @GreenBiz #GleenbBiz19



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rent company, TerraCycle, a

Real Property Strengt & Britishment

Our first 300 crisp packets have been

used to make terms such as outdool

furniture, trays, roofing and flooring. All money reced has been donated to

collected and sent to defenadycle who'll be racycling there into enall plants pellets to be

1.000

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.



Excited to share this item from my **#etsy** shop: Market Bag, Farmer's Market Bag, Crochet Tote, Grocery Bag, Beach Bag, Tote Bag, Crochet Grocery Bag, Shopping Tote, Eco Friendly etsy.me/2F5wjbg



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



# 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.



amazon

Amazon Introduces Shipment Zero -> an

ambitigue anal to reach \$0 percent of all mapon shipments with net zero carbon by

2020 Advance case Advanced

E hast Carden



company to offer Carbon-Offset Shipping. #sustainability #ESG #NewParadigm Is @amazon next?





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Follow

goodnewsnetwork.org/etsy-becomes-f .... @amazon your next. Offset your Shipping emissions so we can buy #Guilt free. #GoGreen



Etsy Becomes the First Global eCommerce Company to Completely Offset C .... With over 2.1 million sellers accounting for \$0% of their carbon foolprint. Etsy is now offsetting all of the emissions generated from their shipping



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with the state when

Follow ) 🗸

Proud to share that all orders from my store have 100% carbon offset shipping through Etsy! Way to go @Etsy



Etsy

Mortemer 9 0



#green #ecofriendly #ecofashion

#betterbusiness #thanks @Etsy #etsy

( hoter ) .

Ita Ditta We're proud to announce Carbon Officel Shipping! Protecting our visioners is reported to us and whe wading the drage by conting the first major online shopping destination to offset. Off-of carbon emissions from micping. Learn noise ...

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

The WebWittand ( lotena ) Amazon wants to reduce shipping's harm to environment - CNET bit.ly/2Eipap6



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.



club/ warehouse



+50.8 sentiment change

+9.2

c-store



-18.6 sentiment change

+14.7

·53.0%

drug

+2.5

-3.5

big box



+5.7 sentiment change

-24.1

discount



+15.0

-10.4





specialty non apparel

-18.0%

+5.3 sentiment change

-12.1

grocery



-14.6 sentiment change

-4.2

-14.0%

online

volume change

+3.3 sentiment change

-3.3 intensity change specialty apparel

+8.0%

-10 sentiment change

-1.6 intensity change

### department



+36.5 sentiment change

-17.6



# bender

Contact Bellomy at info@bellomy.com /// 800.443.7344

