

Disruptive Impact of Consumer e-Commerce On Traditional In-Store Retailing: New In-Depth Report Now Available to APPA Members

Changing Business Models Are Redefining Consumer Shopping Experiences

APPA recently announced a new partnership with the NAVC, allowing APPA members to access the NAVC's new comprehensive retail report at a greatly reduced price. This report focuses on the disruption of veterinarians and traditional in-store retailers, which is being driven by new customer expectations of their shopping experiences.

E-Commerce is typically defined as business-to-consumer online and mobile marketing and sales directly to consumers, and it is rapidly changing the way consumers purchase products. If you want to stay abreast of these changes, this is a must read report. APPA members can purchase this 400+-page report for \$995, a savings of \$3,505. For details and to order the report, please contact memberservices@americanpetproducts.org.

About this Report:

The instant gratification consumers experience by purchasing products and food on the Internet or via mobile apps is highly disruptive to traditional retail business models of brick-and-mortar stores.

For example, developments like Amazon's recent entry into grocery, meal kits, and food delivery challenge traditional food retailers who are responding with new food product delivery business models for groceries and ready-to-eat meals using mobile and online ordering for fast customer delivery.

Other online titans such Walmart Stores, Target, Google and PetSmart are also reshaping consumer markets, ultimately redefining consumer shopping experiences. Such changes are forcing retailers to revise their business models with the adoption of dual channel retailing, advances in home delivery, better cost control, faster fulfillment, and better "last-mile" delivery.

Starting with an analysis of B2C commerce, its history, developments and key competitors in the human consumer packaged goods and foodservices markets, this report describes the current state of technology disruption and how human and animal health businesses are responding to it.

Emphasizing how advances in technology happening in the human consumer retail market drive change in the companion animal market as well, the report then moves into analysis of trends and disruptive actions in the companion animal market as veterinarians fight to save their in-clinic sales of pet medications and OTC products.