2022 eCommerce Guide

Home Care Benchmarks and Insights

MikMak

Walmart

Category Benchmark

4.8% Purchase Intent

Instagram
Pinterest
Facebook
Brand Website
YouTube
TikTok

0%   7.5%   15%   22.5%
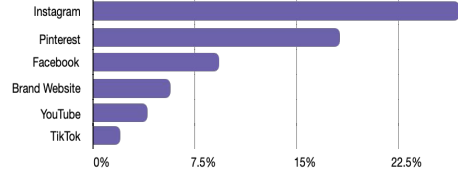
Home Care shoppers use social commerce and are price conscious

Category Benchmark

4.8% Purchase Intent Rate

Purchase Intent Rate (PI rate) measures how likely a population of in-market shoppers is to make a purchase

Currently the 2022 **overall PI rate is at 6 percent**, with Home Care's PI rate at 4.8 percent

PI rate for Home Care is highest in women on Instagram and checking out at Amazon

MikMak

Facebook and Instagram are popular for Home Care shopping

Over 60 percent of all Home Care shoppers on the MikMak Platform began their shopping journey on Facebook and Instagram in 2022. Meanwhile, Amazon was the most popular location to add to cart, and saw 38 percent of all purchase intent clicks, compared to 28 percent at Target and 25 percent at Walmart.

## Channel X Retailer Mix (Traffic)

f **Ⓘ** X **amazon**

Driving eCommerce on brand websites

In addition to social commerce, brand websites are also a key driver of eCommerce traffic, and saw a PI rate of 5.7 percent, above the overall category rate of 4.8 percent.

This is likely due to the nature of the Home Care products that are being purchased, such as cleaning supplies. Consumers are willing to educate themselves on factors such as ingredients and efficacy to make better informed decisions. Thus, brands should have informative websites that clearly showcases product details, and from there drive eCommerce traffic to retailer cart.

Home Care Category Purchase Intent Rate by Channel

Channel	
Instagram	
Pinterest	
Facebook	
Brand Website	
YouTube	
TikTok	

0%   7.5%   15%   22.5%

MikMak
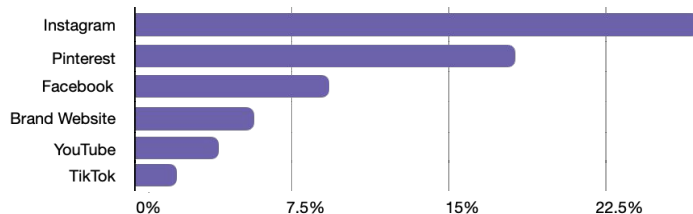
Amazon & Walmart for price conscious Home Care shoppers

While Amazon is the preferred retailer cart at 38 percent of all purchase intent clicks, the majority of shoppers made their purchases at Walmart. This discrepancy is likely due to consumers treating Amazon as a discovery and shopping list building platform, particularly useful to make on site comparisons between products.

Meanwhile, shoppers who see price as a primary purchasing factor will make product comparisons between Amazon and other retailers like Walmart.

When we look at the Home Care basket at checkout, over 57 percent of units sold were laundry products, with the average order containing 2 items, average order value at $38.42, and average unit price at $19.

Home Care shoppers most often added home improvement materials and home organization containers to their shopping cart, showing that shoppers were making purchase for all aspects of their home, and presenting an opportunity for cross-promotion and partnerships.

The shoppers behind the purchases

When it comes to Facebook and Instagram, MikMak's Shopping Index found that married women between the ages of 45-54, living in households with children, were most likely to make a home care purchase. In fact, these shoppers had a PI rate over 12 percent, more than 2.5x the average category rate of 4.8 percent.

Meanwhile, shoppers that begin their journey on TikTok were 3.5x more likely to make a purchase if they were single (17% PI rate), in households without children (16% PI rate), and owned cats (16.7 PI rate).

MikMak

Your eCommerce marketing checklist

So you got the insights. Now what?

Here's a list to help you design and optimize your eCommerce marketing initiatives.

1. **Get the basics down.** A successful Home Care strategy needs to incorporate social commerce with brand website. Are Facebook and Instagram part of your marketing mix? Do you also have media running on TikTok and Pinterest to benefit from the value of awareness based media? Is your brand website driving eCommerce traffic?

2. **Develop more nuanced insights for consumer relevance.** Your Home Care shoppers are meticulously building lists and checking for prices. Do you have Amazon, Walmart, and Target in your retailer mix?

3. **Explore growth opportunities.** Check your performance against category benchmarks to see how you stack up against the competition. If your key shoppers on TikTok and Facebook are different, are they seeing themselves reflected in your creative? What are ways that you can drive bigger baskets at checkout if Home Care shoppers are also thinking about home improvement and home organization products?

Want to learn more? MikMak can help you get started!

All data and insights from Category Benchmark Reports are sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and over 2000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first-party eCommerce data to 1000+ of demographic and psychographic data points, and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry exclusive partnership with LiveRamp.

All data in this report is from 1/1/2022 to 8/8/2022.

Let's chat!

Want to get even more tactical?
Looking for a different category?

Contact marketing@mikmak.com!

MikMak