E-Commerce - UK - July 2014

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers' loyalty."
- John Mercer, European Retail Analyst

This report looks at the following areas:

- How big will online get?
- Why are pureplays outperforming?
- Does m-commerce matter?

In 2013, annual growth in internet retail sales remained strong: year-on-year growth stayed at the same rate seen in 2012, defying expectations of a slowdown.

We think increasing participation in shopping via tablets and smartphones contributed to this strong growth, and we think it is helping to keep growth rates high in 2014.

Shopping via different devices is addressed, along with a number of other issues, in our consumer research. Our consumer survey this year asked:

- Which devices (laptop/desktop, tablet or smartphone) respondents had used to buy products online in the last 12 months, and whether they used them at home or out of the home;
- Which product categories respondents had bought online in the last 12 months, and whether they did so using a laptop/desktop computer, a smartphone or a tablet;
- Which factors or innovations would most improve the online shopping experience for them;
- Usage of customer service and delivery/collection options when buying online;
- Likelihood of using these customers service and delivery/collection options again;
- Which retailers respondents have bought from online in the past 12 months, for food and non-food purchases separately.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Appendix – The Consumer – Attitudes – What They Would Like

