

E-Commerce - UK - July 2013

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"Coupled with the power of social media, mobile connectivity is giving consumers access to more information instantly than ever before. Viewed sociologically, m-commerce is changing behaviour."

– John Mercer, European Retail Analyst

In this report we answer the key questions:

- E-commerce, m-commerce, t-commerce: does it matter?
- Is showrooming a problem?
- How fragmented is e-commerce?
- Who is winning online?
- How can pureplays compete against Amazon?
- Should pureplays be opening stores?

Online retail sales grew by a little over 15% in 2012, marking another year of strong but slowing growth.

Online shopping is not only fast-growing; it is fast-changing too. Just as retailers were getting used to the cannibalisation of instore sales by the online channel, the boom in m-commerce (through smartphones) and t-commerce (via tablets) threatens further disruption.

As data in the consumer sections of this report shows, the move to shopping on mobile devices is already very substantial. And while it may be argued that mobile shopping is simply e-commerce through another device, in reality it is prompting upheavals in shopper behaviour and consumer enablement. Coupled with the power of social media, mobile devices have provided consumers with greater influence, choice and knowledge than ever before.

As ever, our report includes extensive consumer research. This year we asked consumers which channels they had used to shop from home; what products they had bought through home shopping; what devices were used to buy online from home; what they had bought via smartphones and tablets while outside the home; which retailers had been used for online shopping; and attitudes to online shopping.

And our brand research includes correspondence analysis showing how consumers associate various attributes with major online retailers.

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