

Online Retailing - UK - July 2015

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Growth in total online sales slowed to 13.2% in 2014 following surprisingly strong growth of 15.3% in 2013. This represents a return to a longer term trend of decelerating growth as the market matures and we expect this to continue over the next five years.

This report looks at the following areas:

- It is who people buy from, not how, that matters
- So is there a ceiling to online sales?
- But aren't some pureplays already opening stores?
- Does it really matter which device is used?

Consumers are increasingly appreciating the benefits offered by strong multi-channel operators that are able to combine the strengths of selling online and in-store, such as Dixons and John Lewis. Meanwhile, pure plays have come to realise that they can't afford to keep on selling at ultra-low prices if they want to be profitable and instead need to focus on playing to their strengths of offering convenience and breadth of range whilst working to improve service.

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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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