

Multi-channel Retailing - UK - November 2011

Report Price: £1750 / \$2837 / €1995



“No sooner have retailers implemented strategies to integrate online into their store-based businesses than new technology has shifted the goalposts as mobile digital devices are now creating new opportunities for ‘fast shopping’ – shopping on the move and social media generated shopping – which requires retailers to devise and create imaginative and relevant shopping environments, both real and virtual, for today’s technology-focused consumers.”

– Neil Mason, Head of Retail Research

In this report we answer the key questions:

- Clicks versus bricks – what future for retail property?
- How important will stores be as order fulfilment and service points?
- Do non-store brands need to offer more fulfilment options?
- To what extent are portable digital devices setting a new agenda?
- How should retailers embrace social media?

Definition

Multichannel retailing is the selling of goods from stores, catalogues and websites via telephone, in-store kiosks and order points, personal computers, tablets, mobile phones and social media involving either direct-to-home or collect-from-store fulfilment.

Multichannel shoppers are those who use more than one channel when buying goods.

Cross-channel retailing is the selling of goods that involves more than one channel to complete the sale; the most common example being click and collect, whereby purchasers order online but pick the item up from a store.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100