

## Online and Mobile Shopping - US - September 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Online sales doubled from 2011-16, with steady growth of 14-16% annually. Enabling this growth through 2015 were rising numbers of households with access to broadband, as well as rapidly rising ownership of smartphones and tablets."

- Billy Hulkower, Senior Technology Analyst

### This report looks at the following areas:

- Amazon holds aces
- New shoppers a rare find
- Grocery shopping not quite ready for prime time

Since the gains from these key drivers has already occurred and may have reached a limit, future growth will primarily occur on the basis of existing online shoppers making more of their purchases online. This avenue to growth appears to already be in effect, with categories previously purchased only in-store beginning to take hold online, including furniture, clothing, and groceries.

This Report reviews these transitions in the online and mobile marketplace via quantitative and qualitative work on the frequency of online and mobile shopping, cart size, categories purchased, the pre-purchase process, as well as attitudes toward shipping and retailer selection.

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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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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Amazon holds aces

Figure 1: Extent of online shopping conducted on Amazon, April 2016

New shoppers a rare find

Figure 2: Incidence of online shopping in past month, by device, April 2016

Grocery shopping not quite ready for prime time

Figure 3: Shopping for groceries online, by parental status, April 2016

The opportunities

Same buyers, more sales

Figure 4: Engagement with online shopping, April 2016

Young, high-income, and urban households load carts up

Figure 5: Median spend on most recent order, by selected demographics, April 2016

Social mandates boost sales

Figure 6: Fast-growing retailers with social mandates, 2015

What it means

### The Market – What You Need to Know

Sales double 2011-16

Trillions remain available at brick-and-mortar

Mobile the location of growth 2014-16

### Market Size and Forecast

Steady double-digit growth

Figure 7: Total US online retail sales and forecast, at current prices, 2011-21

Best-case scenario places sales near \$1 trillion in 2021

Figure 8: US total online shopping sales and fan chart forecast, at current prices, 2011-21

### Market Perspective

Barriers remain in food, household goods

Figure 9: Categories avoided in online shopping, April 2016

In their own words

Shifting landscape for groceries

Figure 10: Shopping for groceries online, by gender and age, April 2016

In their own words

### Market Breakdown

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## Mobile carries a third of sales

Figure 11: US mobile shopping sales vs online shopping sales via desktop, 2014 and 2016

## Market Factors – Technology

### Future growth in broadband households limited

Figure 12: US residential broadband subscriptions, 2012-15

Figure 13: Number of US household, 2005-15

### Mid- and high-income households already broadband subscribers

Figure 14: Home internet subscription, by household income, October 2015-June 2016

### Tablet ownership still rising

Figure 15: Smartphone and tablet ownership, April 2015-June 2016

### Apps for phones, sites for tablets

Figure 16: Methods of internet access, June 2016

## Market Factors – Demographics

### Households with children

Figure 17: Engagement with online shopping, by parental status, April 2016

### Focusing on increasing sales among existing shoppers with children

Figure 18: Number of US households, by presence of children, 2005-15

### Growing Hispanic population spending more online

Figure 19: Mean spend on most recent order, Hispanics vs non-Hispanics, April 2016

### Ages 25-44 show elevated spending

Figure 20: Mean spend on most recent order, by age, April 2016

## Key Players – What You Need to Know

### Amazon pulls further ahead

Mass merchandisers, department stores see big gains

Rapid growth aligned with social mandates and category specialists

## What's Working?

### Amazon grows sales \$12.9 billion in 2015

Figure 21: Extent of online shopping conducted on Amazon, April 2016

### In their own words

Software, online debuts boost Apple's online sales

Walmart prioritizes development of online resources

Figure 22: Interest in buying groceries online, by Hispanic origin, April 2016

Department stores see rising e-commerce sales

### In their own words:

Figure 23: Selected online retailers with increases in sales of \$500 million or more in 2015

## What's Struggling?

Declines linked to sector or brand-specific woes

Figure 24: Selected online retailers with sales declines in 2015

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## What's Next?

Ethical brands ring it in

Furniture begins transition to e-commerce

Everyday purchases

Figure 25: Selected online retailers with sales increases of 50%+, 2015

## The Consumer – What You Need to Know

Desktop dominates

Spending and frequency intertwined

Price comparisons top prepurchase activity

Young men, parents less concerned with shipping fees

## Use of Desktop and Mobile Platforms

Desktop platform primary arena for conversions

Figure 26: Incidence of online shopping in past month, by device, April 2016

Desktop dominance holds in frequency comparisons

Figure 27: Frequency of online shopping in past month, by device, April 2016

## Frequency of Online Shopping

Two thirds make multiple purchase per month

Figure 28: Frequency of online shopping (any device), by parental status, April 2016

Hispanics devoted to frequent purchasing

Figure 29: Frequency of online shopping (any device), by race/Hispanic origin, April 2016

## Cart Size

Orders typically well above free shipping limits

Figure 30: Mean spend on most recent order, by parental status, April 2016

Urbanites carry more weight

Figure 31: Mean spend on most recent order, by location of residence, April 2016

Figure 32: Motivations for online shopping, April 2016

## Attitudes to Shipping

Avoiding fees priority for majority

Figure 33: Attitudes to shipping, April 2016

Parents more likely to splurge

Figure 34: Attitudes to shipping, by parental status, April 2016

Young men less sensitive to fees

Figure 35: Attitudes to shipping, by gender and age, April 2016

Frequent shoppers more liberal with fees

Figure 36: Attitudes to shipping, by online shopping frequency, April 2016

## Shopping Preferences

Some leeway available in price

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Figure 37: Preferences and behavior in retailer selection, April 2016

Parents give thought to suggestions, service, subscriptions

Figure 38: Preferences and behavior in retailer selection, by parental status, April 2016

Hispanics consider more than price

Figure 39: Preferences and behavior in retailer selection, by Hispanic origin, April 2016

Frequent shoppers favor overall experience

Figure 40: Preferences and behavior in retailer selection, by online shopping frequency, April 2016

## The Purchase Process

Price comparisons, review top prepurchase activities

Figure 41: Steps taken prior to online shopping purchases, by category, April 2016

In their own words

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Market Size definition

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

## Appendix – Market

Figure 42: Total US online sales, at inflation adjusted prices, 2011-21

Figure 43: Population by Hispanic origin, 2011-21

Figure 44: Population by age, 2011-21

## Appendix – Consumer

Cart size

Figure 45: Mean spend on most recent order, by household income, April 2016

Motivations for online shopping

Figure 46: Motivations for online shopping, by parental status, April 2016

Engagement

Figure 47: Engagement with online shopping, by area, April 2016

Purchase process

Figure 48: Steps taken prior to online shopping purchases, by product category, by frequent shoppers, April 2016

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