

## Online Retailing - UK - July 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Whilst online accounts for a fraction of total retail in the UK, its influence on consumer purchases is far greater than this suggests. Whilst 2017 is likely to be tougher for the retail industry than 2016, the broader trends in the market are still in favour of online and we expect the percentage of sales moving through online channels to continue to grow.”

– Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- Is Amazon right to focus on Prime?
- How can retailers best leverage social channels?
- Is there a need for greater curation and personalisation online?

Online retailing continues to grow strongly, and 2016 was a bumper year for online. Whilst the market is likely to be tougher in 2017 due to slower consumer demand amid rising inflation and falling real incomes, we still expect the market to grow with a strong growth forecast through to 2022.

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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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