

Buying Online: Understanding Why Consumers Sometimes Don't - US - July 2018

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"Shoppers of all ages and demographics are growing more comfortable buying products online, with 97% of all adults engaging in some online shopping over the past 12 months and one third shopping online at least once a week."

- **Matt Lindner, Senior eCommerce Analyst**

This report looks at the following areas:

- Online sales growth across all categories suggests barriers are eroding
- Retailers may get only one shot to win over an online shopper
- Online hasn't replicated the experience of seeing something in person

With online sales growth consistently outpacing overall retail sales growth and consumers growing more comfortable shopping online, online retailers are constantly looking to identify and eliminate any potential barriers that would prevent a consumer from completing an online purchase.

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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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Abbreviations and terms

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