

### December 2022

#### Online Retailing: Marketplaces and Peer-to-peer Selling - UK

“Marketplaces and peer-to-peer sites have enjoyed the same level of greater engagement as the wider online retail sector in recent years, with sales via sellers on such platforms at record highs. The cost-of-living crisis will drive only further interest in the sector, particularly peer-to-peer, as consumers both seek value on ...

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“The online channel has a strong value perception, which will continue to drive demand even though a majority of demand within the sector is discretionary. However, with consumers naturally highlighting price-sensitivity in the short-to-medium term, it is not just product prices that will be under scrutiny but the entire value ...