

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"We think consumers are likely to become more demanding and that those retailers that innovate relentlessly - such as Amazon – are best-placed to win shoppers' loyalty."

- John Mercer, European Retail Analyst

This report looks at the following areas:

- How big will online get?
- Why are pureplays outperforming?
- Does m-commerce matter?

In 2013, annual growth in internet retail sales remained strong: year-on-year growth stayed at the same rate seen in 2012, defying expectations of a slowdown.

We think increasing participation in shopping via tablets and smartphones contributed to this strong growth, and we think it is helping to keep growth rates high in 2014.

Shopping via different devices is addressed, along with a number of other issues, in our consumer research. Our consumer survey this year asked:

- Which devices (laptop/desktop, tablet or smartphone) respondents had used to buy products online in the last 12 months, and whether they used them at home or out of the home;
- Which product categories respondents had bought online in the last 12 months, and whether they did so using a laptop/desktop computer, a smartphone or a tablet;
- Which factors or innovations would most improve the online shopping experience for them;
- Usage of customer service and delivery/collection options when buying online;
- Likelihood of using these customers service and delivery/collection options again;
- Which retailers respondents have bought from online in the past 12 months, for food and non-food purchases separately.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
oxygen@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Introduction

Market definition
Financial definitions
VAT
Abbreviations

Executive Summary

The market
Online reaches 11% of all retail sales
Figure 1: Internet retail sales (incl. VAT), 2009-19
Share of all retailing
Figure 2: Internet retail sales as % of all retail sales, 2009-19
Market segmentation
Figure 3: Breakdown of online retail sales by major category, 2014 (est)
Figure 4: Online sales as % of total category sales, 2013 and 2014
Companies, brands and innovation
Figure 5: Leading online retailers: share of all online retail sales, 2013
The consumer
Shopping online, by device used
Figure 6: The consumer: devices used to buy products online in the last 12 months, May 2014
Categories bought, by device used
Figure 7: The consumer: Items bought online in the last 12 months – any device, May 2014
Figure 8: The consumer: Items bought online in the last 12 months – by device, May 2014
Where they shopped, by food and non-food
Figure 9: The consumer: Retailers used for food/drink purchases online in the past 12 months, May 2014
Figure 10: The consumer: Retailers used for non-food purchases online in the past 12 months, May 2014
Delivery, return and customers services used
Figure 11: The consumer: Online delivery/return services and customer services used, May 2014
Delivery, return and customers services they would use again
Figure 12: The consumer: Likelihood of using online delivery/return services or customer services again, May 2014
What would improve the online shopping experience
Figure 13: The consumer: Factors likely to improve the online shopping experience, May 2014
What we think

Issues and Insights

How big will online get?
The facts
The implications

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Why are pureplays outperforming?

The facts

The implications

Does m-commerce matter?

The facts

The implications

Trend Application

Experience is all

Life hacking

Mintel futures

The Market Environment

Key points

Proportion shopping online

Figure 14: The consumer: Percentage having shopped online in the past three months, June 2013, September 2013, December 2013 and April 2014

Device ownership

Figure 15: Technology products personally owned, selected internet-enabled products, June 2013, September 2013, December 2013 and April 2014

Figure 16: Technology products in household, selected internet-enabled products, June 2013, September 2013, December 2013 and April 2014

Broadband access

Figure 17: Percentage of all households with broadband access, 2011-13

Consumer context

Figure 18: Consumer confidence levels, June 2013-May 2014

Figure 19: Annual % change in average weekly earnings versus annual % change in consumer prices, January 2010-February 2014

Market Size and Forecast

Key points

Growth buoyed by m-commerce in 2013

Figure 20: Internet retail sales (incl. VAT), 2009-19

Figure 21: Internet retail sales as % of all retail sales, 2009-19

Figure 22: Internet retail sales (incl. VAT), in current and constant prices, 2009-19

Segmentation: Store-based retailers versus non-store retailers

Figure 23: Internet retail sales, segmented by store-based/non-store retailers, 2014 (est)

Segmentation: Store-based retailers slowly losing out

Figure 24: Internet retail sales by store-based retailers (incl. VAT), 2009-19

Figure 25: Internet retail sales by store-based retailers (incl. VAT), in current and constant prices, 2009-19

Segmentation: Non-store retailers gaining share

Figure 26: Internet retail sales by retailers without stores (incl. VAT), 2009-19

Figure 27: Breakdown of internet retail sales by retailers without stores, by type of retailer, 2012-14

Figure 28: Internet retail sales by retailers without stores (incl. VAT), in current and constant prices, 2009-19

Forecast methodology

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The fan chart

Segmentation by Product Category

Key points

Apparel, electricals and grocery dominate online

Figure 29: Breakdown of online retail sales by major category, 2014 (est)

Figure 30: Breakdown of online retail sales by major category (incl. VAT where applicable), in £ and % terms, 2013 and 2014 (est)

Proportion of sales online by category

Figure 31: Online sales as % of total category sales, 2013 and 2014

Review of major product categories

Electrical goods

Clothing and footwear

Grocery

Digital Spending

Key points

Digital set to near £2 billion

Figure 32: Breakdown of estimated spending on digital entertainment products, 2014

Figure 33: Digital sales – e-books, 2013 and 2014

Figure 34: Digital sales – music, 2013 and 2014

Figure 35: Digital sales – video, 2013 and 2014

Figure 36: Digital sales – computer/console games, 2013 and 2014

Who's Innovating?

Key points

Parcelpod offers immediate returns

Shopping centre launches superior click-and-collect service

iBeacon proximity technology to alert shoppers

Point-and-buy shopping app

Amazon smartphone's product recognition technology

Bluetooth enabled shop mannequins

Premier shopping street to pioneer unique app

New app aimed at time-conscious shoppers

Apps that make the world 'shoppable'

Virtual trunk shows

Strengths and Weaknesses

Strengths

Weaknesses

Leading Online Retailers

Key points

The top 25 online retailers: Amazon retains a major lead

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Leading online retailers' net internet revenues, 2011-13

Top 25: Pureplays versus multichannel

Figure 38: Distribution of the revenues of the top-25 online retailers (as ranked in 2013), by type of retailer, 2011-13

Top 25: Proportion of sales generated online

Figure 39: Top 25 online retailers: Proportion of total sales transacted online, 2013

Top 25: By main category traded in

Figure 40: Top 25 online retailers, by major category traded in, 2013

Market Shares

Key points

Top 25 account for 72% of all online sales

Figure 41: Top 25 online retailers: Share of all online retail sales, 2011-13

Brand Research

Brand map

Figure 42: Attitudes towards and usage of brands in the online shopping sector, May 2014

Correspondence analysis

Brand attitudes

Figure 43: Attitudes, by online shopping brand, May 2014

Brand personality

Figure 44: Online shopping brand personality – macro image, May 2014

Figure 45: Online shopping brand personality – micro image, May 2014

Brand experience

Figure 46: Online shopping brand usage, May 2014

Figure 47: Satisfaction with various online shopping brands, May 2014

Figure 48: Consideration of online shopping brands, May 2014

Figure 49: Consumer perceptions of current online shopping brand performance, May 2014

Brand recommendation

Figure 50: Likely recommendation of various online shopping brands, May 2014

The Consumer – Leading Food Retailers – Customer Profiles

Key points

Note on the charts

Region

Figure 51: Leading online food retailers, relative strength by region, May 2014

Area lived in

Figure 52: Leading online food retailers, relative strength by type of area lived in, May 2014

Financial situation

Figure 53: Leading online food retailers, relative strength by current financial situation, May 2014

The Consumer – Leading Non-Food Retailers – Customer Profiles

Key points

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Region

Figure 54: Leading clothing and department store retailers, relative strength by region, May 2014

Figure 55: Leading online electrical/DIY retailers, relative strength by region, May 2014

Figure 56: Leading online miscellaneous retailers, relative strength by region, May 2014

Area lived in

Figure 57: Leading clothing and department store retailers, relative strength by type of area lived in, May 2014

Figure 58: Leading online electrical/DIY retailers, relative strength by type of area lived in, May 2014

Figure 59: Leading online miscellaneous retailers, relative strength by type of area lived in, May 2014

Financial situation

Figure 60: Leading clothing and department store retailers, relative strength by financial situation, May 2014

Figure 61: Leading online electrical/DIY retailers, relative strength by financial situation, May 2014

Figure 62: Leading online miscellaneous retailers, relative strength by financial situation, May 2014

The Consumer – Devices Used and Who Buys What

Key points

What we asked

Devices for online access

Figure 63: Smartphone, laptop and tablet ownership, May 2014

Devices used for shopping and where

Figure 64: Device usage for shopping, May 2014

Who does what

Figure 65: Profile of devices users, May 2014

Who buys what, and on which devices

Figure 66: The consumer: Items bought online in the last 12 months – any device, May 2014

Figure 67: Items bought online in the last 12 months by device, as % of all respondents, May 2014

Proportion of device owners buying by category

Figure 68: Items bought online in the last 12 months by device, as % of device owners, May 2014

Figure 69: Profile of shoppers by products bought, May 2014

Repertoire analysis

Figure 70: Number of non-food items bought by device, May 2014

Figure 71: Number of different non-food items bought by device, May 2014

Using devices for research

Figure 72: Device usage for research as % of all online buyers, May 2014

Figure 73: Device usage for research as % all device owners, May 2014

The Consumer – Who Shops Where

Key points

What we asked

Food

Figure 74: Food buyers – where they shop, May 2014

Amazon

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Profiles

Figure 75: Online food shoppers profile, May 2014

Repertoire

Figure 76: Number of different online food retailers used, May 2014

Non-foods

Figure 77: Non-food buyers – where they shop online, May 2014

Spend per customer

Figure 78: Estimated online non-food sales per customer, 2013

Repertoire

Figure 79: Number of retailers non-foods bought from online, May 2014

Figure 80: Number of retailers used to buy non-foods online, by age and socio-economic group, May 2014

Profile of online non-food shoppers

Figure 81: Profile of online non-food shoppers by retailers used, May 2014

Food shoppers – purchases and retailers used

Figure 82: Non-food products bought online by grocery shoppers, May 2014

Non-food shoppers – purchases and retailers used

Figure 83: Products bought by online shoppers from clothing and department store retailers, May 2014

Figure 84: Products bought by online shoppers from homewares retailers, May 2014

Figure 85: Products bought by online shoppers from other non-food retailers, May 2014

The Consumer – Service and Delivery

Key points

What we asked

Home delivery still far more popular than click-and-collect

Figure 86: Delivery and returns methods used, May 2014

Delivery and returns

Figure 87: Delivery and return profiles, by age and socio-economic group, May 2014

Personal service

Figure 88: Online shopping – use of service options, May 2014

Figure 89: Profile of users contacting customer services, May 2014

Service and delivery – likelihood of using again

Figure 90: Delivery and service options – likelihood of using again, May 2014

Figure 91: Delivery and service options – likelihood of using again, May 2014

The Consumer – Attitudes – What They Would Like

Key points

What we asked

Delivery improvements are most popular

Figure 92: What would improve the online shopping experience, May 2014

Figure 93: Profile of those who want different services, May 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Amazon Europe

What we think

Company background

Company performance

Figure 94: Amazon.com Inc: Group financial performance, 2009-13

Sales mix

Figure 95: Amazon Europe: Estimated composition of sales, 2013

Mintel's consumer research

Figure 96: The consumer: Percentage that bought electrical goods from Amazon in the past year, January 2014

Figure 97: The consumer: Percentage that bought clothing from Amazon in the past year, August 2013

Retail offering

Figure 98: Number of SKUs listed on Amazon.co.uk, May 2014

AO World

What we think

Company background

Company performance

Figure 99: Appliances Online/DRL Ltd: Group financial performance, 2008/09-2013/14

Figure 100: AO World: Divisional sales, 2012/13-2013/14

Retail offering

Argos

What we think

Company background

Company performance

Figure 101: Argos: Group financial performance, 2009-10 – 2013/14

Figure 102: Argos: Outlet data, 2009-10 – 2013/14

Retail offering

Asos

What we think

Company background

Company performance

Figure 104: ASOS: Group financial performance, 2009-10 and 2012-13

Retail offering

Debenhams.com

What we think

Company background

Company performance

Figure 105: Debenhams: Group financial performance, 2008-09 and 2012-13

Retail offering

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Dixons Carphone

What we think

Company background

Company performance

Figure 106: Dixons retail, Estimated online sales, 2013/14

Figure 107: Dixons Retail Plc: Group financial performance, 2008/09-2013/14

Figure 108: Dixons Retail Plc: Outlet data, 2008/09-2013/14

Figure 109: The Carphone Warehouse Plc: Group financial performance, 2008/09-2013/14

Figure 110: The Carphone Warehouse Plc: Outlet data, 2008/09-2013/14

Retail offering

eBay Inc.

What we think

Company background

Company performance

Figure 112: eBay Inc.: Group financial performance, 2009-13

Figure 113: International sales as % of eBay Inc's total net revenues (a) / gross merchandise volumes (b)

Figure 114: eBay Marketplaces segment: number of active users, 2009-13

Retail offering

Figure 115: Number of SKUs listed on eBay.co.uk, April 2014

JohnLewis.com

What we think

Company background

Company performance

Figure 116: John Lewis Partnership: Group financial performance, 2009/10-2013/14

Retail offering

Next Directory

What we think

Company background

Company performance

Figure 117: Next PLC: Group and selected divisions financial performance (excl. VAT), 2009-10 and 2013-14

Retail offering

Ocado

What we think

Company background

Company performance

Figure 118: Ocado Group Plc: Group financial performance, 2008-09 and 2012-13

Figure 119: Ocado Group Plc: Key customer metrics, 2008-09 and 2012-13

Retail offering

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Otto Group (Multichannel Retail)

What we think

Company background

Company performance

Figure 120: Otto Group (Multichannel Retail): Group financial performance, 2009-10 and 2013-14

Retail offering

Figure 121: Otto group: main European brands, June 2014

Rakuten Ichiba

What we think

Company background

Company performance

Figure 122: Rakuten: Gross merchandise sales, 2009-13

Figure 123: Rakuten: Consolidated operating results by division, 2012-13

Shop Direct

What we think

Company background

Company performance

Figure 124: Shop Direct: group financial performance, 2008-09 and 2012-13

Retail offering

Tesco Direct

What we think

Company background

Company performance

Figure 126: Tesco Plc: Group financial performance, 2009-10 and 2013-14

Figure 127: Tesco Plc: Estimated net internet revenues, 2011/12 – 2013/14

Retail offering

Zalando

What we think

Company background

Company performance

Figure 128: Zalando: Group financial performance, 2010-13

Retail offering

Appendix – Brand Research

Figure 129: Brand usage, May 2014

Figure 130: Brand commitment, May 2014

Figure 131: Brand momentum, May 2014

Figure 132: Brand diversity, May 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Figure 133: Brand satisfaction, May 2014
- Figure 134: Brand recommendation, May 2014
- Figure 135: Brand attitude, May 2014
- Figure 136: Brand image – macro image, May 2014
- Figure 137: Brand image – micro image, May 2014

Appendix – The Consumer – Devices Used

- Figure 138: Devices used to buy products online in the last 12 months – any bought, by demographics, May 2014
- Figure 139: Devices used to buy products online in the last 12 months – mobile total, by demographics, May 2014
- Figure 140: Devices used to buy products online in the last 12 months – smartphone, by demographics, May 2014
- Figure 141: Devices used to buy products online in the last 12 months – tablet, by demographics, May 2014
- Figure 142: Devices used to buy products online in the last 12 months – laptop/desktop computer, by demographics, May 2014

Appendix – The Consumer – Who Buys What

- Figure 143: Most popular items bought online in the last 12 months, by demographics, May 2014
- Figure 144: Next most popular items bought online in the last 12 months, by demographics, May 2014
- Figure 145: Other items bought online in the last 12 months, by demographics, May 2014
- Figure 146: Most popular items bought online using laptop/desktop computer in the last 12 months, by demographics, May 2014
- Figure 147: Next most popular items bought online using laptop/desktop computer in the last 12 months, by demographics, May 2014
- Figure 148: Other items bought online using laptop/desktop computer in the last 12 months, by demographics, May 2014
- Figure 149: Most popular items bought online using smartphone device in the last 12 months, by demographics, May 2014
- Figure 150: Next most popular items bought online using smartphone device in the last 12 months, by demographics, May 2014
- Figure 151: Other items bought online using smartphone device in the last 12 months, by demographics, May 2014
- Figure 152: Most popular items bought online using a tablet device in the last 12 months, by demographics, May 2014
- Figure 153: Next most popular items bought online using a tablet device in the last 12 months, by demographics, May 2014
- Figure 154: Other items bought online using a tablet device in the last 12 months, by demographics, May 2014

Appendix – The Consumer – Who Shops Where

- Figure 155: Most popular retailers used for food/drink purchases online, by demographics, May 2014
- Figure 156: Next most popular retailers used for food/drink purchases online, by demographics, May 2014
- Figure 157: Most popular retailers used for non-food purchases online, by demographics, May 2014
- Figure 158: Next most popular retailers used for non-food purchases online, by demographics, May 2014
- Figure 159: Other retailers used for non-food purchases online, by demographics, May 2014
- Figure 160: Least popular retailers used for non-food purchases online, by demographics, May 2014

Appendix – The Consumer – Service and Delivery

- Figure 161: Online delivery/return services and customer services used – delivery/returns, by demographics, May 2014
- Figure 162: Online delivery/return services and customer services used – Customer service, by demographics, May 2014
- Figure 163: Online delivery/return services and customer services used, by retailers used for food/drink purchases online, May 2014
- Figure 164: Online delivery/return services and customer services used, by most popular retailers used for non-food purchases online – clothing/department stores online, May 2014
- Figure 165: Online delivery/return services and customer services used, by next most popular retailers used for non-food purchases online – clothing/department stores online, May 2014
- Figure 166: Online delivery/return services and customer services used, by retailers used for non-food purchases online – Home goods retailers online, May 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 167: Online delivery/return services and customer services used, by most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 168: Online delivery/return services and customer services used, by next most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 169: Online delivery/return services and customer services used, by most popular items bought online in the last 12 months, by demographics, May 2014
 Figure 170: Online delivery/return services and customer services used, by next most popular items bought online in the last 12 months, by demographics, May 2014
 Figure 171: Most popular likelihood of using online delivery/return services or customer services again – Collected in-store from the retailer I bought from, by demographics, May 2014
 Figure 172: Next most popular likelihood of using online delivery/return services or customer services again – Collected in-store from the retailer I bought from, by demographics, May 2014
 Figure 173: Most popular likelihood of using online delivery/return services or customer services again – Home delivery service, by demographics, May 2014
 Figure 174: Next most popular likelihood of using online delivery/return services or customer services again – Home delivery service, by demographics, May 2014
 Figure 175: Most popular likelihood of using online delivery/return services or customer services again – Returned an online purchase by post, by demographics, May 2014
 Figure 176: Next most popular likelihood of using online delivery/return services or customer services again – Returned an online purchase by post, by demographics, May 2014
 Figure 177: Most popular likelihood of using online delivery/return services or customer services again – Email customer service, by demographics, May 2014
 Figure 178: Next most popular likelihood of using online delivery/return services or customer services again – Email customer service, by demographics, May 2014
 Figure 179: Most popular likelihood of using online delivery/return services or customer services again – Telephone customer service, by demographics, May 2014
 Figure 180: Next most popular likelihood of using online delivery/return services or customer services again – Telephone customer service, by demographics, May 2014
 Figure 181: Likelihood of using online delivery/return services or customer services again, May 2014
 Figure 182: Likelihood of using online delivery/return services or customer services again, May 2014
 Figure 183: Likelihood of using online delivery/return services or customer services again – Home delivery service, by retailers used for food/drink purchases online, May 2014
 Figure 184: Likelihood of using online delivery/return services or customer services again – Email customer service, by retailers used for food/drink purchases online, May 2014
 Figure 185: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 186: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – home goods retailers online, May 2014
 Figure 187: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – other online retailers, May 2014
 Figure 188: Likelihood of using online delivery/return services or customer services again, by most popular retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 189: Likelihood of using online delivery/return services or customer services again, by next most popular retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 190: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – home goods retailers online, May 2014
 Figure 191: Likelihood of using online delivery/return services or customer services again, by most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 192: Likelihood of using online delivery/return services or customer services again, by next most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 193: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 194: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – other online retailers, May 2014
 Figure 195: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 196: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – home goods retailers online, May 2014
 Figure 197: Likelihood of using online delivery/return services or customer services again, by most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 198: Likelihood of using online delivery/return services or customer services again, by next most popular retailers used for non-food purchases online – other online retailers, May 2014
 Figure 199: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – clothing/department stores online, May 2014
 Figure 200: Likelihood of using online delivery/return services or customer services again, by retailers used for non-food purchases online – other online retailers, May 2014

Appendix – The Consumer – Attitudes – What They Would Like

Figure 201: Most popular factors likely to improve the online shopping experience, by demographics, May 2014
 Figure 202: Next most popular factors likely to improve the online shopping experience, by demographics, May 2014
 Figure 203: Other factors likely to improve the online shopping experience, by demographics, May 2014
 Figure 204: Factors likely to improve the online shopping experience, by retailers used for food/drink purchases online, May 2014

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: oxygen@mintel.com

E-Commerce - UK - July 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 205: Factors likely to improve the online shopping experience, by most popular retailers used for non-food purchases online – clothing/department stores online, May 2014

Figure 206: Factors likely to improve the online shopping experience, by next most popular retailers used for non-food purchases online – clothing/department stores online, May 2014

Figure 207: Factors likely to improve the online shopping experience, by retailers used for non-food purchases online – Home goods retailers online, May 2014

Figure 208: Factors likely to improve the online shopping experience, by most popular retailers used for non-food purchases online – other online retailers, May 2014

Figure 209: Factors likely to improve the online shopping experience, by next most popular retailers used for non-food purchases online – other online retailers, May 2014

Appendix – The Consumer – Further Analysis

Figure 210: Repertoire of items bought online using laptop/desktop computer in the last 12 months, by demographics, May 2014

Figure 211: Repertoire of items bought online using smartphone device in the last 12 months, by demographics, May 2014

Figure 212: Repertoire of items bought online using a tablet device in the last 12 months, by demographics, May 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: oxygen@mintel.com