

## Online Retailing - Europe - July 2018

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“Online is growing fast and it will continue to do so. It is still immature, even in the more developed countries, such as the UK and Germany, and in many sectors, especially fashion, the established store-based players have yet to mount an effective counter attack.”

**- Richard Perks, Director of Retail**

This report looks at the following areas:

- How many bought online?
- What they buy online
- Where they shop online
- Important features of online retailers
- Membership of Amazon Prime

Mintel's *Online Retailing – Europe, July 2018* focuses on the five major economies in Europe, though we do also include estimates for 13 smaller, but important economies in the Executive Summary – The Market section. In total these countries account for around 95% of all European retail sales, excluding Russia. Online retailing is developing fast, even in the most developed online markets. But the level of development varies considerably and, in general, southern Europe lags well behind Northern Europe.

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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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Wide range and low prices staples of online retailing

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Clothing, footwear and accessories most popular online

Smartphone purchasing growing, particularly amongst 16-34s

Voice commerce has potential but needs to avoid the 'gimmick' tag

More shop with online-only retailers than multi-channel retailers

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Amazon is fostering an ecosystem through Prime and its consumer electronics

Wide range and low prices staples of online retailing

A majority are concerned about the level of data collected by retailers

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Not as big as rumour would suggest

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Currys PC World: lacking trust and customer experience

Debenhams: improvement needed in the customer experience

eBay: seen as innovative and trustworthy

Ikea: brand perception strongest with younger consumers

John Lewis: a premium position despite the price match

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M&S: a strong brand that has lost its cutting edge

Next: accessible but fun

Shop Direct – Very & Littlewoods: a tale of two halves

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Making returns as convenient as deliveries

Amazon poised to launch its own delivery service

Bus depots as delivery hubs

Amazon and Volvo in unique test drive initiative

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ABOUT YOU doubles sales

'Conversational commerce'

Sports lifestyle hub

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Investment in innovation driving growth

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