

How Online Shopping for Electronics is Evolving for Consumers - US - April 2019

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This report looks at the following areas:

For emerging technology products (eg smart speakers, wearable tech), brand reputation, reviews, and performance specifications provide shoppers with the information needed to feel confident to make a purchase. For products that have stronger interactive and sensory components (eg gaming consoles, TVs, computers) store visits to experience a product firsthand remain a necessary step along the path to purchase.

- Online shoppers expect to pay less
- Negative reviews, poor content deter online purchasing
- Online storefronts aren't enough to convince most electronics shoppers to buy



"Electronics is among the most successful categories in online retail and is second only to clothing for purchase among online shoppers. Unlike other categories where fit, style and quality are more varied (eg clothing, accessories, footwear, home décor), electronics can be more effectively evaluated online based on descriptions."

– **Matt Lindner, Senior eCommerce Analyst**

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- **Online-only electronics retailers, brands will open smaller physical storefronts**
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- **Visual search will drive more purchasing through apps**
- **Voice-activated speakers will (eventually) impact more electronics purchasing decisions**

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- Mintel recommends:**

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