

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

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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**

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**

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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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Technology evolution

Key issues and opportunities in online electronics retailing

Issue: Online shoppers expect to pay less

Opportunity: Add value to the post-purchase experience

Issue: Negative reviews, poor content deter online purchasing

Opportunity: Respond quickly and use product content to educate shoppers

Issue: Online storefronts aren't enough to convince most electronics shoppers to buy

Opportunity: Strengthen the ties between online and offline

What it means

The Market – What You Need to Know

Online could account for nearly 40% of electronics retail in 2019

Retail chains see sales shift to online

Shoppers are more likely to buy emerging technology online

Favorable economic conditions paint an optimistic picture

Refurbished electronics will drive more online sales in the future

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Voice-activated speakers will (eventually) impact more electronics purchasing decisions

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Early adopters are confident in their knowledge of technology

Most electronics shoppers do at least some online shopping

Stores play a key role

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Cost, experience, product information, last mile concerns hinder purchasing

Cost

Experience

Product information

Last mile

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