Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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

"The majority of e-commerce shoppers purchase goods online via laptop/desktop computers. Though they tend to stick to 'familiar' online retailers, the frequency in online shopping is significantly less than those who shop via smartphones or tablets. These shoppers tend to be savvy, to be more inclined to compare prices online, and to shop at 'unfamiliar' retailers."
– Ali Lipson, Senior Retail and Apparel Analyst

In this report we answer the key questions:

- To drive the frequency of online purchases, retailers may consider stimulating mobile device use
- Convenience, the holy grail of e-shopping, boosted by smartphone and tablet ownership
- Inclination for online price comparison equates to low brand loyalty and high price sensitivity

Despite a healthy pace of 10.3% compounded annual growth rate from 2007-12, e-commerce only makes up a small percentage of the overall retail market. Sales via laptop/desktop computers make up the vast majority of e-commerce, but sales via tablet are increasing faster than sales through both laptops/desktops and smartphones. Tablet penetration is currently very low, not surprising considering its relative newness as a technology, but it is growing rapidly. Targeting these mobile-device users is important because of their higher than average number of purchases and spending amounts. The slow growth of e-commerce despite fairly high penetration suggests that online retailers should concentrate on building their sales through their existing customer base, as opposed to trying to attract new customers. Millennials are an important component of the existing online shopping contingent and tend to respond to low prices and peer/socially driven recommendations.

DID YOU KNOW?

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

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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

Table of Contents

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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

Online and Mobile Shopping - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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