

Online Retailing - UK - July 2019

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“The online market continues to grow strongly and gain its share of the wider retail market in the UK. Its rise is not necessarily the ‘high-street killer’ it is portrayed to be, but its growth is changing retail both on and off line.”

Nick Carroll, Associate Director of Retail Research

This report looks at the following areas:

- Does the UK need an online sales tax?
- The impact of the mobile-first generation
- The opportunities for online within an aging population

The online retail market in the UK grew by 14.4% in 2018 to reach £68.5 billion. This represents a slight slowdown on the 16.4% growth seen in 2017 but comfortably above the 4.0% growth seen in the wider sector meaning online grew its share of all retail sales to 18.0% in 2018, up from 11.4% in 2014. We forecast strong growth within the sector through to 2024 at which point online may account for as much as 27.7% of all retail sales.

The vast majority of UK shoppers do some online shopping, with 95% in our sample doing so in the year to May 2019. Younger consumers are the most engaged and frequent shoppers online, with 51% of 16-34s saying they shop online weekly. Notably in our data for the first time, this group was more likely to shop via smartphone (71%) than a laptop/desktop (63%) meaning retailers now have to deal with the first mobile-first generation.

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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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ASOS innovative and fun

Boots trustworthy, accessible and reliable

Ocado low usage and untrustworthy

eBay innovative, good online service, value for money and highly recommended

JD Williams functional and basic, rather than innovative or cutting edge

Boohoo/Boohoo Man low brand awareness and low lifetime usage

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