

Online Retailing - Europe - July 2019

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“Online is the growth sector in retailing everywhere. But it has reached strikingly different stages of development around Europe. There’s a North-South Split with Northern Europe much further ahead than Southern Europe. It is tempting to say that the South will follow the North in due course and that the patterns established in the North will become the norm.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

Mintel’s Online Retailing – Europe, July 2019 focuses on the five major economies in Europe, though we do also include estimates for 14 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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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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Table of Contents

Overview

- Coverage
- Consumer research
- Market definition
- Marketplaces
- Market sizes
- Methodology
- Financial definitions
- VAT rates
 - Figure 1: VAT rates around Europe, 2014-19
- Abbreviations

Executive Summary – Europe – The Market

- Online sales
- The data
- Retail
- Continued growth
- Pan-European online sales
 - Figure 2: Europe: total online retail sales (inc VAT), 2014-24
 - Figure 3: Europe: total online retail sales as % all retail sales (excl. fuel), 2014-24
- Online sales by country
 - Figure 4: Europe: online sales by country, 2014-18
 - Figure 5: Europe: online sales forecasts by country, 2019-24
- Companies and brands
- Leading players
- Retailers vs marketplaces
- Types of retailers
- Non-store retailers
 - Figure 6: Europe: leading online pureplayers, 2016/17-2018/19
- Market shares
 - Figure 7: Europe: leading online pureplayers' shares of all online sales, 2016/17-2018/19
- What we think

Executive Summary – Europe – The Consumer

- How many bought online?
 - Figure 8: Europe: proportion of individuals who have shopped online in the last 12 months, 2018
- What did they buy?
 - Figure 9: Europe: proportion of internet users who have shopped online, June 2019
 - Figure 10: Europe: products bought online in the last 12 months, by country, June 2019

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Where they shop

Figure 11: Europe: retailer type bought from online, by country, June 2019

Does the UK point the way forward?

Leading retailers

Figure 12: Europe: proportion of online shoppers who have shopped at the top two online retailers, by country, June 2019

Amazon and Amazon Prime

Figure 13: Europe: Amazon Prime membership, June 2016

Online shopping behaviours

Figure 14: Europe: online shopping behaviours, June 2019

Executive Summary – Europe – Launch Activity and Innovation

Beauty tips on Google Nest Hub

Mobile body-scanning tech start-up wins LVMH Innovation Award

Instagram launches new seamless purchasing method

Amazon 'live' TV shopping channel

Extended click-and-collect options

Car boot parcel delivery

France

Overview

What you need to know

Areas covered in this Report

Executive summary

The market

The economy

Online sales

Figure 15: France: online sales (incl. VAT), 2013-24

Segmentation/what they buy online

Market drivers

Broadband access

Device ownership

Online shopping

Companies and brands

Leading players

Market shares

Figure 16: France: leading online retailers' estimated shares of all online sales, 2018

The consumer

What they buy online

Figure 17: France: products bought online in the last 12 months, June 2019

Where they shop online

Figure 18: France: retailers shopped online in the last 12 months, by age and affluence, June 2019

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Online shopping behaviours

Figure 19: France: consumer behaviours when shopping online, June 2019

Membership of Amazon Prime

Figure 20: France: membership of Amazon Prime, June 2019

What we think

Issues and insights

A unique format - le drive-piéton (pedestrian drive)

The facts

The implications

What are the implications of the Monoprix/Amazon partnership?

The facts

The implications

The market – What you need to know

Economic outlook uncertain

Online grew 13% in 2018

Online spending by category

Broadband access relatively low

Smartphone ownership low in Europe

Market size

The economy

Online sales and forecasts

Figure 21: France: online sales (incl. VAT), 2014-19

Figure 22: France: forecast online sales, 2019-24

More details from FEVAD

Figure 23: France: online sales: selected retail categories, 2015-17

Segmentation/what they buy online

Figure 24: France: products bought online, June 2019

Electricals

Clothing

Food & grocery

DIY

Beauty

Market drivers

Broadband access

Figure 25: France: broadband penetration as % all households, 2009-18

Device ownership

Figure 26: France: technology products personally owned, Q4 2018

Online shopping

Figure 27: France: percentage saying they have bought online in the last year, 2009-18

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Companies and brands – What you need to know

Amazon pulling ahead

Casino expanding on several fronts

Retailers diversifying

Leading three retailers capture 39% of online spending

Leading players

Amazon extending its lead

Casino Group with several initiatives

With Amazon

With Cdiscount

With Ocado technology

Diversification at Cdiscount

Veepee – A new name for a diversified business

La Redoute

Fnac Darty

Figure 28: France: leading online retailers, sales (excl. VAT), 2014-18

Market shares

Figure 29: France: leading online retailers' estimated shares of all online sales, 2018

Website visitors

Figure 30: France: top retail sites by number of unique visitors, Oct-Dec 2018

The consumer – What you need to know

Widespread engagement in online shopping

Clothing bought most

Amazon dominates

Most shoppers look for discounts and good prices

Under 20% are Prime members

What they buy online

Broad engagement

Over half shop for fashion

Figure 31: France: products bought online in the last 12 months, June 2019

Figure 32: France: products bought online in the last 12 months, by age and affluence, June 2019

Where they shop online

Amazon dominates

Figure 33: France: retailers shopped online in the last 12 months, June 2019

Figure 34: France: proportion of internet users who have shopped online in the last 12 months, by major retailer, 2015-19

Broad appeal of Amazon

Figure 35: France: retailers shopped online in the last 12 months, by age and affluence, June 2019

Online competitors

Figure 36: France: leading online retailers – Top five other retailers shopped at in last 12 months, June 2019

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

The French show lower usage of international retailers

Figure 37: Europe: comparison of usage of selected retailers, June 2019

Where they shop and what they bought

Figure 38: France: Amazon, relative strength by product, June 2019

Figure 39: France: Cdiscount, relative strength by product, June 2019

Figure 40: France: relative strength by product, hypermarkets and department stores, June 2019

Online shopping behaviours

Figure 41: France: online shopping behaviours, June 2019

Figure 42: France: online shopping behaviours by products purchased, deviation from the average, June 2019

Membership of Amazon Prime

Under 20% are Prime members

Figure 43: France: membership of Amazon Prime, June 2019

Figure 44: France: membership of Amazon Prime, June 2019

Figure 45: Europe: membership of Amazon Prime, June 2019

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Germany

Overview

What you need to know

Areas covered in this Report

Executive summary

The market

The economy

Online sales

Figure 46: Germany: online sales (incl. VAT), 2014-24

Segmentation/what they buy online

Figure 47: Germany: estimated online sales by product category, 2018

Market drivers

Broadband access

Figure 48: Germany: broadband penetration as % of all households, 2011-18

Device ownership

Figure 49: Germany: technology products personally owned, Q4 2018

Online shopping

Figure 50: Germany: percentage saying they have bought products online in the last year, 2009-18

Companies and brands

Leading players

Market shares

Figure 51: Germany: leading online retailers' estimated shares of all online sales, 2018

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The consumer

What they buy online

Figure 52: Germany: products bought online in last 12 months, June 2019

Where they shop online

Figure 53: Germany: retailers purchased from online in the last 12 months, June 2019

Online shopping behaviours

Figure 54: Germany: online shopping behaviours, June 2019

Membership of Amazon Prime

Figure 55: Germany: membership of Amazon Prime, June 2019

What we think

Issues and insights

How can German online retailers boost m-commerce sales?

The facts

The implications

How can Amazon's rivals increase customer loyalty?

The facts

The implications

The market – What you need to know

German economy is underperforming

Double-digit growth for third successive year in 2018

Clothing still most popular online purchase

German consumers switching from fixed to mobile internet

Germans lag behind with device ownership

Proportion of Germans shopping online grows again

Market size

The economy

Figure 56: Germany: GDP compared with other major European nations, 2018

Figure 57: Germany: GDP annual growth trends, 2014-18

Online sales and forecasts

Figure 58: Germany: online sales (incl. VAT), 2014-19

Figure 59: Germany: forecast online sales, 2019-24

Segmentation/what they buy online

Figure 60: Germany: percentage saying they have bought online in the last year, by product category, 2018

Figure 61: Germany: products bought online in the last 12 months, June 2019

Figure 62: Germany: estimated online sales by product category, 2018

Figure 63: Germany: estimated online share of sales, by selected sector, 2018

Market drivers

Broadband access

Figure 64: Germany: broadband penetration as % all households, 2011-18

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Device ownership

Figure 65: Germany: technology products personally owned, Q4 2018

Online shopping

Figure 66: Germany: percentage saying they have bought online in the last year, 2009-18

Companies and brands – What you need to know

Amazon success driven by innovation

Otto is the biggest domestic player

Germany still key for Zalando

Amazon has dominant market share

Leading players

Amazon marches on

eBay continues to grow but competition intensifies

Otto's growth continues

Germany still at the heart of Zalando's business

Ceconomy underperforms in Germany but online still growing

Notebooksbilliger announces, then drops, merger plans

Cyberport growth boosted by acquisition

Tchibo

Conrad trials experiential/inspirational store as online complement

Figure 67: Germany: leading online retailers, sales, 2016-18

Market shares

Figure 68: Germany: leading online retailers' estimated shares of all online sales, 2016-18

The consumer – What you need to know

More than nine in ten have bought online in the past year

Six in ten have bought fashion items online in the past year

Germans twice as likely to buy online from pureplay as store-based retailer

Price still the major motivator for shopping online

Prime membership is still low compared to other countries

Who shops online

Figure 69: Germany: proportion of internet users who have shopped online, 2015-19

What they buy online

Six in ten have bought fashion items online in the past year

Figure 70: Germany: products bought online in last 12 months, June 2019

Where they shop online

Germans twice as likely to buy online from pureplay as store-based retailer

Figure 71: Germany: type of retailer bought from online in past 12 months, store-based vs pureplayers, June 2019

Figure 72: Germany: retailers purchased from online in the last 12 months, June 2019

Figure 73: Germany: proportion of internet users who have shopped online in the last 12 months, by major retailer, 2015-19

Profile of shoppers by retailers used

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Figure 74: Germany: profile of shoppers by retailer purchased from online in last 12 months, June 2019

Where they shop and what they bought

Amazon

Figure 75: Germany: Amazon, relative strength by product, June 2019

eBay

Figure 76: Germany: eBay, relative strength by product, June 2019

Otto Group

Figure 77: Germany: Otto/Bonprix/Baur/Heinrich Heine, relative strength by product, June 2019

MediaMarkt/Saturn

Figure 78: Germany: MediaMarkt/Saturn, relative strength by product, June 2019

Online competitors

Figure 79: Germany: leading online retailers – Top five other retailers shopped at in past 12 months, June 2019

Online shopping behaviours

Price still the major motivator for shopping online

Figure 80: Germany: online shopping behaviours, June 2019

Online shopping behaviours by products bought online

Research behaviour

Figure 81: Germany: research carried out when shopping online, by products bought online in last 12 months, June 2019

Search behaviour

Figure 82: Germany: sources used to search for products/inspiration when shopping online, by products bought online in past 12 months, June 2019

Membership of Amazon Prime

Prime membership is still low compared to other countries

Figure 83: Germany: membership of Amazon Prime, June 2019

Trends in Amazon Prime membership

Figure 84: Germany: trends in membership of Amazon Prime, 2017-19

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Italy

Overview

What you need to know

Areas covered in this Report

Executive summary

The market

The economy

Online sales

Figure 85: Italy: online sales (incl. VAT), 2014-24

Segmentation of online sales

Figure 86: Italy: online sales by broad sector, 2018

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Market drivers

Broadband access

Figure 87: Italy: broadband penetration as % all households, 2009-18

Device ownership

Online shopping

Figure 88: Italy: percentage saying they have bought online in last 12 months, 2009-18

Companies and brands

Market shares

Leading players

Figure 89: Italy: leading online retailers' estimated shares of all online sales, 2018

The consumer

Internet users steadily increasing usage of online shopping

Figure 90: Italy: proportion of internet users who have shopped online, 2015-19

Clothing and footwear the most bought sector

Figure 91: Italy: products bought online in the last 12 months, June 2019

Pureplayers bought from twice as much as multichannel

Figure 92: Italy: retailer type bought from online, store-based vs pureplayers, June 2019

Amazon dominant

Figure 93: Italy: retailers bought from online, June 2019

Online shoppers very price aware

Figure 94: Italy: online shopping behaviours, June 2019

Two-fifths of internet users are Prime members

Figure 95: Italy: membership of Amazon prime, June 2019

What we think

Issues and insights

What is inhibiting online growth?

What we've seen

What it means

Can Amazon maintain its dominance?

What we've seen

What it means

The market – What you need to know

Economy weak

Online share of retailing still low

Electricals the largest sector

Italy lags the EU in online access...

...and purchasing

Smartphone ownership high

Market size

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The economy

Online sales and forecasts

Figure 96: Italy: online sales (incl. VAT), 2014-19

Figure 97: Italy: forecast online sales, 2019-24

Segmentation/what they buy online

Figure 98: Italy: products bought online in the last 12 months, June 2019

Figure 99: Italy: online sales by sector, 2017-18

Figure 100: Italy: online sales by broad sector, 2018

Market drivers

Broadband access

Figure 101: Italy: broadband penetration as % all households, 2009-18

Device ownership

Figure 102: Italy: technology products personally owned, Q4 2018

Online shopping

Figure 103: Italy: percentage saying they have bought online in the last year, 2014-18

Figure 104: EU, Italy, percentage saying they have bought online in last 12 months, 2009-18

Companies and brands – What you need to know

Amazon is the clear market leader

But not all online players are performing well

Market fragmented beyond Amazon and eBay

Leading players

Figure 105: Italy: leading online retailers, sales (excl. VAT), 2016-18

Market shares

Figure 106: Italy: leading online retailers' estimated shares of all online sales, 2018

The consumer – What you need to know

Internet users steadily increasing usage of online shopping

Clothing and footwear the most bought sector

Pureplayers bought from twice as much as multichannel

Amazon dominant

Online shoppers very price aware

A quarter of shoppers are lapsed Prime members

The research

Who shops online

Figure 107: Italy: proportion of internet users who have shopped online, 2015-19

What they buy online

Figure 108: Italy: products bought online in the last 12 months, June 2019

Where they shop online

Figure 109: Italy: type of retailer bought from online in last 12 months, store-based vs pureplayers, June 2019

Figure 110: Italy: retailers purchased from online in the last 12 months, June 2019

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Figure 111: Italy: proportion of internet users who have shopped online in the last 12 months, by major retailer, 2015-19

Profile of shoppers by retailers used

Figure 112: Italy: profile of shoppers by retailer purchased from online in last 12 months, June 2019

Online shopping behaviours

Figure 113: Italy: online shopping behaviours, June 2019

Behaviours by retailer used

Search behaviour

Figure 114: Italy: search behaviour by retailer used, June 2019

Research behaviour

Figure 115: Italy: research behaviour by retailer used, June 2019

Service

Figure 116: Italy: service checking by retailer used, June 2019

Online shopping behaviours by products bought online

Search behaviour

Figure 117: Italy: sources used to search for products/inspiration when shopping online, by products bought online in last 12 months, June 2019

Research behaviour

Figure 118: Italy: research carried out when shopping online, by products bought online in last 12 months, June 2019

Service checking

Figure 119: Italy: service checking by product bought online, June 2019

Membership of Amazon Prime

Figure 120: Italy: membership of Amazon prime, June 2019

Figure 121: Italy: profiles by membership status, June 2019

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

Spain

Overview

What you need to know

Areas covered in this Report

Executive summary

The market

The economy

Online sales

Figure 122: Spain: online sales (incl. VAT), 2014-24

Segmentation/what they buy online

Figure 123: Spain: estimated online sales by product category, 2018

Market drivers

Broadband access

Figure 124: Spain: broadband penetration as % of all households, 2011-18

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Device ownership

Figure 125: Spain: technology products personally owned, Q4 2018

Online shopping

Figure 126: Spain: percentage saying they have bought online in the last year, 2009-18

Companies and brands

Leading players

Market shares

Figure 127: Spain: leading online retailers' estimated shares of all online sales, 2018

The consumer

What they buy online

Figure 128: Spain: products bought online in the last 12 months, June 2019

Where they shop online

Figure 129: Spain: retailers bought from online in the last 12 months, June 2019

Online shopping behaviours

Figure 130: Spain: online shopping behaviours, June 2019

Membership of Amazon Prime

Figure 131: Spain: membership of Amazon Prime, June 2019

What we think

Issues and insights

How can m-commerce drive market growth?

The facts

The implications

Can store-based operators leverage their estates to shift focus away from price?

The facts

The implications

The market – What you need to know

Spanish growth fastest of five main economies

Online sales growing fast

Clothing and household goods most popular purchases

Broadband access has grown rapidly

Device ownership, particularly smartphones, high

Just over half of Spaniards have shopped online in the past year

The market

The economy

Figure 132: Spain: GDP compared with other major European nations, 2018

Figure 133: Spain: GDP annual growth, 2014-18

Online sales and forecasts

Figure 134: Spain: Online sales (incl. VAT), 2014-19

Figure 135: Spain: forecast online sales, 2019-24

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Segmentation/what they buy online

Figure 136: Spain: percentage saying they have bought online in the last 12 months, by product category, 2018

Figure 137: Spain: products bought online in the last 12 months, June 2019

Figure 138: Spain: estimated online sales by product category, 2018

Figure 139: Spain: estimated online share of sales, by sector, 2018

Market drivers

Broadband access

Figure 140: Spain: broadband penetration as % of all households, 2011-18

Device ownership

Figure 141: Spain: technology products personally owned, Q4 2018

Online shopping

Figure 142: Spain: percentage saying they have bought online in the last year, 2009-18

Companies and brands – What you need to know

Amazon is largest player

El Corte Inglés is the main domestic operator

Vente-privee rebrand to Veepee begins in Spain

Mercadona finally grasps the online nettle

Amazon holds a modest lead

Leading players

Amazon heads the field

El Corte Inglés is leading domestic player, partners with Alibaba

Vente-privee rebrand to Veepee begins in Spain

Mercadona finally grasps the online nettle

Inditex aims for total integration

Zalando goes head-to-head with Veepee

Carrefour expands online specialist presence

Figure 143: Spain: leading online retailers, estimated sales (excluding VAT), 2016-18

Market shares

Figure 144: Spain: leading online retailers' estimated shares of all online sales, 2018

The consumer – What you need to know

More than nine out of ten have bought online in the past year

Fashion is the most popular online purchase

Pureplay operators are preferred

Online buyers like to do their research

Prime membership continues to grow

Who shops online

Figure 145: Spain: proportion of internet users who have shopped online in the last 12 months, 2015-19

What they buy online

Fashion is the most popular online purchase

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Figure 146: Spain: products bought online in the last 12 months, June 2019

Where they shop online

Pureplay operators are preferred

Figure 147: Spain: type of retailer bought from online in the last 12 months, store-based vs pureplayers, June 2019

Figure 148: Spain: retailers purchased from online in the last 12 months, June 2019

Figure 149: Spain: proportion of internet users who have shopped online in the last 12 months, by major retailer, 2015-19

Profile of shoppers by retailers used

Figure 150: Spain: profile of shoppers by retailer purchased from online in last 12 months, June 2019

Where they shop and what they bought

Amazon

Figure 151: Spain: Amazon, relative strength by product, June 2019

AliExpress

Figure 152: Spain: AliExpress, relative strength by product, June 2019

eBay

Figure 153: Spain: eBay, relative strength by product, June 2019

El Corte Inglés

Figure 154: Spain: El Corte Inglés, relative strength by product, June 2019

Online competitors

Figure 155: Spain: leading online retailers – Top five other retailers shopped at in past 12 months, June 2019

Online shopping behaviours

Online buyers like to do their research

Figure 156: Spain: online shopping behaviours, June 2019

Online shopping behaviours by products bought online

Research behaviour

Figure 157: Spain: research carried out when shopping online, by products bought online in last 12 months, June 2019

Search behaviour

Figure 158: Spain: sources used to search for products/inspiration when shopping online, by products bought online in last 12 months, June 2019

Membership of Amazon Prime

Prime membership continues to grow

Figure 159: Spain: membership of Amazon Prime, June 2019

Trends in Amazon Prime membership

Figure 160: Spain: trends in membership of Amazon Prime, 2017-19

Appendix – Data sources, abbreviations and supporting information

Abbreviations

Data sources

UK

Overview

What you need to know

Areas covered in this Report

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Executive Summary

The market

Retail sales holding up despite uncertainty in the market

Figure 161: Mintel Financial Confidence Tracker, January 2017-May 2019

The online market grows by 14.4% in 2018...

Figure 162: All online sales and forecast, 2014-24

...meaning online claimed 18.0% of all retail sales

Figure 163: Online sales as a % of all retail sales (including VAT), 2014-24

Store-based retailers account for just under half of all online sales

Figure 164: Online pure players and store-based retailers share of all online sales, 2008-19

Companies and brands

Amazon the dominant market leader...

Figure 165: Leading retailers share of all online sales, 2018

...and its brand is strong

Figure 166: Key metrics for selected brands, September 2018-June 2019

Larger players look to support the high-street

Figure 167: Amazon Clicks and Mortar Manchester, June 2019

The consumer

Vast majority of consumers shop online

Figure 168: Frequency of online shopping, May 2019

Fashion and hard-copy media popular categories

Figure 169: Products purchased online in the past year, May 2019

Smartphone purchasing now more popular among 16-34s

Figure 170: Devices used to shop online, 2017-19

Comparing prices and delivery options key in the pre-purchase journey

Figure 171: What consumers do before shopping online, May 2019

Amazon most popular retailer online

Figure 172: Retailers shopped with online in the last 12 months, May 2019

29% have a delivery pass that isn't Amazon Prime

Figure 173: Retail delivery service membership, May 2019

29% have used PayPal Credit while 37% have used a cashback site in the past year

Figure 174: Use of credit when shopping with retailers in the past year, May 2019

69% think limiting the ability to return items would make online shopping less appealing

Figure 175: Attitudes towards shopping online, May 2019

What we think

Issues and Insights

Does the UK need an online sales tax?

The facts

The implications

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The impact of the mobile-first generation

The facts

The implications

The opportunities for online within an aging population

The facts

The implications

The Market – What You Need to Know

Retail sales holding up despite uncertainty in the market

Online market grows by 14.4% in 2018

Store-based retailers account for just under half of all online sales

Digital download market worth some £3.6 billion in 2018

Market Drivers

95% of UK households now online

Figure 176: UK household internet access, 2011-18

Smartphone ownership hits its highest level to date in 2018

Figure 177: Ownership of mobile phones, January 2012-January 2019

Wage growth outstripping inflation

Figure 178: Real wage growth: average weekly earnings vs inflation, January 2016-May 2019

A new high for Mintel's financial confidence index

Figure 179: Mintel Financial Confidence Tracker, January 2015-May 2019

Discounting boosts retail sales volume growth year-on-year in 2018, but hits value growth

Figure 180: Annual % change in all UK retail sales (excluding fuel), by value and volume, June 2016-Jun 2019

Market Size and Forecast

Online market grows by 14.4% in 2018

Figure 181: All online sales and forecast, 2014-24

Figure 182: All online sales and forecast, at current and constant prices, 2014-24

Online to account for almost a fifth of all retail in 2019

Figure 183: Online sales as a % of all retail sales (including VAT), 2014-24

Online's share peaks in November in line with Black Friday

Figure 184: Online retail sales as a % of all retail sales, non-seasonally adjusted, January 2016-April 2019

Figure 185: Average weekly value of all online retail sales, non-seasonally adjusted, January 2016-April 2019

Forecast methodology

Market Segmentation

Breakdown of retail sales by type of retailer

Figure 186: Online sales by type of retailer, 2018

Figure 187: Online sales by type of retailer, 2014-18

Store-based vs online-only retailers

Figure 188: Online pure players and store-based retailers share of all online sales, 2010-19

The longer term view

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Figure 189: Total online-only retailer sales, 2014-24

Figure 190: Total online-only retailer sales, at current and constant prices, 2014-24

Figure 191: Total store-based retailers sales, 2014-24

Figure 192: Total store-based retailers sales, at current and constant prices, 2014-24

Sales by product

Figure 193: Online estimated sales by product, 2018

Figure 194: Online retailing: estimated sales by product by store-based and online-only retailers, 2018

Digital Spending

Books – hard copy fighting back

Figure 195: Value of consumer print book and publisher UK sales of consumer digital books (net invoiced value), 2014-19

Music – Streaming taking over

Figure 196: Spending on recorded music 2014-18

Video – streaming now over half of the market

Figure 197: The video market, 2016-18

Games

The total download market

Figure 198: Estimated digital download market, 2018

The Consumer – What You Need to Know

Vast majority of consumers shop online

Fashion and hard-copy media popular categories

Smartphone purchasing now more popular among 16-34s

Comparing prices and delivery options key in the pre-purchase journey

Amazon most popular retailer online

29% have a delivery pass that isn't Amazon Prime

29% have used PayPal Credit while 37% have used a cashback site in the past year

69% think limiting the ability to return items would make online shopping less appealing

Who Shops Online and How Frequently They Shop

Online shopping ubiquitous across all demographics

Figure 199: Usage of online retailing, by age and gender, May 2019

Over a third (36%) shop online weekly

Figure 200: Frequency of online shopping, May 2019

25-34s most frequent online shoppers

Figure 201: Frequency of online shopping, by age, May 2019

Products Purchased Online

Fashion most popular online purchase

Figure 202: Products purchased online in the past year, May 2019

Products purchased by age

Figure 203: Products purchased online in the past year, by age, May 2019

35-44s have the broadest repertoire online

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Figure 204: Repertoire of product categories purchased from online in the past year, by age, May 2019

There is still some hesitancy around buying certain categories online

Devices Used to Purchase Online

Desktop/laptop purchasing still most common but smartphone shopping growing rapidly

Figure 205: Devices used to shop online, 2017-19

Younger consumers now more likely to shop via smartphone

Figure 206: Devices used to shop online, by age, May 2019

More purchase via mobile site than app

Figure 207: How smartphone/tablet shoppers shop online, May 2019

Younger consumers want more features from apps

Figure 208: Attitudes to retail mobile apps, May 2019

The Pre-Purchase Journey

Price and convenience are key in the decision process

Figure 209: What consumers do before shopping online, May 2019

Younger consumers more driven by promotional activity

Figure 210: What consumers do before shopping online, by age, May 2019

Straight to search

Figure 211: Attitudes towards search, May 2019

Retailers Used

More shop with online-only retailers

Figure 212: Types of online retailer shopped with in the past 12 months, May 2019

Amazon and eBay dominant

Figure 213: Store-based and online-only retailers shopped with in the past year, May 2019

Argos most popular store-based player online

Figure 214: Retailers shopped with online in the last 12 months, May 2019

Online customer profiles

Figure 215: Retailers shopped with online in the last 12 months, by age and socio-economic group, May 2019

Consumers have a wider repertoire of store-based retailers they shop with

Figure 216: Repertoire of online-only and store-based retailers shopped with in the past year, May 2019

Subscription Delivery Services and Returns

Away from Prime, grocery delivery passes most popular retail memberships

Figure 217: Retail delivery service membership, May 2019

Fast fashion retailers show highest penetration among their shopping base

Figure 218: Retail delivery service membership, by retailer shopper base, May 2019

The issue of returns

Figure 219: Attitudes to returns, May 2019

Credit and Cashback

65% purchased on credit in the past year

Figure 220: Use of credit when shopping with retailers in the past year, May 2019

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Younger consumers more likely to use newer options

Figure 221: Use of credit when shopping with retailers in the past year, May 2019

43% say credit options encourage impulse purchasing

Figure 222: Attitudes to credit options, by age, May 2019

Over a third use cashback sites

Figure 223: Use of cashback sites in the past year, May 2019

Over half of 25-34s have used a cashback site in the past year

Figure 224: Use of cashback sites in the past year, by age, May 2019

Key Players – What You Need to Know

Amazon the dominant player

Four retailers account for 45% of the market

Boots the most trusted brand online

Visual search and AR use on the rise

Leading Online Retailers

Amazon the leading player

Figure 225: UK: top 30 leading online retailers, 2016/17-2018/19

Market Share

Amazon the dominant market leader

Figure 226: Leading retailers share of all online sales, 2018

Figure 227: Leading retailers: share of all online sales, 2016-18

Brand Research

What you need to know

Brand map

Figure 228: Attitudes towards and usage of selected brands, September 2018-June 2019

Key brand metrics

Figure 229: Key metrics for selected brands, September 2018-June 2019

Brand attitudes: Innovative ASOS, trustworthy Boots

Figure 230: Attitudes, by brand, September 2018-June 2019

Brand personality: ASOS and eBay fun brands

Figure 231: Brand personality – macro image, September 2018-June 2019

Headline: Amazon responsive and reliable, John Lewis and Ocado perceived as more expensive

Figure 232: Brand personality – micro image, September 2018-June 2019

Brand analysis

Amazon near-universal brand awareness and highest lifetime usage

ao.com offers a reasonably good online service, but not particularly good value for money

Argos high brand awareness and accessible, but lacks cutting edge and style

John Lewis pricey, but worth paying more for

ASOS innovative and fun

Boots trustworthy, accessible and reliable

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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

Littlewoods high brand awareness but least recommended

Very accessible and somewhat aspirational

Launch Activity and Innovation

eBay opens high-street concept store

Expanded online delivery options

Augmented reality technology to give shoppers more certainty when purchasing items online

Image-based shopping

Voice-activated beauty shopping

Amazon launches private label skincare brand

'Try before you buy' fashion service

New parcel postboxes scheme rolled out to make online retail easier

Geo-targeted delivery-on-demand

Advertising and Marketing Activity

Online retail advertising spend up 20.9% year-on-year in 2018

Figure 233: UK online retail: recorded above-the-line, online display and direct mail total advertising expenditure, 2015-18

Amazon's first real brand advertising campaign for Prime Video

eBay highlights hot deals and trending items

Moonpig's #MerrierTogether Christmas campaign

JD Williams first advertising since recruiting TBWA\Manchester

Shop Direct Very's location-based digital out of home campaign

Figure 234: Leading UK online retailers: recorded above-the-line, online display and direct mail total advertising expenditure, 2015-18

Digital share grows, TV falls

Figure 235: UK online retail: recorded above-the-line, online display and direct mail total advertising expenditure, by media type, 2015-18

Nielsen Ad Intel coverage

AliExpress

What we think

As a retailer

Where next?

Company background

Company performance

Figure 236: Alibaba: sales by division, 2017-18

Figure 237: Alibaba: group financial performance, 2015/16-2018/19

Gross merchandise volume (GMV, or total sales at retail prices)

Figure 238: Alibaba: GMV of China marketplaces, 2015/16-2017/18

AliExpress

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Retail offering

Amazon

What we think

Amazon: A Shopper's Perspective – UK, January 2019

Amazon in Europe

How has it done it?

Marketplace development

Amazon Prime

Dynamism

Stores and online

Food retailing

Where next?

Company background

Company performance

Figure 239: Amazon: consolidated sales by activity, 2018

Mintel estimates

GTV vs consolidated sales

Recent performance

Figure 240: Amazon Group: group financial performance, 2014-18

Figure 241: Amazon International: estimated retail sales performance, 2015-18

Retail offering

Consumer profile

Product mix

Figure 242: Amazon UK: estimated sales by product, 2017

Marketing

AO World

What we think

AR presents products in the home

Rentals service aimed at cash-strapped consumers

Mulling subscription fee initiative

Scaling up existing proposition with complementary services

New dedicated business website

Leveraging logistics expertise to offer third-party deliveries

Last-mile solution to support planned product expansion

Collaborating with digital start-ups to make online shopping faster and easier

Company background

Company performance

Figure 243: AO World Plc: group financial performance, 2014/15-2018/19

Retail offering

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Argos

What we think

Using voice recognition technology as part of the online ordering process

'See before you buy' augmented reality tool

Beefed up fulfilment capabilities

Accelerated technology-led 'digital store' concept

Company background

Company performance

Figure 244: Argos: group financial performance, 2014/15-2018/19

Figure 245: Argos: outlet data, 2014/15-2018/19

Retail offering

ASOS

What we think

Getting tough on 'serial returners'

Bolstering CSR credentials with charity shop initiative

Making shopping online for clothing easier

Tailored experience for specific markets

Becomes the latest fashion retailer to introduce its own homewares collection

Company background

Company performance

Figure 246: ASOS: group financial performance, 2013/14-2017/18

Retail offering

Boohoo Group

What we think

Acquisitions transform Boohoo into a multi-brand online fashion destination

Refreshed website design to aid customers through the decision-making process

Fulfilment refinements to enhance convenience

Celebrity collaborations and influencer network

Tackling fast fashion waste

Company background

Company performance

Figure 247: Boohoo Group plc: group financial performance, 2014/15-2018/19

Retail offering

Cdiscount

What we think

Ramping up geographical expansion

Diversification boosts revenues

Loyalty programme continues to drive growth

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Fulfilment improvements maintain competitiveness and sharpen efficiency

Payment improvements seek to increase range of options

'Phygital' presence grows

Provision for future innovation

Company background

Company performance

Figure 248: Cdiscount: group financial performance, 2014-18

Retail offering

eBay

What we think

Marketplace

What eBay adds

Is eBay mature?

Where next?

Company background

Company performance

Figure 249: eBay: group financial performance, 2014-18

Figure 250: eBay: Group revenue by stream, 2018

Figure 251: eBay: group Gross Merchandise Volume, 2014-18

Retail offering

Fnac Darty

What we think

Expanding click-and-collect geographical coverage

Cash register free experience

Optimised online user experience

Voice-activated shopping through Google Assistant

Online sales boosted by rapid growth of "marketplaces"

Product diversification to establish a presence in new product growth categories

Company background

Company performance

Figure 252: Fnac Darty: group financial performance, 2015-18

Figure 253: Fnac Darty: outlet data, 2015-18

Retail offering

Missguided

What we think

Enhanced payment option with new 'buy now, pay later' service

Online to offline with mixed success

Meeting the demand for 'see now, buy now'

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Reimagining the fashion mcommerce experience with Tinder-inspired app
 Influencer marketing and celebrity tie-ups amplify the brand's reach and engagement
 Needs to do more to promote sustainable fashion
 Targeting the Middle East's youthful demographic
 Company background
 Company performance
 Figure 254: Missguided: group financial performance, 2013/14-2017/18
 Retail offering

N Brown Group

What we think
 Management
 Where next?
 Company background
 Company performance
 Figure 255: N Brown Group Plc: group financial performance, 2013/14-2018/19
 Retail offering
 Figure 256: N Brown: sales by product, 2017/18 and 2018/19

Next Group

What we think
 Repurposing loss-making stores into collection shops
 Speedy click-and-collect order fulfilment
 Positioning itself as a one-stop shop for online fashion and homewares
 Website developments aimed at enhancing online user experience
 Company background
 Company performance
 Figure 257: Next Group: group financial performance, 2014/15-2018/19
 Figure 258: Next Group: outlet data, 2014/15-2018/19
 Figure 259: Next Group: average active customers, 2017/18 and 2018/19
 Retail offering

Ocado Group

What we think
 February 2019 – bad news, good news
 Where next?
 Company background
 Company performance
 Figure 260: Ocado Group plc: Group financial performance, 2012/13-2017/18
 Retail offering

Otto Group (Multichannel Retail)

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What we think

Time-saving and convenient automated shopping experiences

Faster delivery with new instant payment system

Experimental store concept combining the advantages of bricks-and-mortar retailing with those of online shopping

Raising awareness of sustainability and eco-friendly credentials

Company background

Company performance

Figure 261: Otto Group (Multichannel Retail): group sales performance, 2014/15-2018/19

Figure 262: Otto Group: major brands within the Multichannel Retail segment, 2018/19

Retail offering

Shop Direct Group

What we think

Cost cutting

Mail order into online

Where next?

Company background

Company performance

Figure 263: Shop Direct Group: group financial performance, 2013/14-2018/19

Retail offering

Figure 264: Shop Direct: group product mix, 2017/18

Veepee (formerly Vente-Privée)

What we think

Name changes aims for consistency of branding and message

Bizarre UK exit about-turn suggests lack of commitment

Mobile continues to be the focus

Further synergies possible

Delivery pass impact hard to judge

Company background

Company performance

Figure 265: Vente Privée: group sales performance, 2014-18

Retail offering

YNAP group

What we think

YNAP gives a much-needed boost to Richemont's online presence

Increased co-operation with other brands in the Richemont family

Alibaba deal provides China boost

Customer service enhancements focus on personalisation

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Company background

Company performance

Figure 266: YNAP group: group financial performance, 2013/14-2018/19

Retail offering

Zalando

What we think

Direct delivery of goods through partnered stores

Expansion of loyalty scheme to strengthen relationship with customers

Virtual stylist to aid customers through the decision making process

Charging delivery fees to offset falling average order size and higher fulfilment costs

Combatting 'wardrobing'

Eyeing growth through beauty

In-home delivery service

Tackling the problem of packaging waste

Company background

Company performance

Figure 267: Zalando: group financial performance, 2014-18

Figure 268: Zalando: key metrics, 2015-Q1 2018

Retail offering

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