

REPORT:

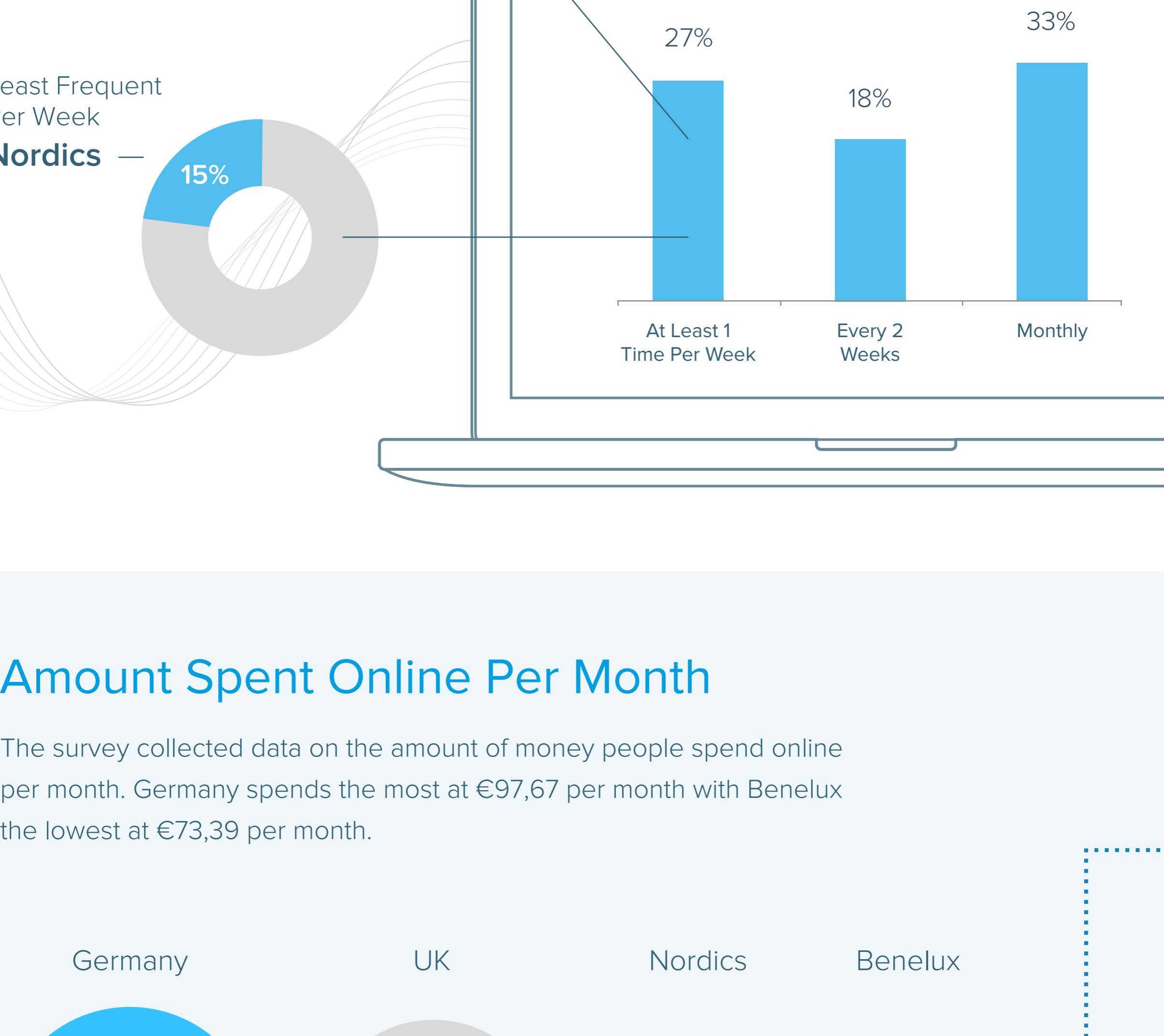
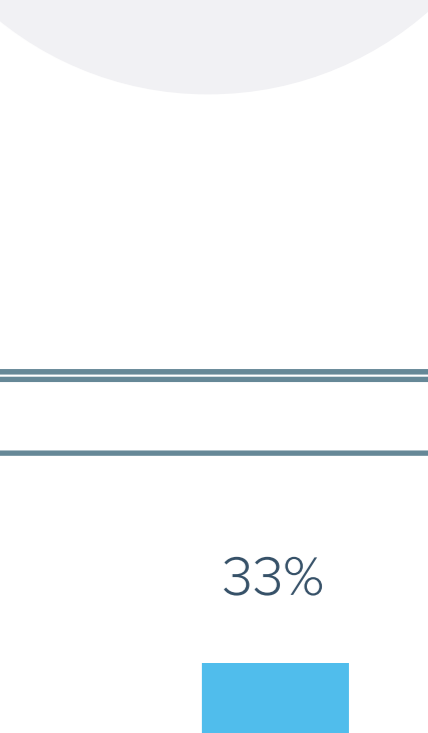
# ONLINE SHOPPING TRENDS

Europe 2016

This infographic reveals trends of online shopper preferences from our latest survey.

## Frequency of Online Shopping

Over a quarter of respondents (27%) purchase something online at least once a week, while an additional 18% purchase something every 2 weeks and lastly 33% purchase monthly. This means that only 23% of the respondents purchase every 3 months or less.



## Amount Spent Online Per Month

The survey collected data on the amount of money people spend online per month. Germany spends the most at €97,67 per month with Benelux the lowest at €73,39 per month.



Note: Pound Sterling and Swedish Krona converted into Euros June, 2016.

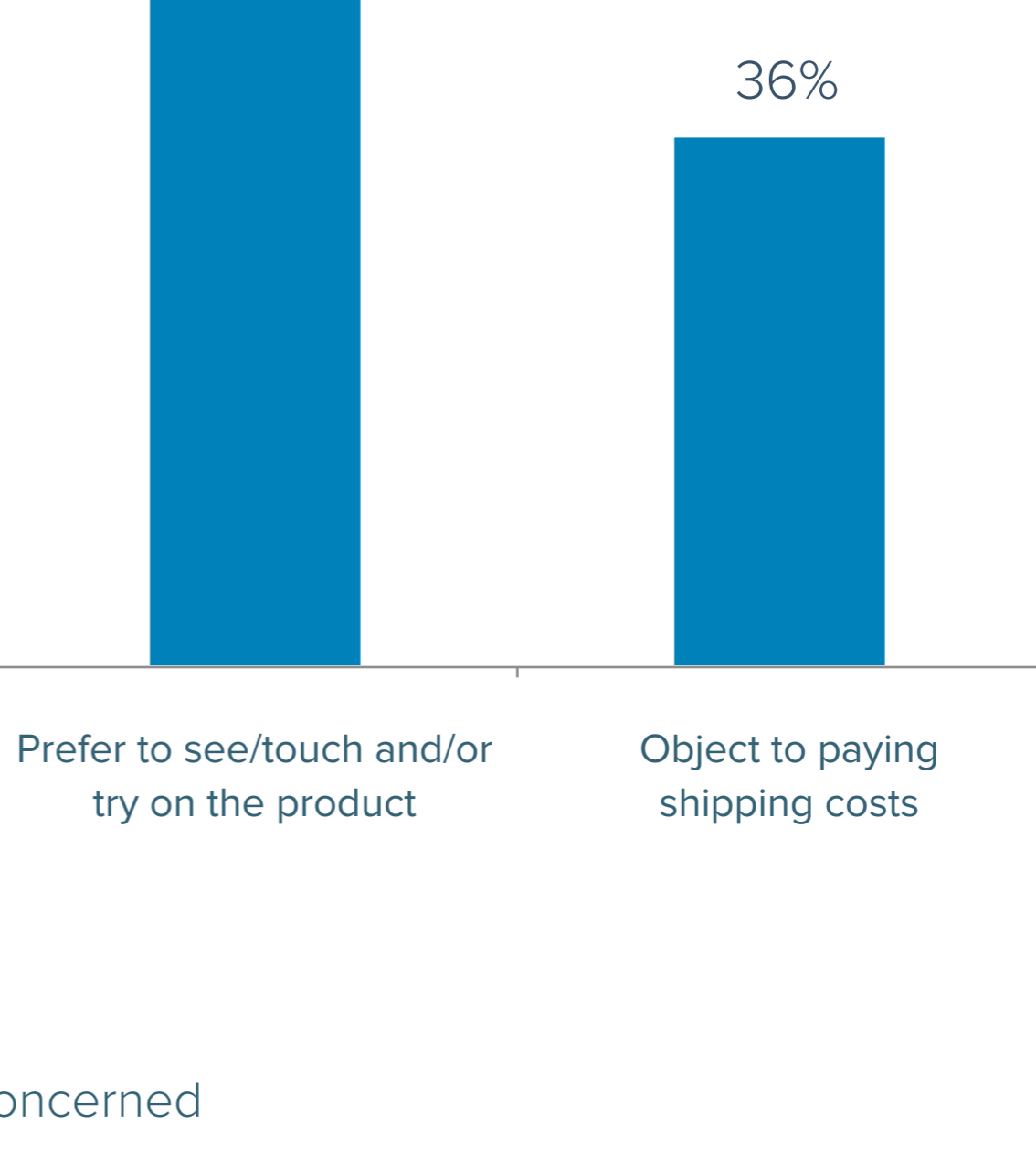
## Research Online, Buy In-Store



Nearly **75%** research online and then buy in store.

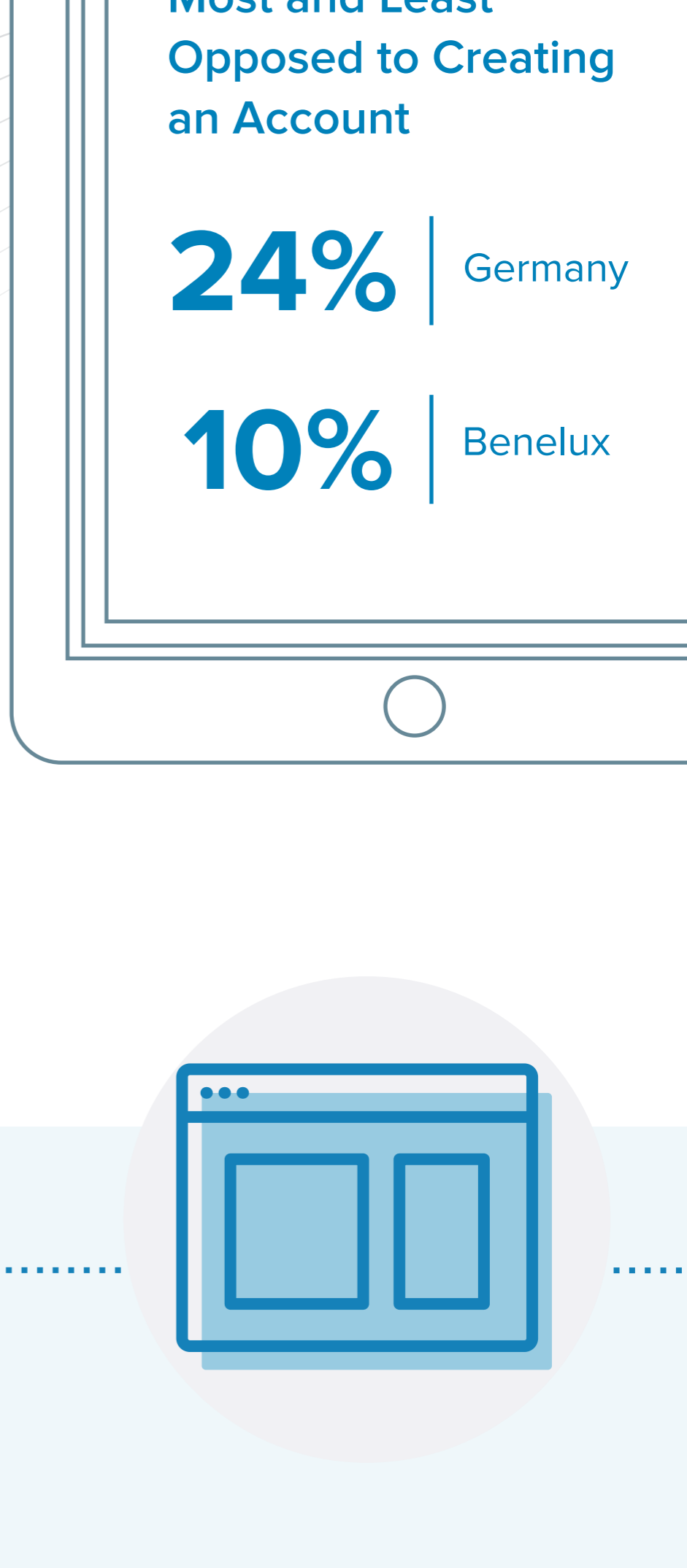
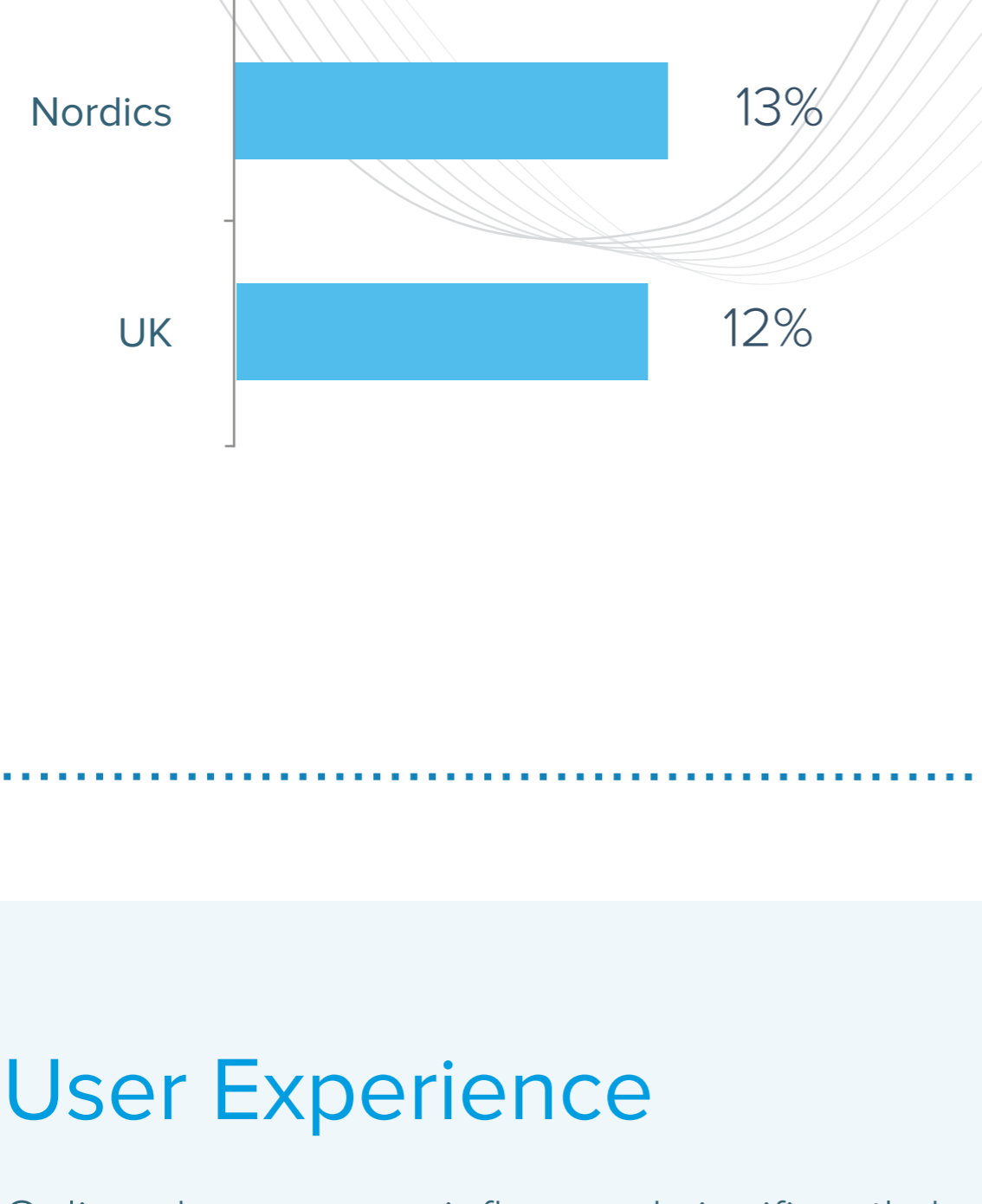
The key to online sellers is the ability to improve the 'physical' experience online.

### Reasons for In-Store Purchase



## Security Concerns

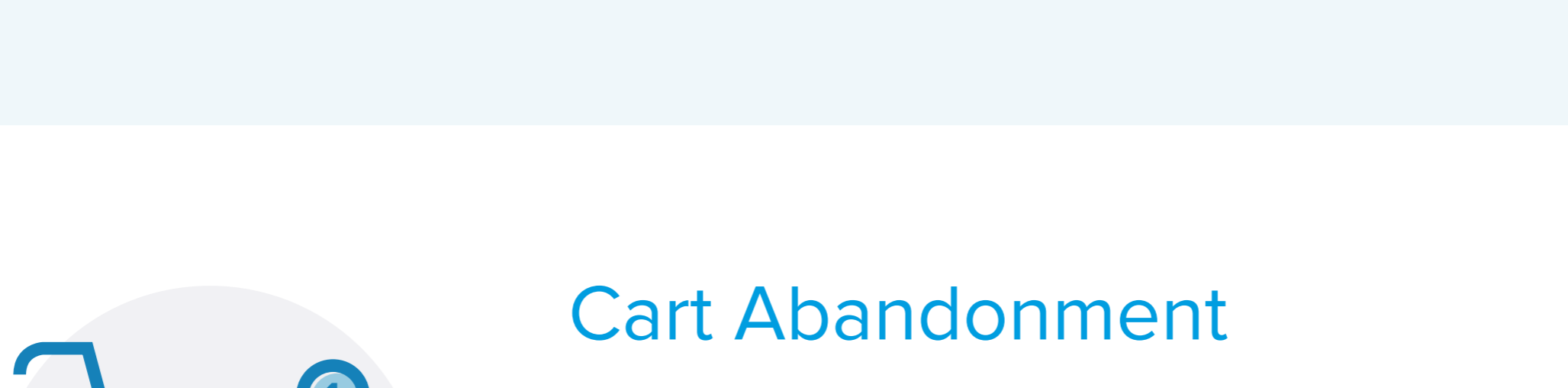
Benelux (23%) and Germany (21%) are most concerned with security, whereas Nordics and UK are at 13% and 12%. More than any region surveyed, Germany doesn't like to be asked to register or create an account (24%) with Benelux being the lowest at (10%).



## User Experience

Online shoppers are influenced significantly by various user experience factors. These factors may differ by age, gender, geography and/or some other demographics, or may be tied to the product and/or offering of the site.

### Two Factors Contribute to a Positive User Experience



## Cart Abandonment



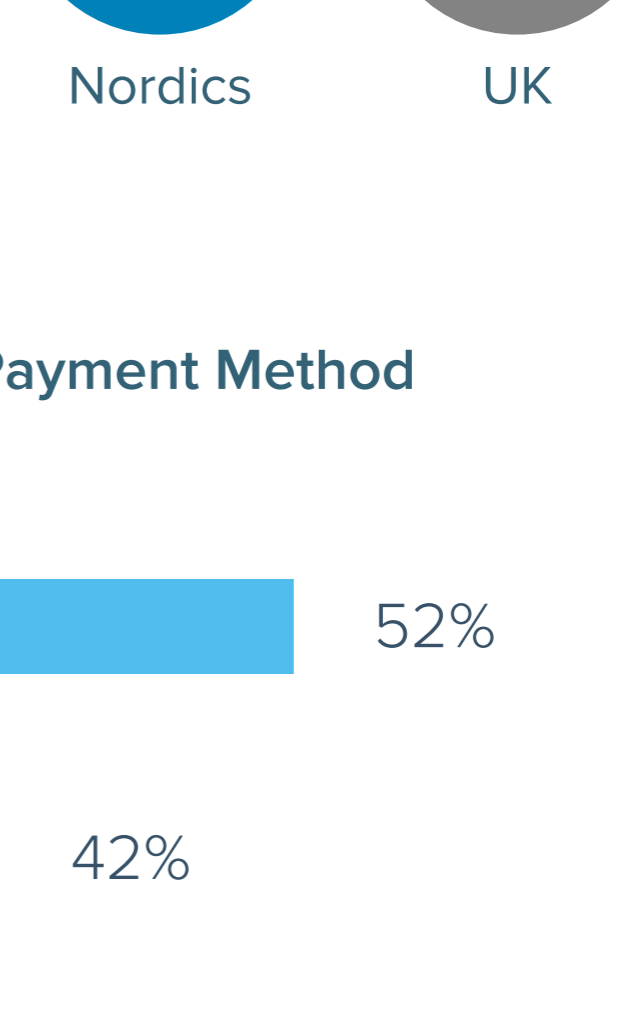
**83%** add a product to their cart and then decide not to complete the purchase.

### Reasons for Abandonment

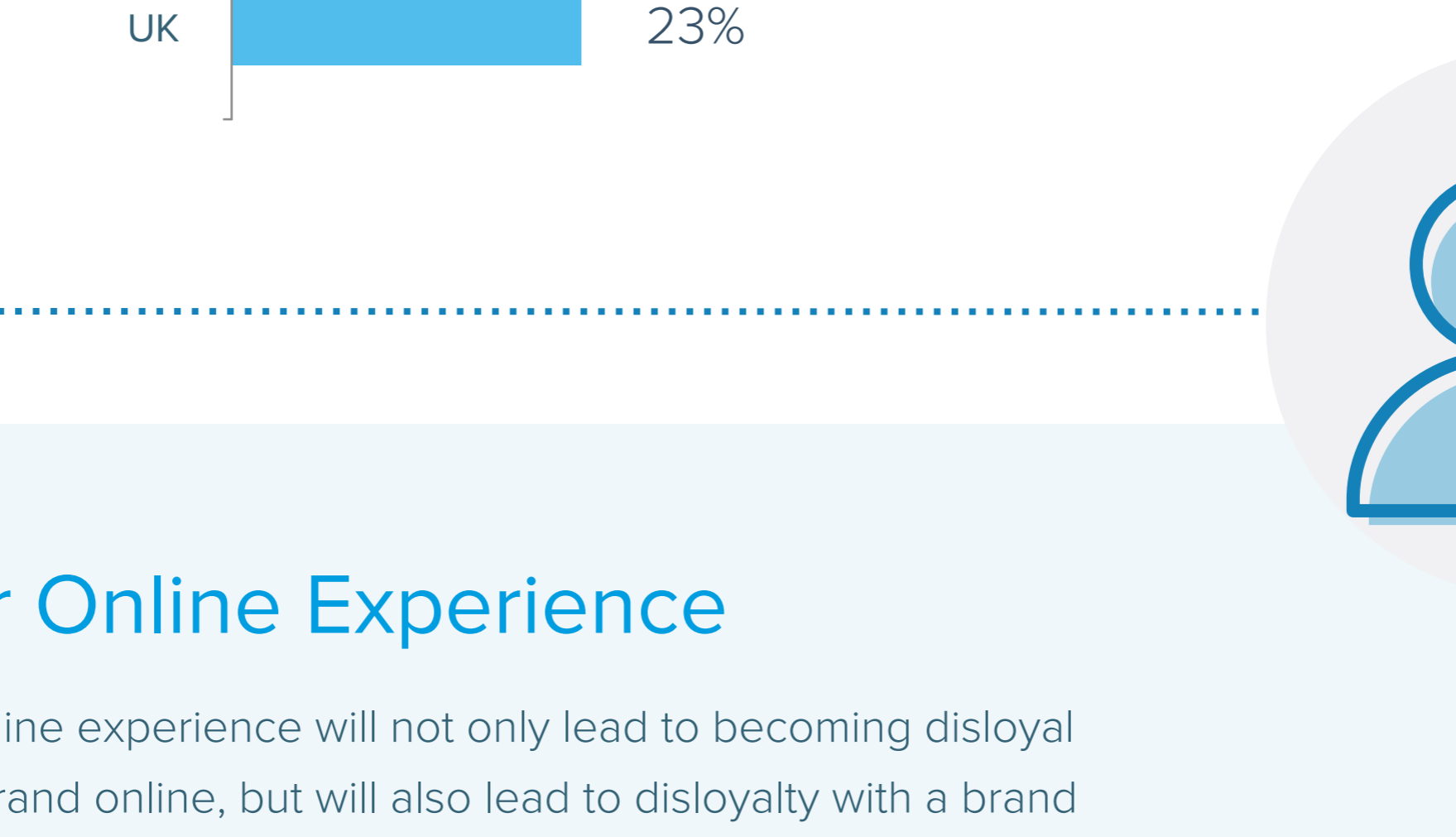
Several factors contribute to cart abandonment, but top reasons include unexpected shipping charges and payment options.

Of the 83%, only 20% say that they 'hardly ever' abandon their cart.

### Cart Abandonment Rate Due to Unexpected Shipping Charges



### Cart Abandonment Due to Lack of Favorite Payment Method

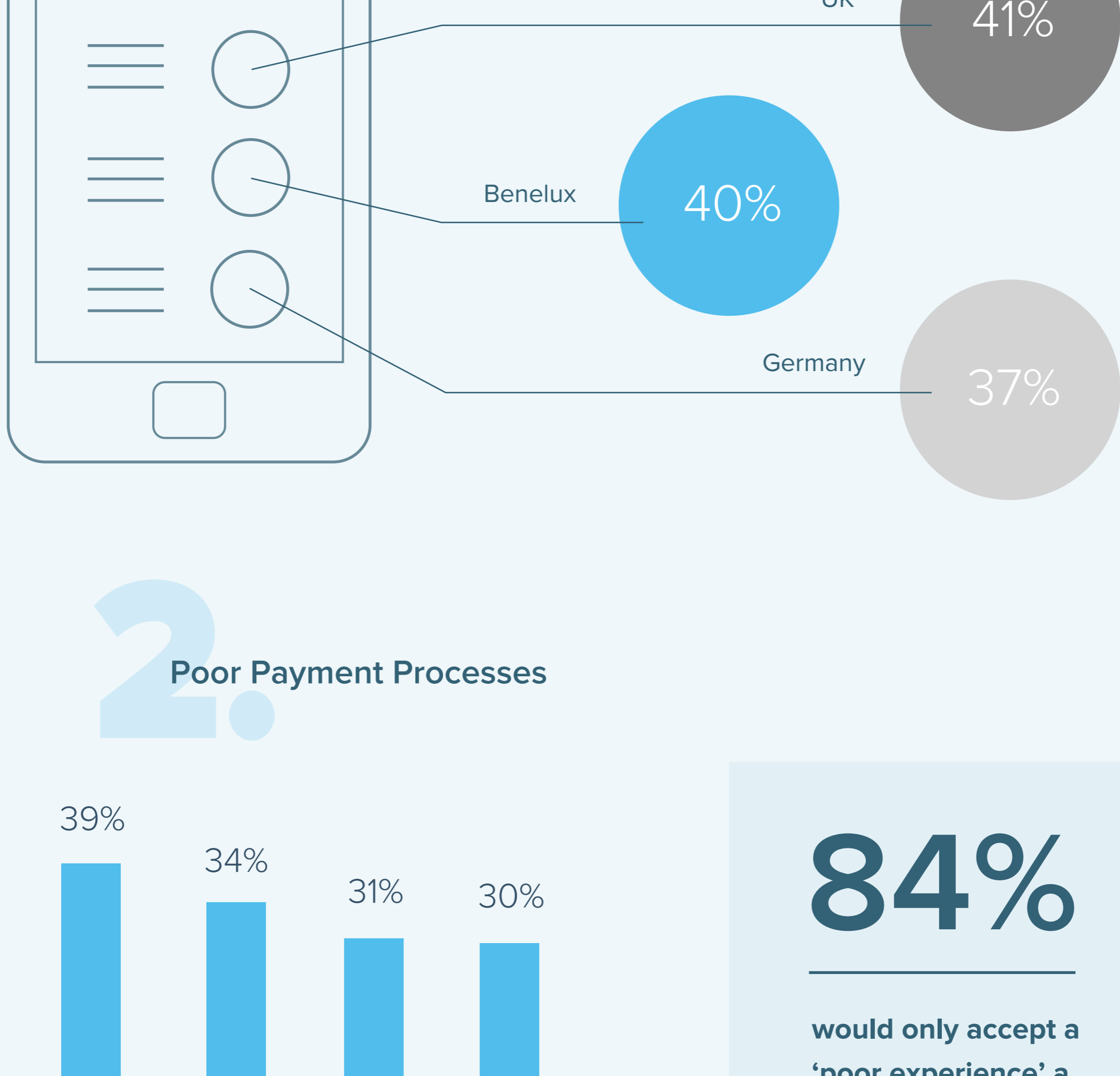


## Poor Online Experience

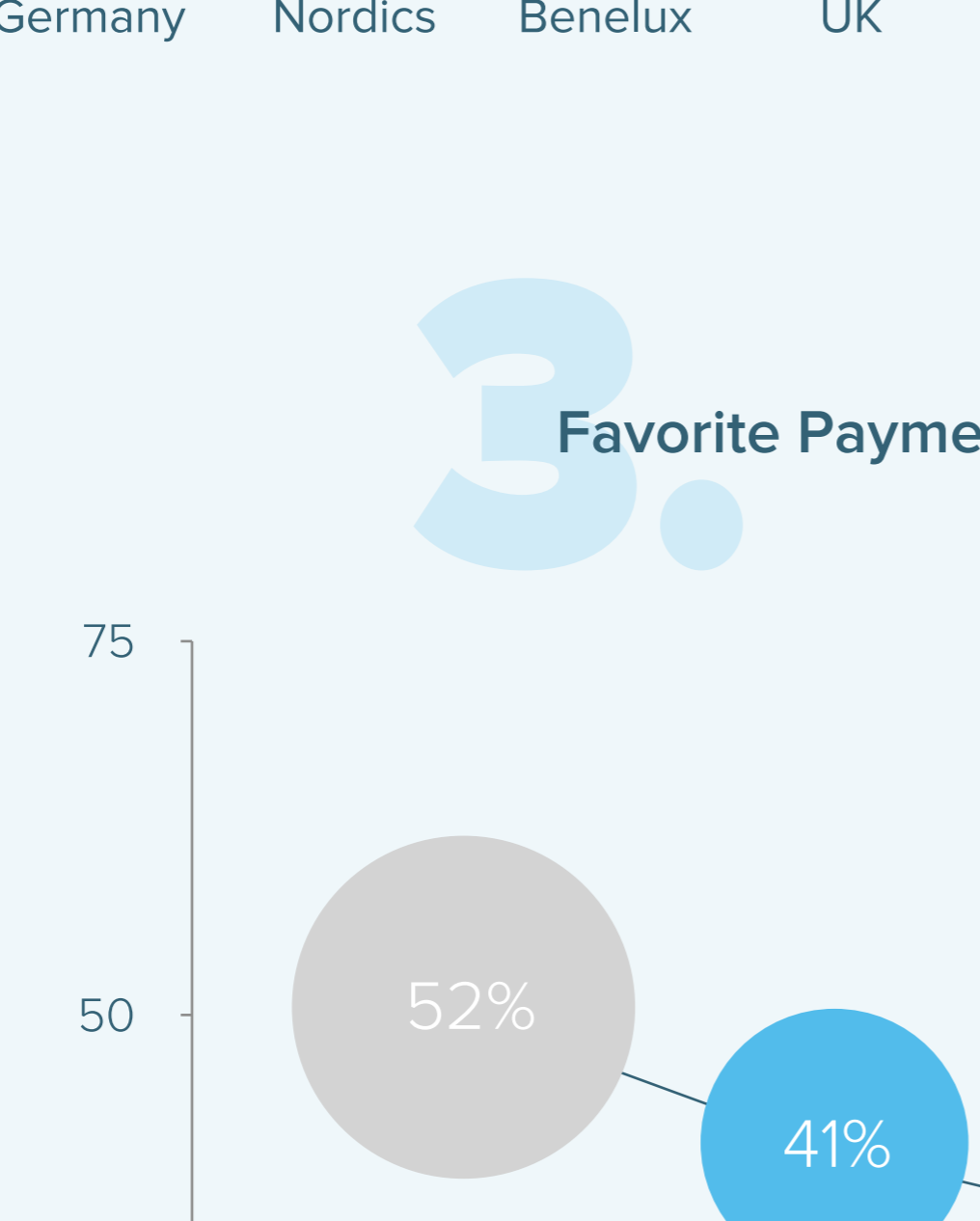
Poor online experience will not only lead to becoming disloyal with a brand online, but will also lead to disloyalty with a brand in-store/in-branch.

Three factors contribute to a poor user experience.

### 1. Hard to Identify the Quality/Size

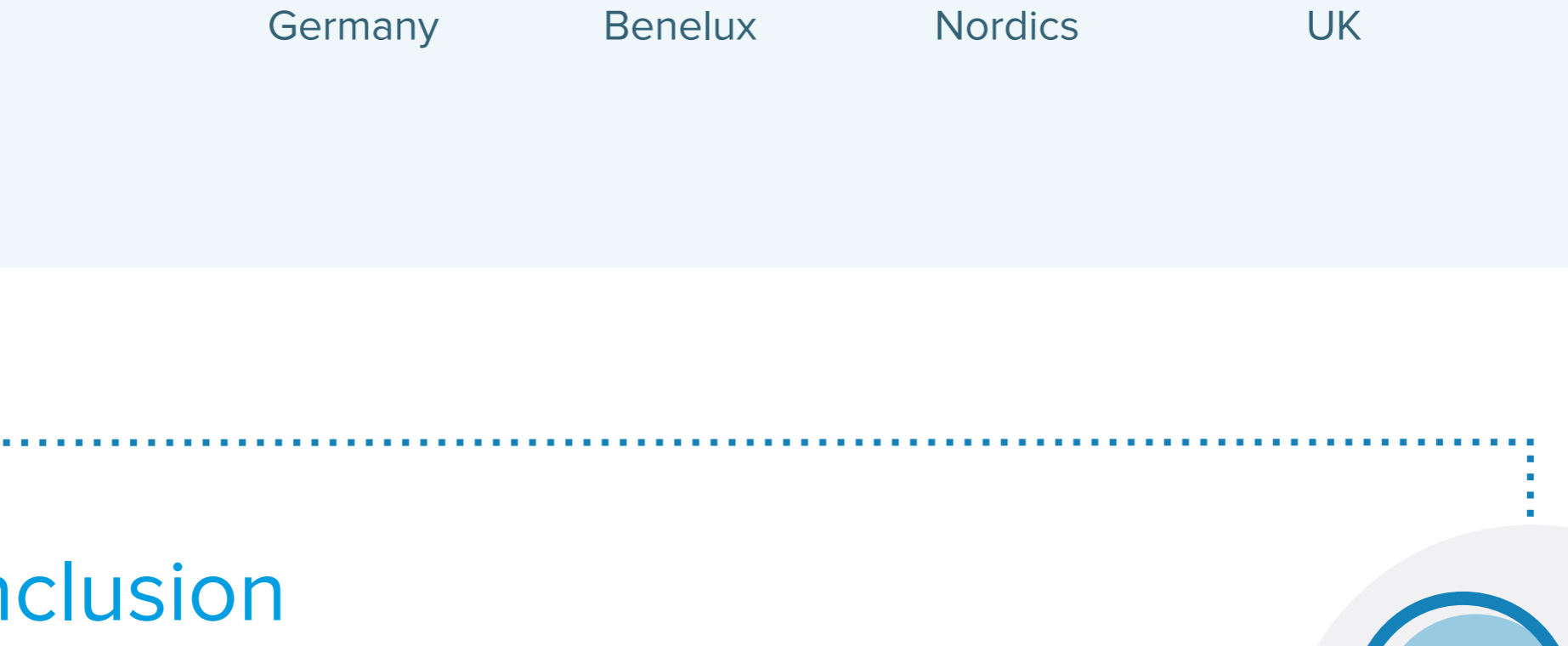


### 2. Payment Processes



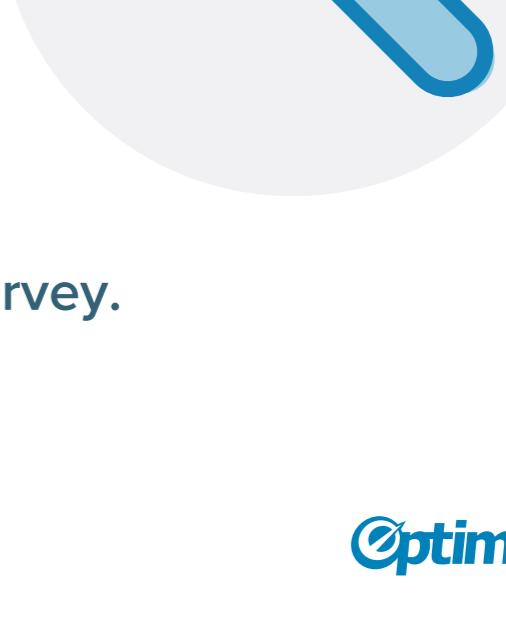
**84%** would only accept a 'poor experience' a maximum of 3 times before losing loyalty.

### 3. Favorite Payment Option Unavailable



## Conclusion

Online shopping is a convenience that suits the busy lifestyle of today's consumers. Online brands that provide a positive and personalized online experience will win the loyalty of online shoppers.



To download the full report visit: <http://optimize.ly/2016-shopper-survey>.