

Strengthening your online retail offering



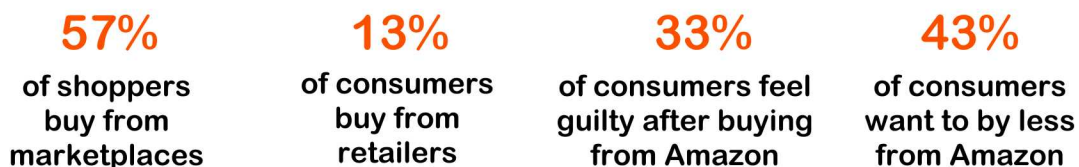
2/3 of shoppers feel retailers
don't truly know them.

As physical stores begin to open their doors, the demand for online shopping still continues to strengthen. Buyers are seeking value, convenience and speed. For many customers marketplaces, such as Amazon, offer a wide range of products in one place and a service that is familiar, quick and reliable.



Marketplace v Retailers

Marketplaces are rapidly dominating the world of eCommerce and their revenue is expected to double by 2022.



How can retailers compete?

Start by understanding why and how customers are shopping online.

Why customers shop online

64% - Direct delivery to my home

57% - Cheaper prices

42% - Easy to compare

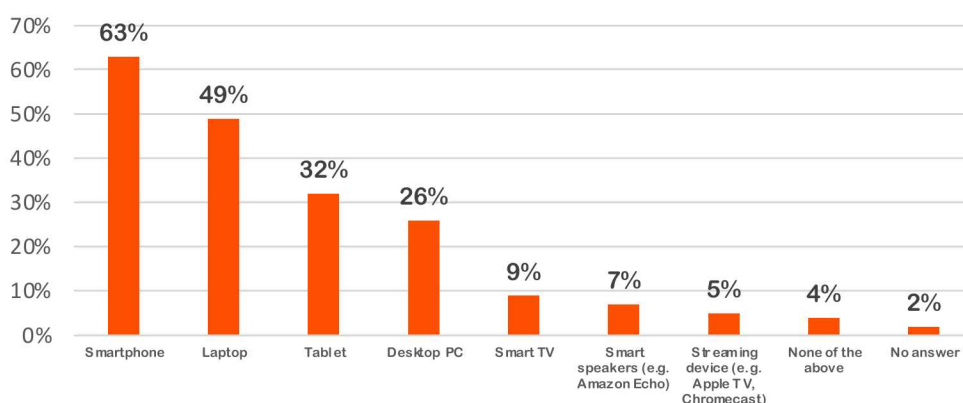


How are customers shopping online?

87% of shoppers say they start their hunt for a new product on digital channels. This isn't limited to laptops and desktops. 63% have used their smartphone to shop online in the last 12 months.*

Devices used for online shopping in the past 12 months

Statista Global Consumer Survey - UK 2021



How can online retailers stand out?



76% of Brits are currently members of **loyalty programmes** & 73% think they are a great way for brands to reward customers.



51% of consumers trust a **brand recommendation** from their friend or partner more than any other source of advertising.



59% of shoppers say they're more likely to buy from brands that offer **customised products**.



17% of customers would abandon a purchase if a **Click & Collect** option was not available.



40% of online shoppers used a **subscription service** in 2020. 47% said it was to save money and 41% said it was for convenience.

How can retailers deliver?

Once you have gained customer insight and differentiated your brand, it's time to deliver.

Meeting the demand

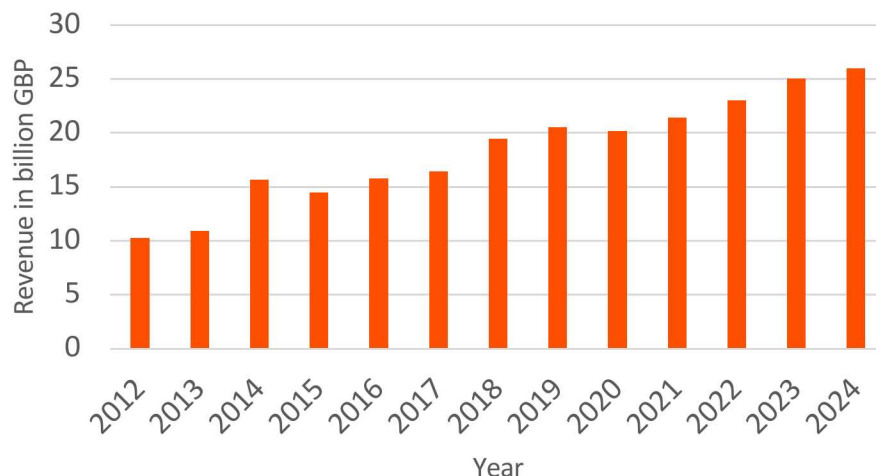
Online retailers must get their product to customers in the anticipated lead time to encourage repeat purchases. This requires warehouse facilities, shipping capabilities and return management.

Fulfilling the order

The surge in online shopping has seen a growth in the global e-commerce fulfilment market which is expected to expand at a compound annual growth rate of 6.5% from 2020 to 2027. Warehouse and storage revenue is also projected to increase.

Industry revenue for "warehouse & storage" in the UK

Office for National Statistics – 2020



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