

Dit zijn de aanjagers van e-commerce

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2016 zit er weer bijna op, en ook dit jaar was vrijwel wekelijks iets te lezen over groeiende onlineomzetten en e-commercespelers. De wereldwijde e-commerceomzet komt volgens A.T. Kearney dit jaar uit op meer dan een biljoen dollar. Welke spelers, trends, devices en ontwikkelingen jagen de groei het sterkst aan? Deze infographic van JHB zet het op een rij.

THE STATE OF ONLINE RETAIL 2016



Even though the busy holiday season is behind us, the noticeable appetite of online consumers doesn't look like it'll be satisfied anytime soon. In fact, global e-commerce sales are expected to reach a remarkable \$195 billion in 2016 according to research by A.T Kearney.

But which brands are reaping the rewards of this retail activity? How are consumers making their purchases, and what trends do virtual storefronts need to be aware of in order to succeed over the coming months? These questions are answered in the State of Online Retail 2016.

THE INCREASING INFLUENCE OF MOBILE

Thanks to the immediacy and convenience of mobile enables consumers to research product information, compare prices online, and make purchases with just a few touchscreen taps. They have quickly become the preferred e-commerce device.

SimilarWeb's UK Retailer Report reveals that Black Friday visits in 2015 for the following retail giants looked like this:



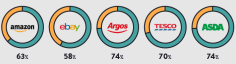
While a few retailers went against the grain, the total daily average for 25 sites was:



MOBILE TRAFFIC SHARE

It is perhaps no surprise to see certain retailers at the top of SimilarWeb's average mobile visits data, but mobile traffic share is a lot more interesting to examine.

Mobile traffic share:



MOBILE SHOPPING MOTIVATIONS

Even though sites like Argos, Tesco, and Asda have an extensive range of products available, they are typically visited in home areas and groceries. Does the more mobile user are associated with the purchase of those that feature and why? To consumers use their mobile for specific shopping devices instead?



(September 2014 - October 2015)

It appears that this observation could be true when looking at the biggest and smallest mobile share data. Clothing retailers New Look and Sports Direct target narrower consumer segments, whereas Argos, John Lewis, and Asda sell everything from electrical products to wine and crafts.

CONVERSION RATES BY DEVICE

Mobile share are all well and good, but online retailers are bound to be more concerned with conversion rates by device instead.



(Global conversion newly device - November 2015)

A similar pattern was evident for data specific to the US and UK too. While shoppers browse more on mobile, through the phone screen, repeated browsing, and social links, as well as app and mobile site functionality continue to boost conversions.

RETAIL SUB-CATEGORY GROWTH

Not more research by SimilarWeb should light on the retail sub-categories that grew and shrank in the US last year.



This data suggests that time sensitive and impulsive purchases are better suited to mobile, whereas bigger items require the careful contemplation of desktop.

THE MOST POPULAR RETAIL PERIODS

While several online retailers go their profit hopes on Christmas, there are a few other money-making opportunities throughout the rest of the year. But what holidays proved the most prosperous in 2015?



(Combined site daily average for 2015)

These statistics might look impressive, but many of them on the previous year. So, perhaps online retailers should look on annual performance to boost their bottom line.

UNSTOPPABLE ONLINE RETAIL TRENDS

Last year, Smart Insights published an article about the three unstoppable online retail trends for 2016. If retailers want to stay ahead of the curve, they should probably pay close attention to the following:

- MOBILE** Those who shop on mobile spend 86 per cent more than shoppers who only buy on desktop.
- MILLENNIALS** According to some estimates, the 2 billion millennials living in the world already account for half of all retail spending.
- PERSONALIZATION** The use of AI recommendations can trigger dedicated smartphone applications, providing the consumer experience, while also providing retailers with a wealth of valuable insights.

PROCEED TO CHECKOUT

When you consider average daily visits and traffic share, it is clear that online consumers are becoming increasingly mobile. However, conversion rates on big desktop, while online stores with extensive offerings appear to overwhelm visitors that browse on small screens. Retailers might be better off concentrating on retaining the attention of mobile and streamlining features to create experiences too, as several promotions don't appear as profitable as previous years.

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