

Hoe verbonden is de Europese consument?

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Wearables, contactloos betalen, virtuele paskamers en chatbots: technologie viert hoogtij in de retail. Maar de wijze waarop consumenten de innovaties omarmen verschilt van land tot land. Belgen en Nederlanders zijn de minst verbonden consumenten, als we nieuw onderzoek van [RetailWeek](#) en Osborne Clarke moeten geloven.

MEET THE EUROPEAN CONNECTED CUSTOMER

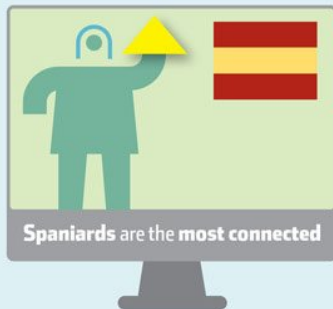
Discover the game-changing shifts in consumer behaviour and the associated legal challenges in the markets that matter to you

RetailWeek
CONNECT

In association with

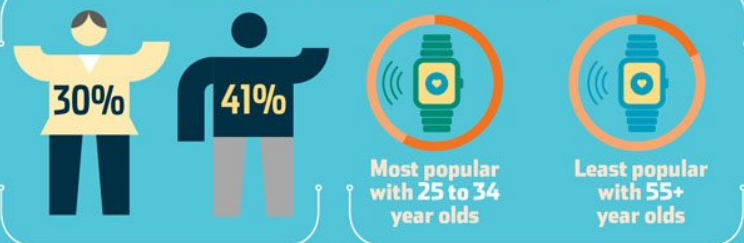


AT A GLANCE

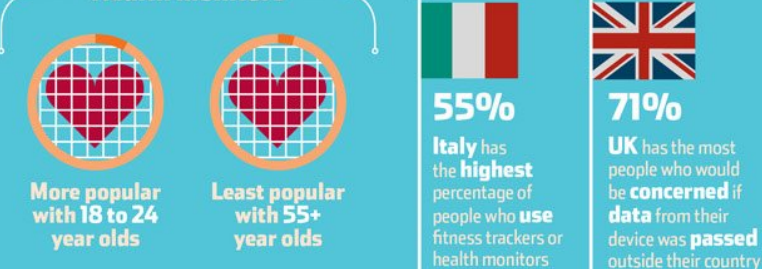


WEARABLE TECH USAGE

Fitness tracker use across Europe



Health monitors



VIRTUAL HEALTH DEMAND

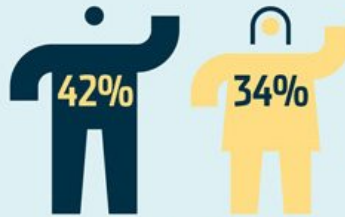


Consumer appetite for **virtual health consultations** using artificial intelligence is **on the rise** across Europe



'I would be able to access the service more quickly'

is the top reason for having a virtual consultation for **69%** of Europeans

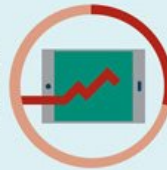


Virtual is more **popular** among European **men** than **women**



25 to 34 year olds are **most willing** to try virtual appointments

55+ year olds are **least willing** to try virtual appointments



CONTACTLESS PAYMENT TECH HABITS



The **UK** sits at the **top** of the connected consumer league table for the use of **contactless cards**

Germany sits at the **top** of the connected consumer league table for the use of **mobile payment tech**



Who uses contactless



56% of 25 to 34 year olds

DATA SHARING & SECURITY CONCERNS



53% of Europeans are comfortable **sharing personal data** when making a purchase



54% say **security** is their **biggest concern** when making an online payment



Italians are the **most comfortable** sharing personal data



Germans are the **least comfortable** sharing personal data



CONSUMER ACCEPTANCE OF FUTURE INNOVATIONS

Willingness to use **virtual fitting rooms** that show garments superimposed on a video feed of them is **equal among** European **men and women**



53% of Europeans would rather **speak to a human** shop assistant than use interactive in-store technology

Who's positive about drone delivery



Italy and Spain also have the most consumers who say **driverless vehicle delivery** would be a **positive** development

