



Global E-Commerce Intelligence
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SAMPLE REPORT
EUROPE OMNICHANNEL COMMERCE TRENDS 2023

PUBLICATION DATE: NOVEMBER 2023

PREFACE

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OBJECTIVE

RELIABLE

A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

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■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS



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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report covers the Omnichannel trends in retail in Europe, in particular focusing on its implications for B2C E-Commerce and general retail. To account the following definition of omnichannel: an approach to retail that strives to provide the customer with the seamless shopping experience across all channels, such as in-store, online and mobile.

Report Structure

- The global chapter opens the report, including an overview of global developments, trends, and country comparisons related to omnichannel commerce, such as omnichannel development index, digitally influenced sales share, webrooming and showrooming penetration.
- The rest of the report provides regional data on the European region. The countries within the regional chapter are presented in the order of descending B2C E-Commerce sales. Where no comparable B2C E-Commerce sales data was available, the related criteria, such as online shopper penetration, Internet penetration and population size were considered.
- The types of the information covered for various markets include share or value of retail sales influenced by digital touchpoints, channels used by shoppers to research and purchase products, webrooming and showrooming penetration, usage of Click & Collect services, and other omnichannel shopping behavior.
- Due to varying data availability, not all types of information were included for all the countries covered.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **OMNICHANNEL** an approach to retail that strives to provide the customer with the seamless shopping experience across all retail channels, such as in-store, online and mobile. In Asia, some omnichannel practices are also known as O2O (online-to-offline).
- **WEBROOMING** a practice in retail where consumers browse/research the products online before making the purchase in-store; may also refer to customers using Internet-enabled mobile devices to browse/research/compare products online while being in-store.
- **SHOWROOMING** a practice in retail where consumers visit a store to browse or try on the products before buying them online (or via mobile).
- **CLICK & COLLECT** also known as BOPIS (buy online, pick up in-store), a service that allow customers to purchase an item online and collect it from a physical store branch, as opposed to a direct delivery to home or workplace.
- **B2C E-COMMERCE** the sale of products (and services) through electronic transactions via the Internet from businesses to consumers (B2C). A broader definition of retail E-Commerce applied by some sources also includes consumer-to-consumer (C2C) sales.
- **E-COMMERCE SALES** the total sales generated either on the E-Commerce market in a certain country or region, or the total sales generated through E-Commerce by a player on the market.
- **M-COMMERCE** M-Commerce, also called “Mobile Commerce”, means the sale of products (and services) through electronic transactions via mobile devices, such as mobile phones, tablets and smartphones.
- **INTERNET USERS** the total number of inhabitants in a certain country that regularly accesses the Internet.
- **ONLINE SHOPPERS** the total number of inhabitants in a certain country or region that participates in B2C E-Commerce.
- **E-COMMERCE MARKETPLACE** platforms where third-party merchants (B2C) or individuals (C2C) can sell their digital or physical products online whereas the marketplace operator acts as an intermediary.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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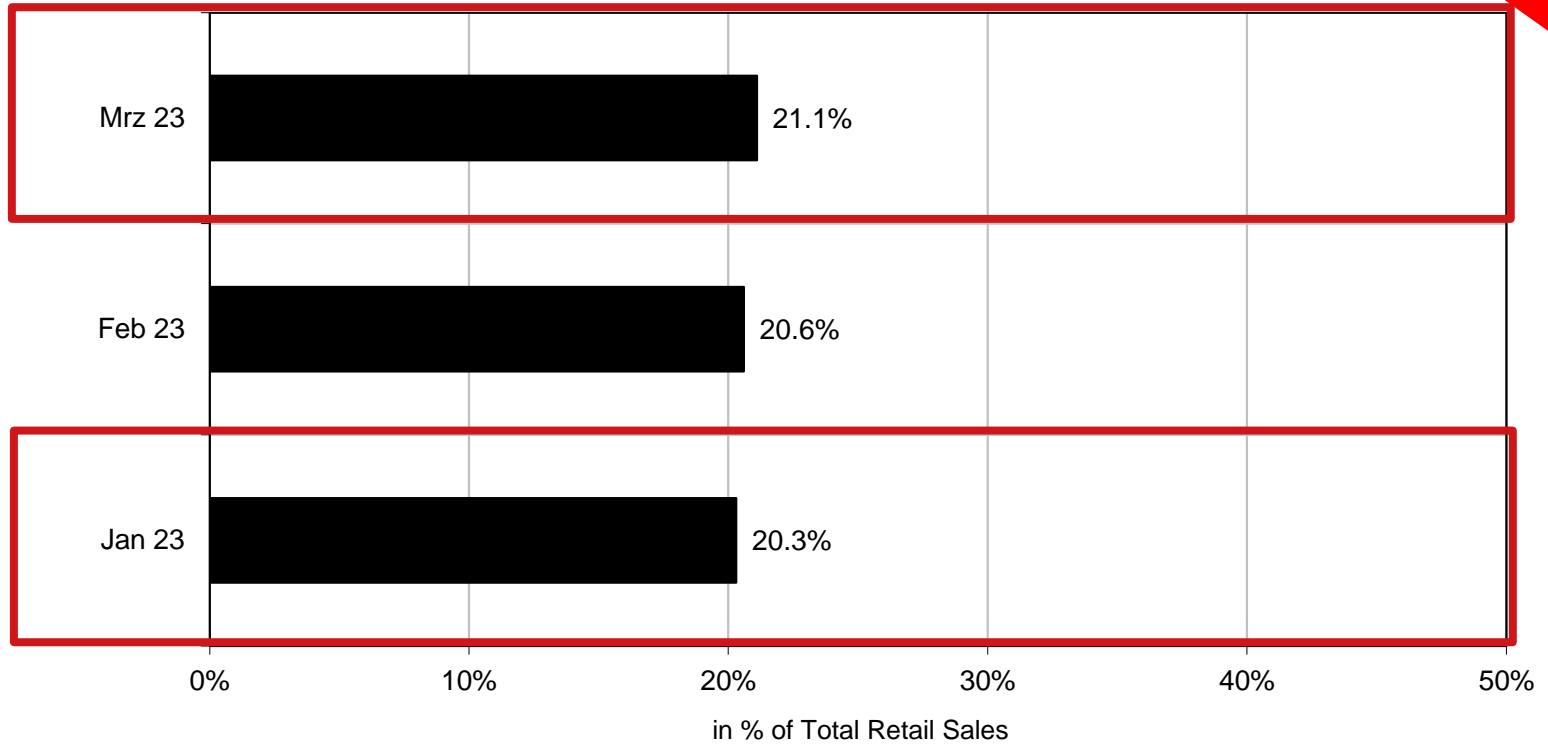
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- Share of Internet Users Who Research Brands and Products Online, in %, Q3 2022



The share of online retail sales making up total retail sales in the UK increased from 20.3% in Jan. 2023 to 21.1% in March 2023

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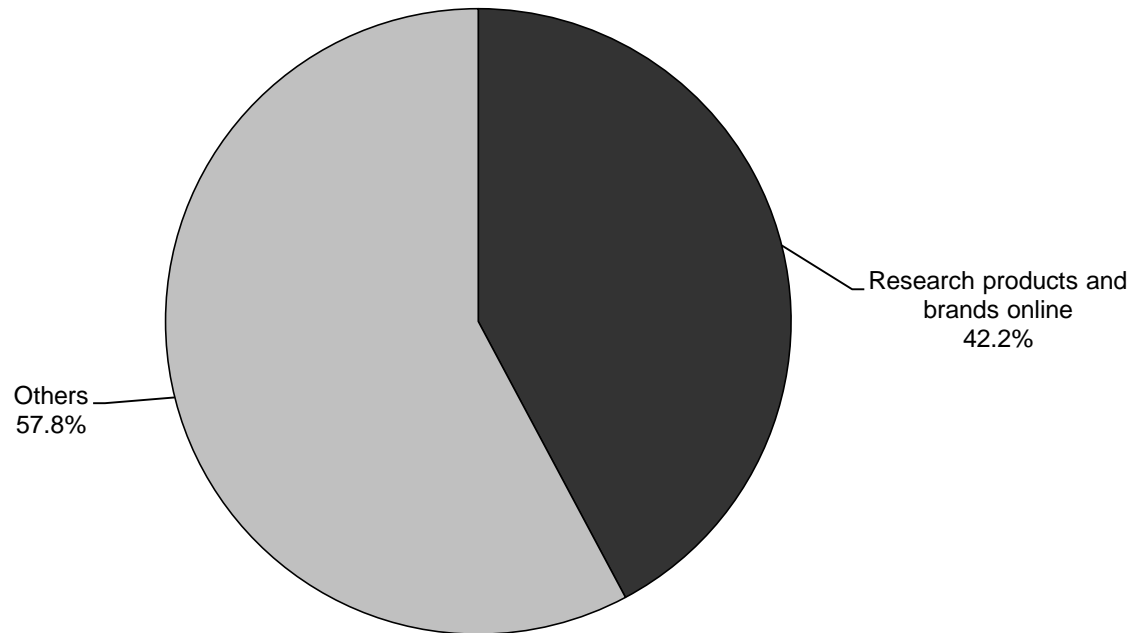


Note: does not add up to 100% due to the nature of the data; excludes food retail sales
Source: Office of National statistics cited by Computerweekly.com, April 2023



In France, 42.2% of Internet users researched products and brands online as of Q3 2022.

France: Share of Internet Users Who Research Brands and Products Online, in %, Q3 2022



Survey: based on a survey of Internet users aged 16-64
Source: GWI cited by We Are Social & Meltwater, January 2023



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