

REPORT:

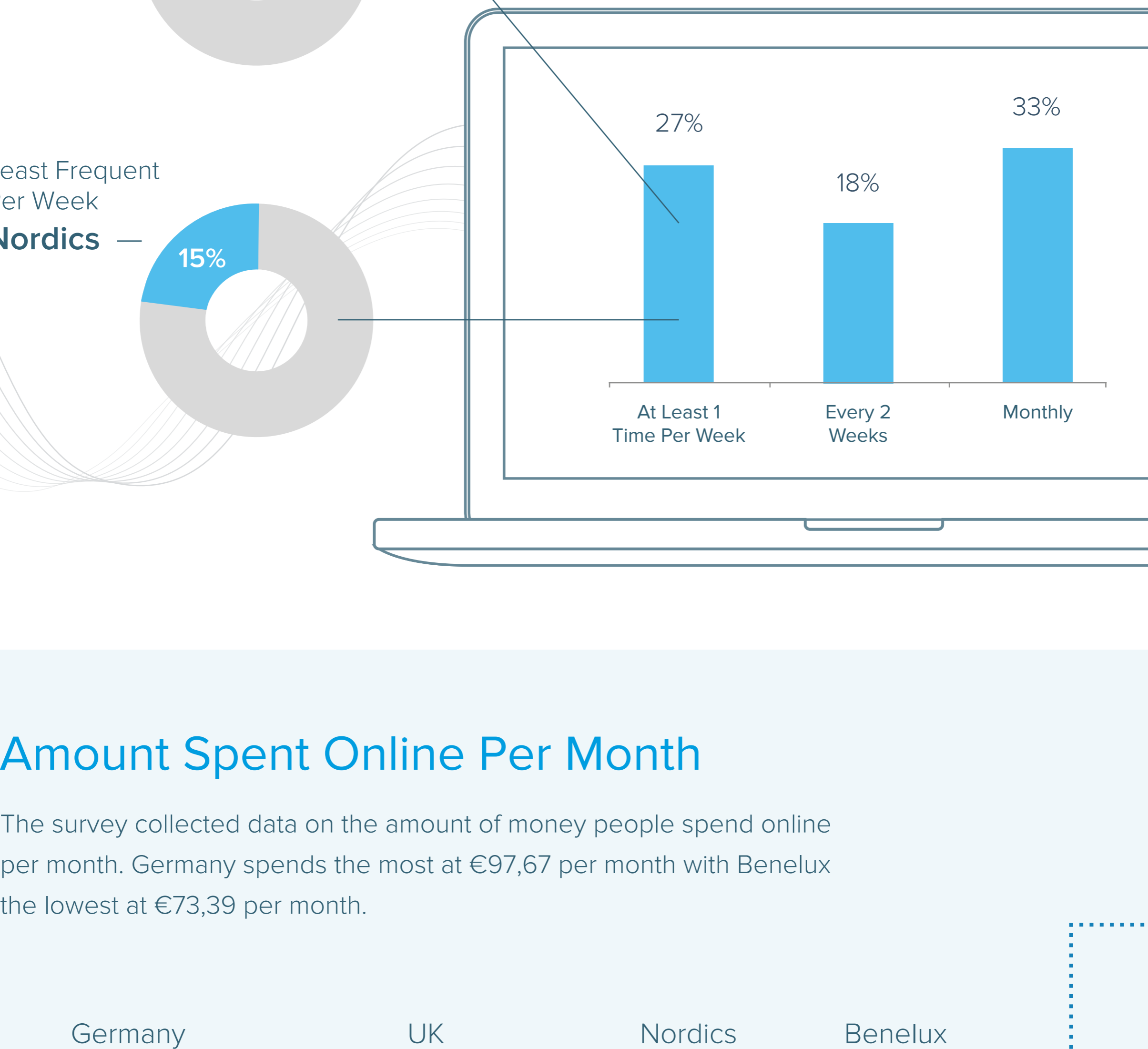
ONLINE SHOPPING TRENDS

Europe 2016

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

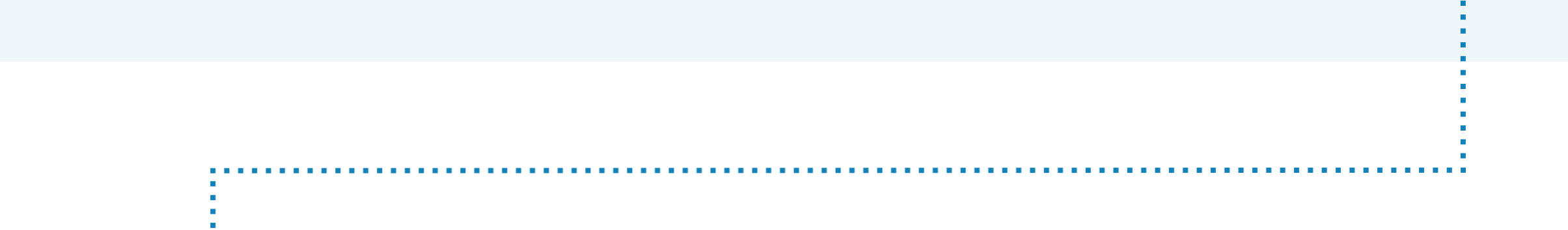
Frequency of Online Shopping

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.

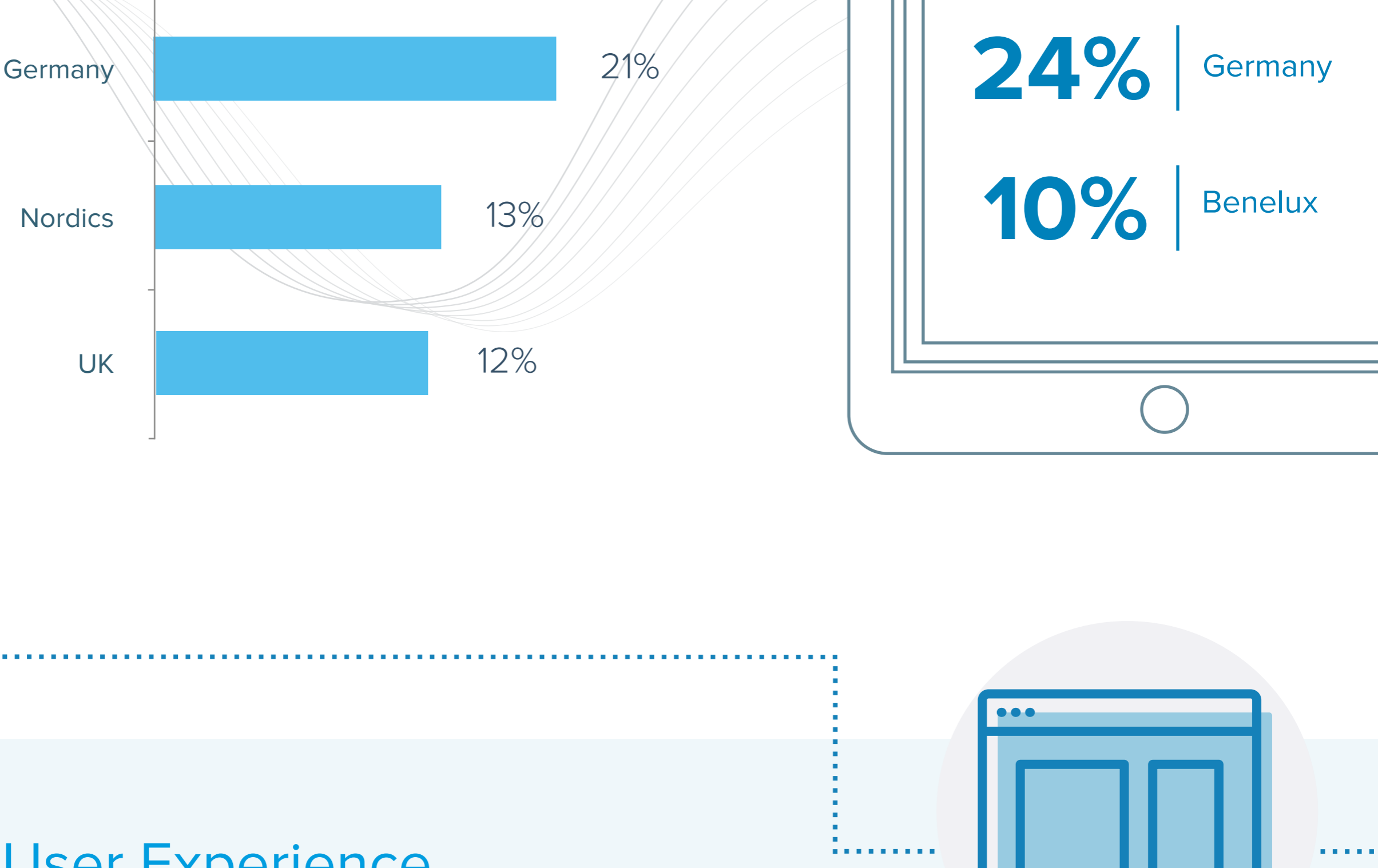


Research Online, Buy In-Store



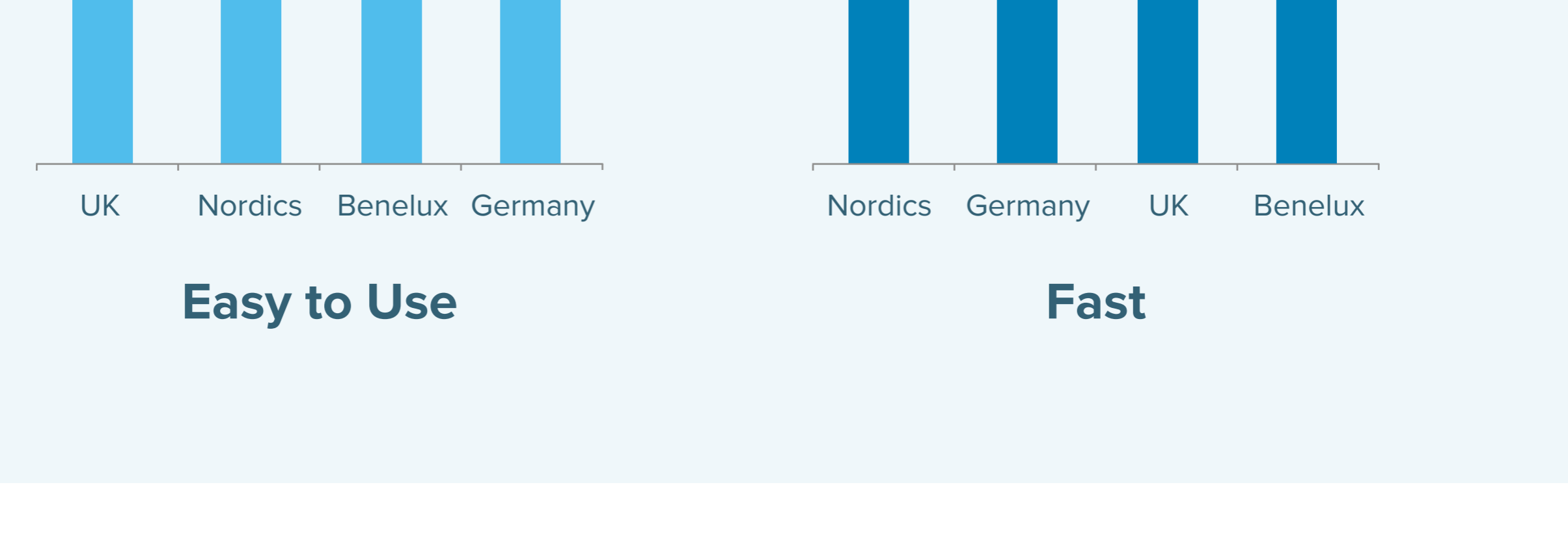
Security Concerns

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

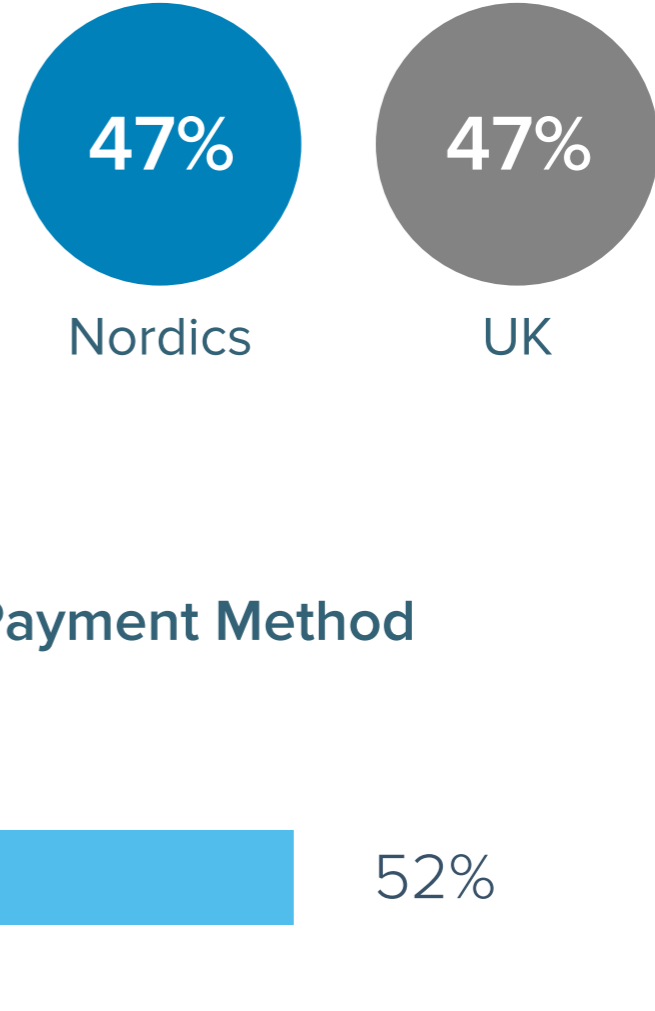
Online shoppers are influenced significantly by various user experience factors. These factors may differ by age, gender, geography and/or some other demographics, or may be tied to the product and/or offering of the site.



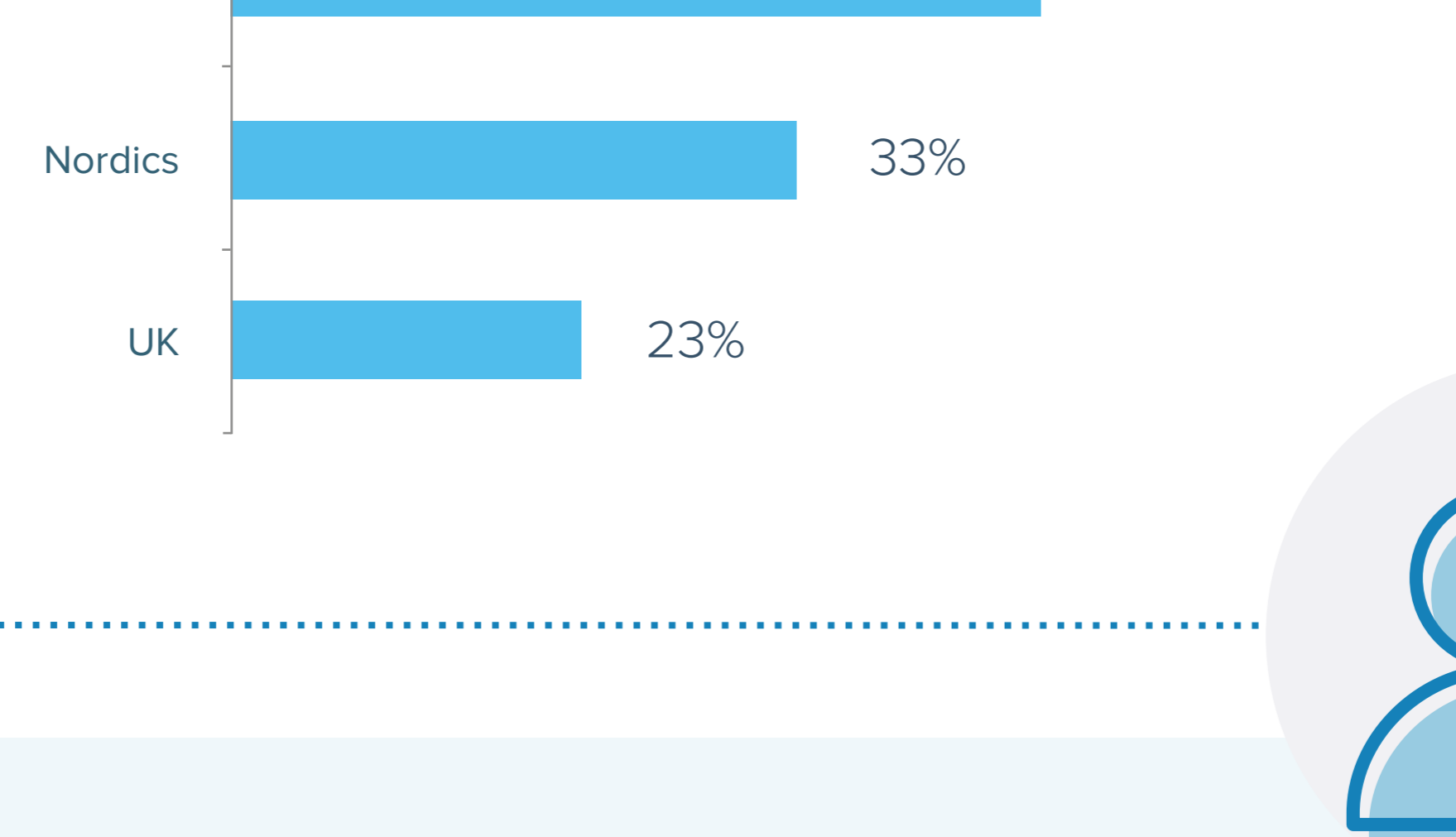
Cart Abandonment



Cart Abandonment Rate Due to Unexpected Shipping Charges



Cart Abandonment Due to Lack of Favorite Payment Method

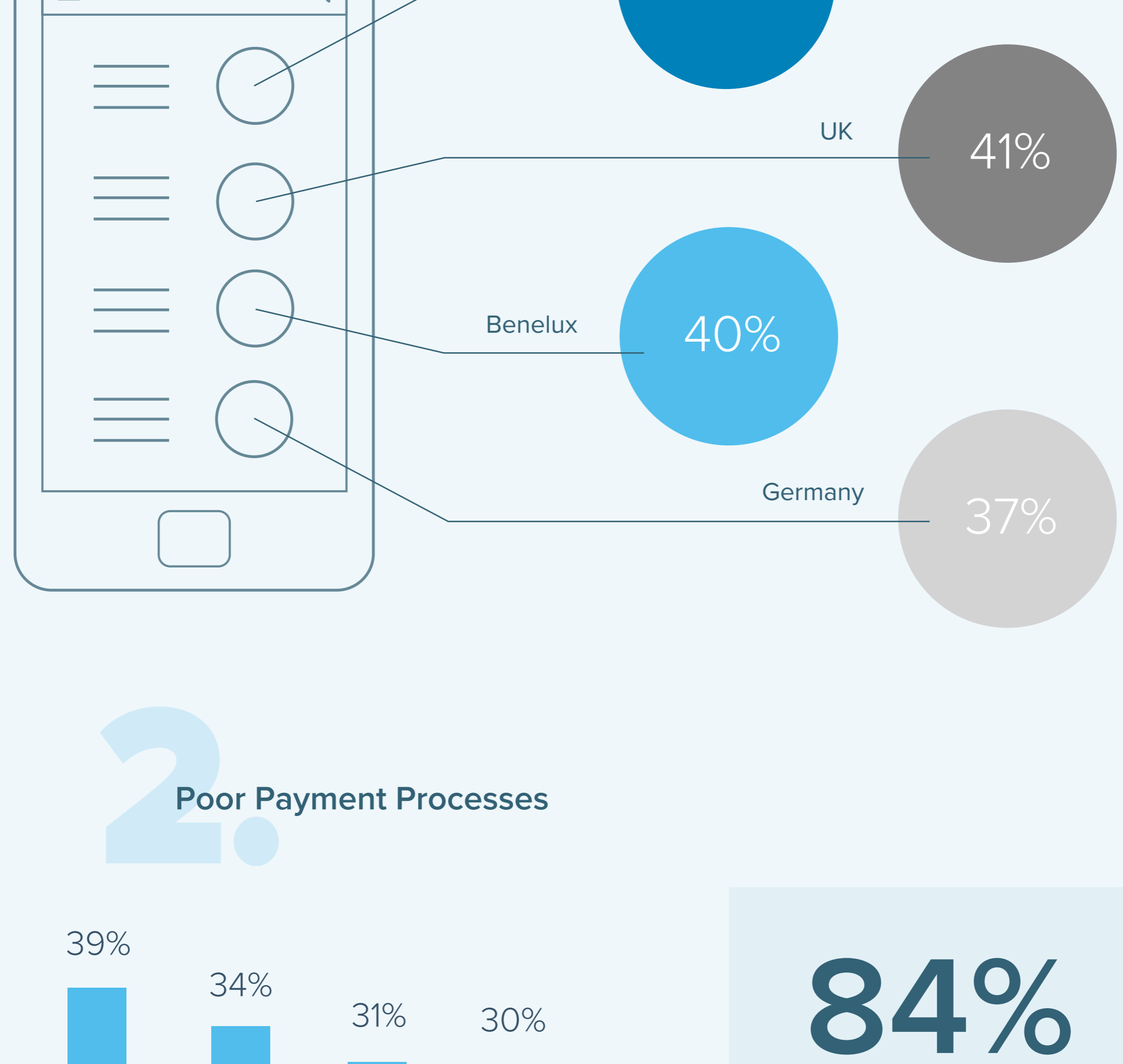


Poor Online Experience

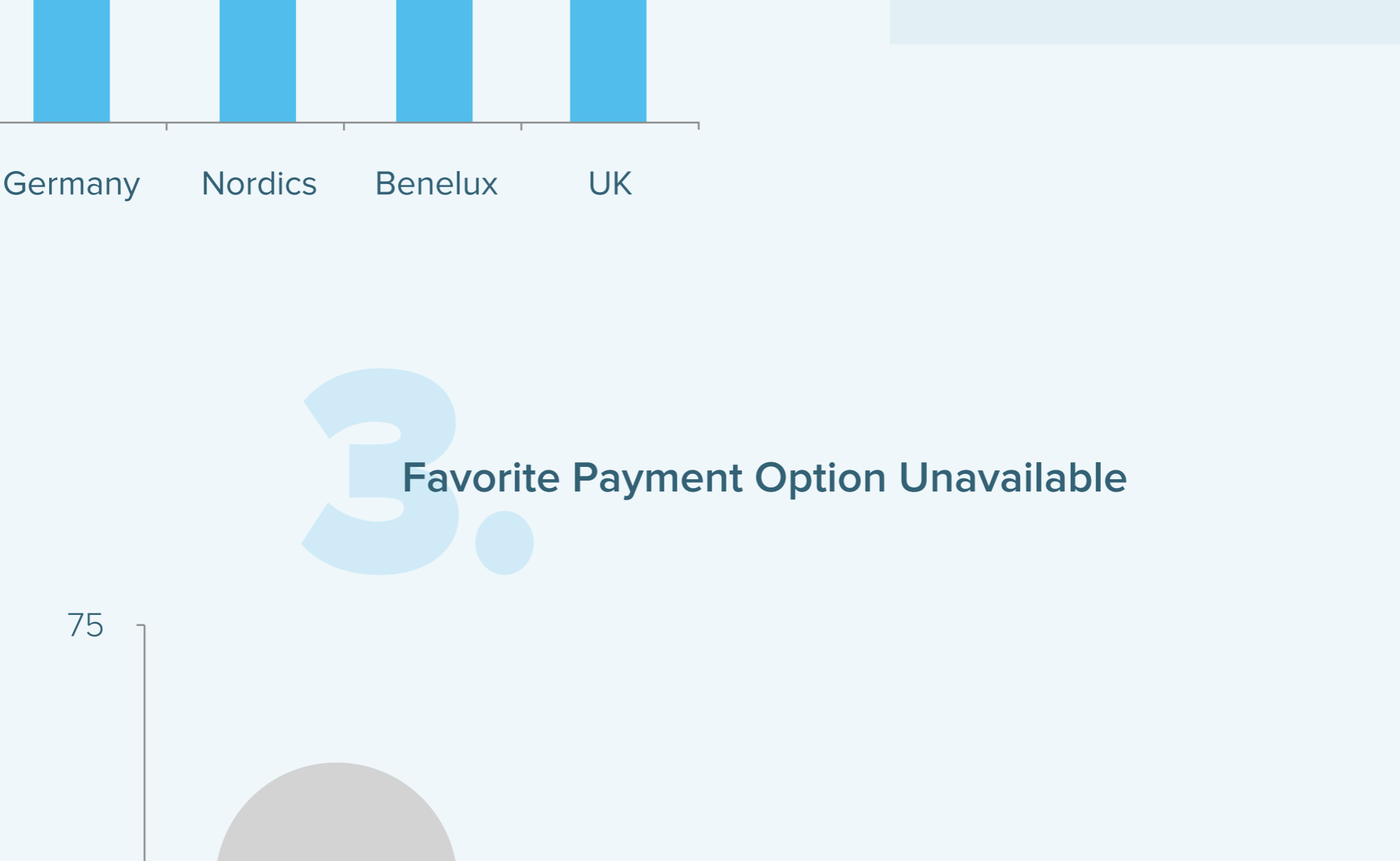
Poor online experience will not only lead to becoming disloyal with a brand online, but will also lead to disloyalty with a brand in-store/in-branch.

Three factors contribute to a poor user experience.

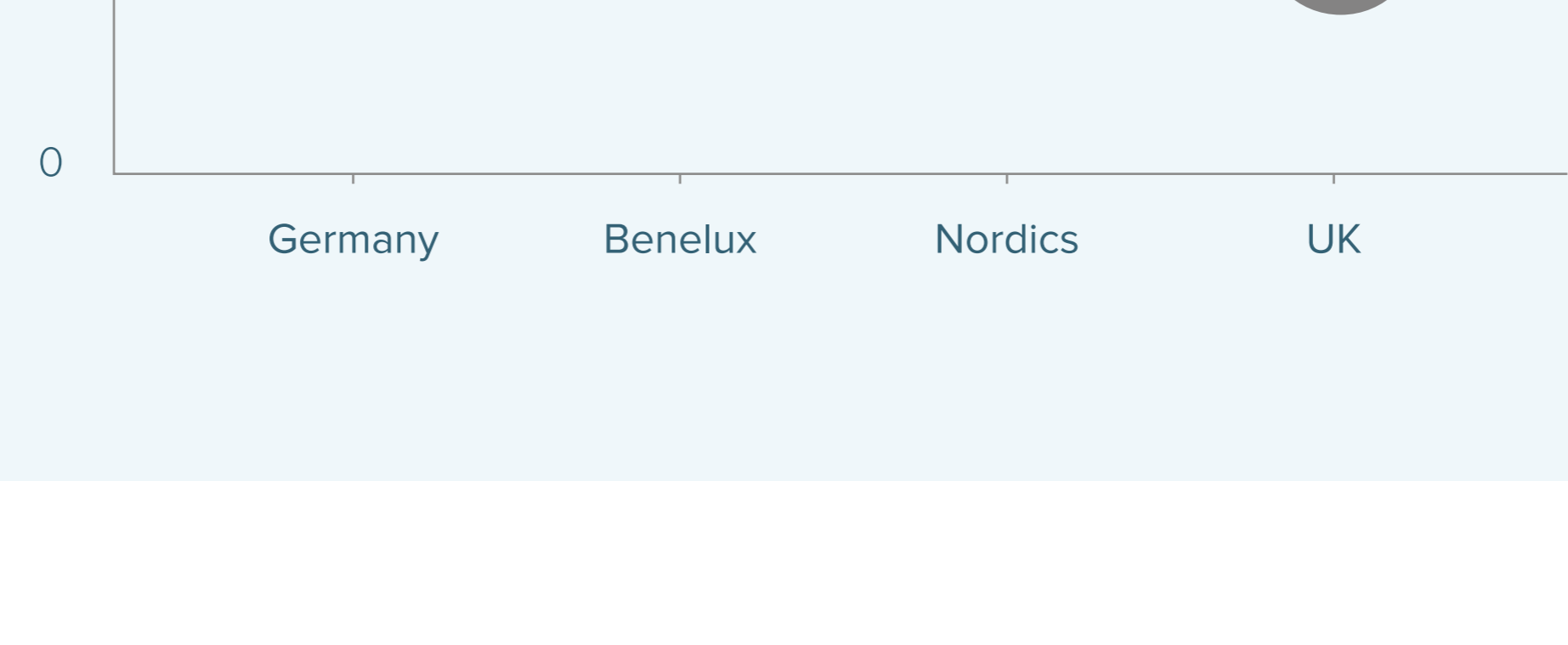
1. Hard to Identify the Quality/Size



2. Payment Processes



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>.