Article Side
Consumer Attitudes and Online Retail Dynamics in the UK by Bharatbook

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Product Synopsis

Provides in-depth analysis of the latest trends in online consumer shopping, covering drivers of online shopping, consumer insights, market dynamics (covering 25 product categories) and reviews of the latest best practice in online retail site design. Based on the latest data, the report not only provides details of the size and growth of this increasingly important channel, it also provides essential contexts on the penetration of online sales by product groups, how growth has developed over time and key drivers of this market in the future. http://www.bharatbook.com/retail-market-research-reports/consumer-attitudes-and-online-retail-dynamics-in-the-uk.html

Introduction and Landscape

Why was the report written?

â€œConsumer Attitudes and Online Retail Development in the UKâ€• is the result of Canadeanâ€™s exte market research covering the online retail industry in the UK. It provides the magnitude, growth, share, and dynamics of the online retail market in the UK. It is an essential tool for companies active across the UKâ€™s online retail value chain and for new companies considering entry into the UK online retail market. It provides data for historic and forecast online retail sales, and also includes the business environment and country risk related to the UK online retail environment.By examining best practice from leading national large-scale online retailers (but specifically excluding the likes of Amazon whose sites are well-known and vary little by country), as well as reviewing innovative approaches from smaller companies, the report provides insights and ideas about how best to approach growing online sales for your business. Business Report

What is the current market landscape and what is changing?

A unique feature in the UK online retail market is the popularity and success of traditional mailâ€“order businesses to adapt to online retail. As a result, companies compete with physical store retailers in markets previously considered incompatible with the online retail format.

What are the key drivers behind recent market changes?

Consumers have been reacting to the effects of the global recession, including the following recovery period, on their discretionary spending and retail markets have been no exception. While the country by country market changes have varied, nowhere has been left totally untouched.This report quantitatively examines the components of change in the market by looking at historic and future growth patterns including how changes in consumer behaviour have affected the online retail sector for different product categories.

Key Features and Benefits

Understand consumer behaviour and the online trends in the UK.

Understand which products will be the major winners and losers in the coming years.

Learn from best practice approaches outlined in the case studies of leading online retailers.

Improve market and strategic planning using highly granular, forward-looking market data. Detailed category coverage is provided, covering 25 products, across eight product groups that include: Apparel, Accessories andLuxury Goods, Books, News and Stationery, Electricals and Electronics, Food and Grocery, Furniture and Floor Coverings, Home and Garden Products, Music, Video and Entertainment Software, and Sports and Leisure Equipment.

Assess the impact of economic recession and recovery on market growth.

Key Market Issues

Data security and user friendly sites are factors for slow m-commerce growth in the UK

Low broadband speed is one of the drawbacks for online shopping as retailers cannot provide rich content and video describing the products, which make the sites user friendly.

Key Highlights

The share of online retail sales towards total retail sales increased from 5.7% in 2006 to over 8.7% in 2011and is expected to increase to 12.0% in 2016.

In terms of online market penetration, electrical and electronics was the leading category, with 19.6% of purchases being made online in 2011.

1 Introduction

1.1 What is this Report About?

1.2 Definitions

1.2.1 This report provides 2011 actual sales; while forecasts are provided for 2011 â€“ 2016

1.2.2 Changes to terms used in the Canadean taxonomy

1.3 Summary Methodology

1.3.1 Overview

1.3.2 The triangulated market sizing method

1.3.3 Industry surveys in the creation of retail market data

1.3.4 Quality control and standardized processes

2 Consumer Insight: Online Shopping Attitudes and Behaviours

2.1 Overview of the UK Online Shopping Environment

2.1.1 According to ONS, almost nine in every ten people have internet access in the UK.

2.1.2 The broadband penetration in the UK stood at 40% of total internet population, lower compared to other developed EU Nations.

2.1.3 Smartphones are changing the way people shop over the internet.

2.2 Consumer Attitudes and Behavior

2.2.1 Online Retail to outpace traditional retailing in the UK during next five years

2.2.2 Only 31% of the smartphone users purchase good through mobile phones.

2.2.3 UK has the highest online retail penetration in the world with 8.7% towards total retail sales

2.2.4 Low-touch products accounted for more than two thirds of total online sales penetration

2.2.5 With over 50% of the internet users in the UK are active on social networks

2.2.6 More than two third online consumers in the UK research for products online before making any purchase

2.2.7 The online shoppers in the UK prefer credit cards over other mode of payments.

2.2.8 Online shoppers in the UK favor flexibility in delivery options in terms of time and place

2.2.9 More flexible returns and quick refund options are being offered to customers

For more information kindly visit :

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Or

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