Retailers Predict Brits to Cyber Shop So Boost Your Business with Online Video by Ashish Pandey

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The number of shoppers purchasing their Christmas presents online has increased, according to a late survey. In a survey by KPMG, it revealed that retailers are expecting a new cyber day and that 77% of British consumers prefer to buy goods like video games, CDs, books and DVDs online. The study of 9,600 consumers found that UK punters are embracing web technology faster than any other country with the majority searching the web for gift ideas in comparison to 65% globally. The collated data showed that Britainâ€™s are 74% more likely to buy flights and holidays online.

What is more, the research discovered that 60% of UK shoppers use the web for their grocery shopping in contrast to America, in which only 21% of those surveyed said they would buy food online. The findings demonstrate that consumers are increasingly becoming reliant on the internet for everyday tasks including buying presents in the festive season. There is no better time than now to boost your businessâ€™ online presence with expert promotional video, interactive films and quality website presenters. Target the vast audiences who are logging on to the web to socially interact with their friends by making your product or service stand out from the crowd.

Reap the benefits of online technologies and platforms and try to catch the eye of the millions of people scrolling the internet every single day. The worldâ€™s largest online retailer Amazon predicted that more than 2.3 million items were bought in just 24 hours and a film production company can help you tap into this lucrative market with expertise to accelerate your business with fantastic online exposure. The professionals at Video Tile can deliver all the video content you need across the whole spectrum including for the web, TV, iPad and smartphone.

It is reported that fears of bad British weather are turning Brits to their laptops and computers to shop rather than hitting the high street. Consumers are staying warm and dry in the comfort of their own homes to purchase presents for Christmas as opposed to getting stressed and tired trawling town shopping centres. Furthermore, Brits are wary of snowfall affecting Christmas deliveries and that presents may not be transported on-time. A web video production firm like Video Tile can help your business communicate online using specially produced web video content. The specialistsâ€™ prime objective is to assist in conversing with audiences effectively so whether it is internally to your staff or externally to new customers, they will deliver.

The survey is further backed up by figures from Experian Hitwise which revealed that during December, internet users are expected to spend more than 350 million hours shopping online. According to the study, British web users are projected to spend more than 25 million hours online on Christmas day alone and that Britons will spend a massive Â£13.4 billion in cyber shops this festive season. Join the ranks of online retailers who will flourish this Christmas and hire quality corporate and promotional web video production services now.

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