





## SUMMARY

NORTH AMERICA	4
LATAM	9
EUROPE	14
APAC	19
MIDDLE EAST/AFRICA	24



## NORTH AMERICA

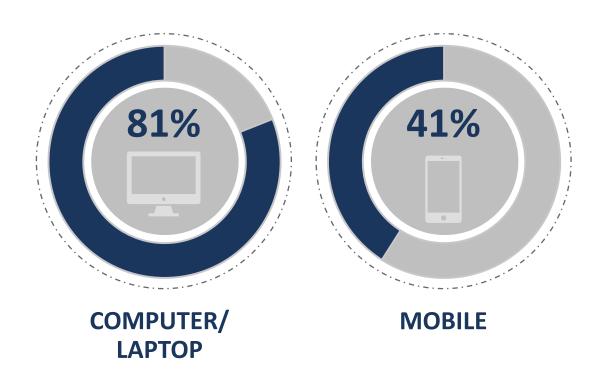


Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

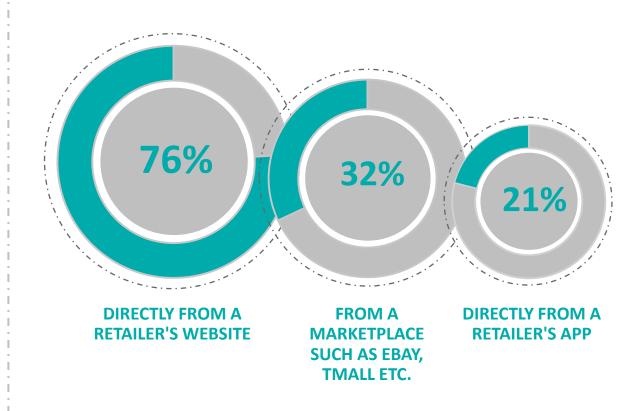




#### **DEVICES USED TO PURCHASE ONLINE P3M**

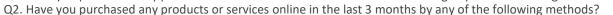


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=2002

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Entertainment Personal products Books (electronic or paper) or 25 magazine subscriptions Toys & games 25 Personal tech items 20 Travel/tours/hotel reservations Restaurant/fast food take away meals Beauty products Health supplements & 17 over the counter medicines

## **TOP 3 REASONS FOR BUYING ONLINE** 54% 46% 29% I GOT A BETTER **IT WAS MORE** THE SHIPPING WAS **PRICE/DEAL ONLINE CONVENIENT LOW COST OR FREE FOR ME**

Base: All Respondents, n=2002

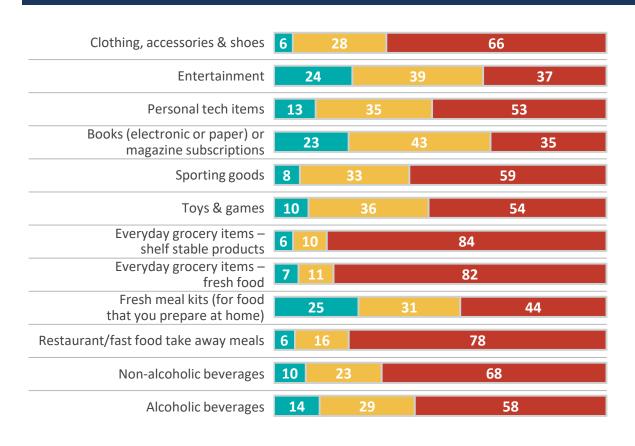


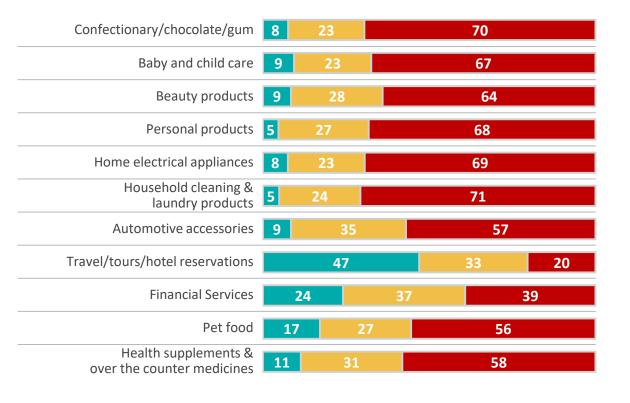
Q3. Which of the following have you purchased online in the last 6 months?

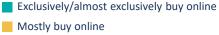
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online





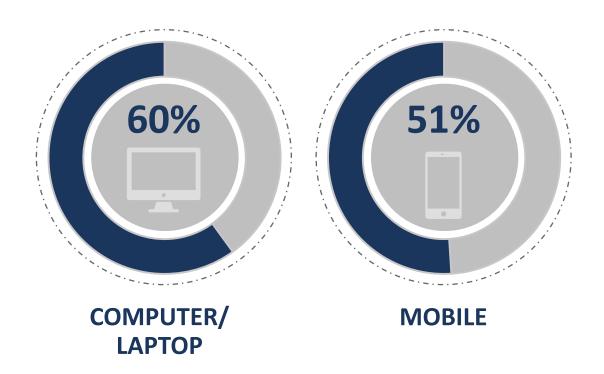


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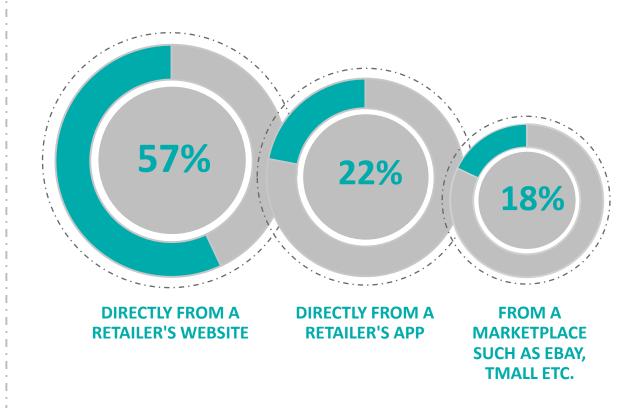




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=2580

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?





#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal tech items 23 Books (electronic or paper) or 21 magazine subscriptions Toys & games **17** Beauty products 16 Home electrical appliances Personal products Entertainment Travel/tours/hotel reservations Sporting goods

### **TOP 3 REASONS FOR BUYING ONLINE** 63% 31% 26% I GOT A BETTER **IT WAS MORE THERE WAS AN PRICE/DEAL ONLINE CONVENIENT ONLINE SALE / FOR ME SPECIAL**

Base: All Respondents, n=2580

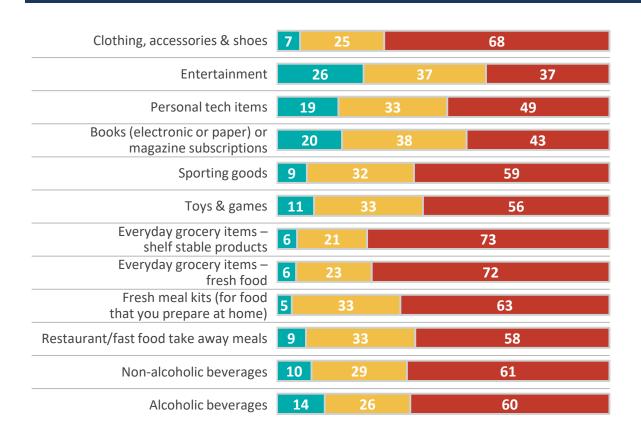
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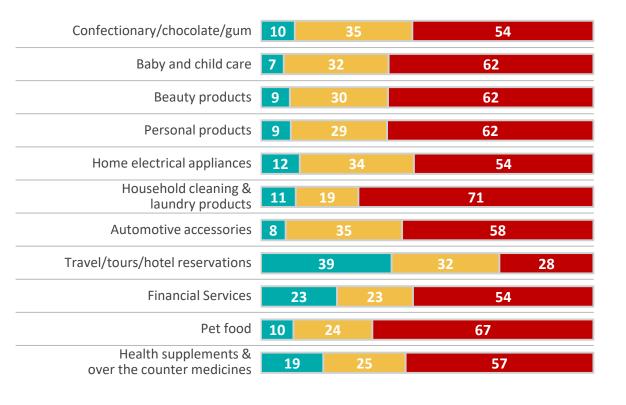


Q3. Which of the following have you purchased online in the last 6 months?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online





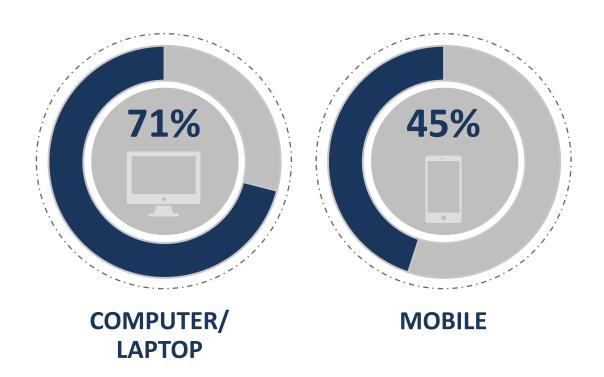


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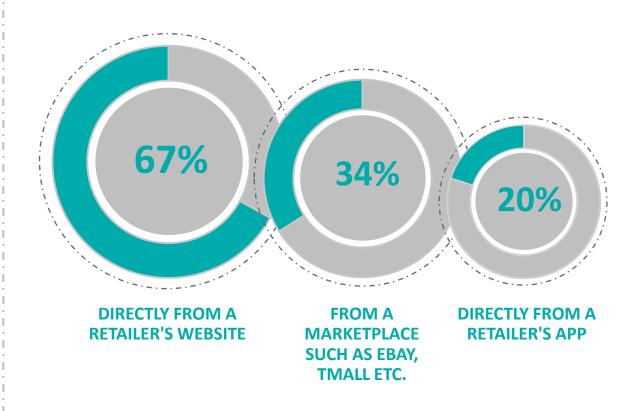




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=8555

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?





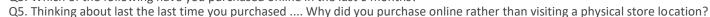


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Books (electronic or paper) or magazine subscriptions Personal tech items 24 Toys & games 24 Beauty products 21 Personal products 20 Travel/tours/hotel reservations Home electrical appliances Entertainment 17 Restaurant/fast food take away meals 16

## **TOP 3 REASONS FOR BUYING ONLINE** 53% 43% I GOT A BETTER **IT WAS MORE** THE SHIPPING WAS **PRICE/DEAL ONLINE CONVENIENT LOW COST OR FREE FOR ME**

Base: All Respondents, n=8555

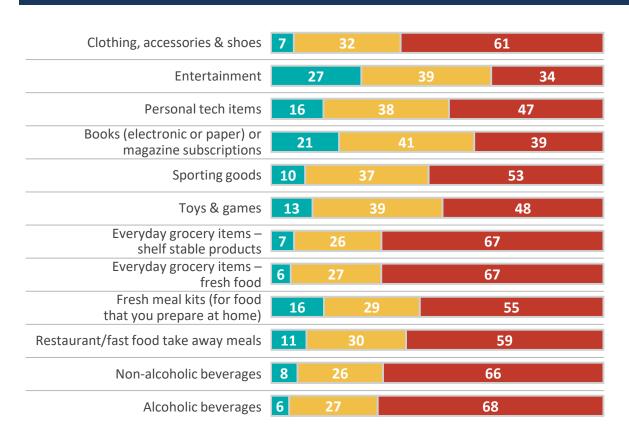
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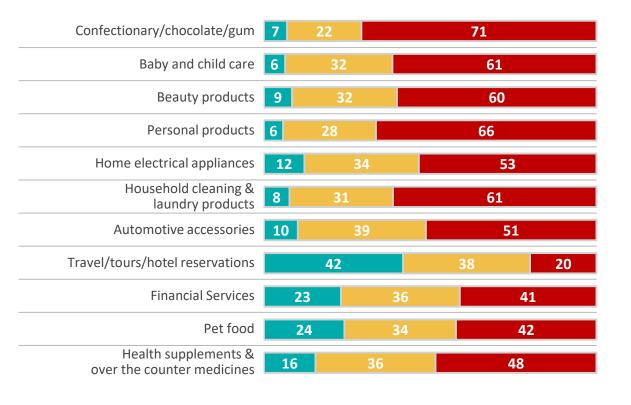






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES









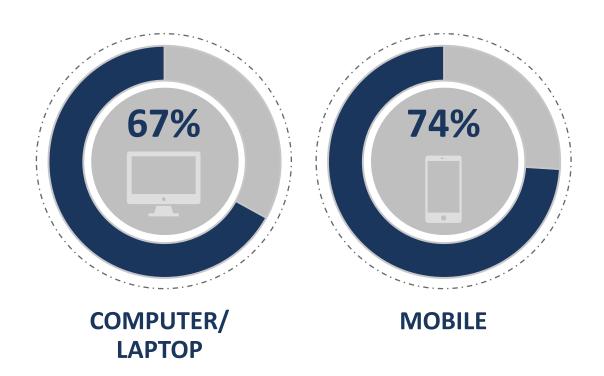


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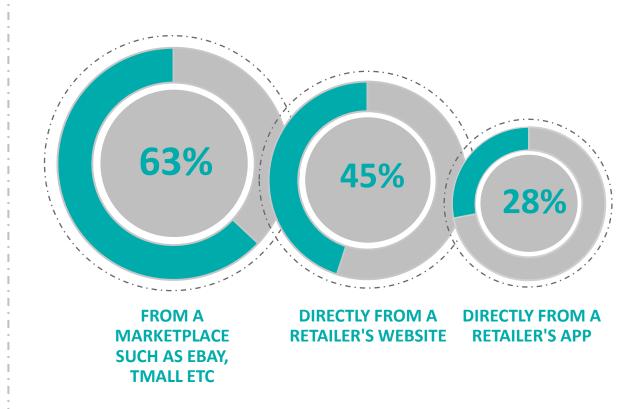




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=4162

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?





#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 56 Personal products Books (electronic or paper) or magazine subscriptions Everyday grocery items -34 shelf stable products Everyday grocery items -34 fresh food Personal tech items 33 Restaurant/fast food take away meals Travel/tours/hotel reservations 30

### **TOP 3 REASONS FOR BUYING ONLINE** 61% 42% 37% I GOT A BETTER **IT WAS MORE THERE WAS AN PRICE/DEAL ONLINE CONVENIENT ONLINE SALE / FOR ME SPECIAL**

Base: All Respondents, n=4162

Household cleaning & laundry products

Beauty products

27

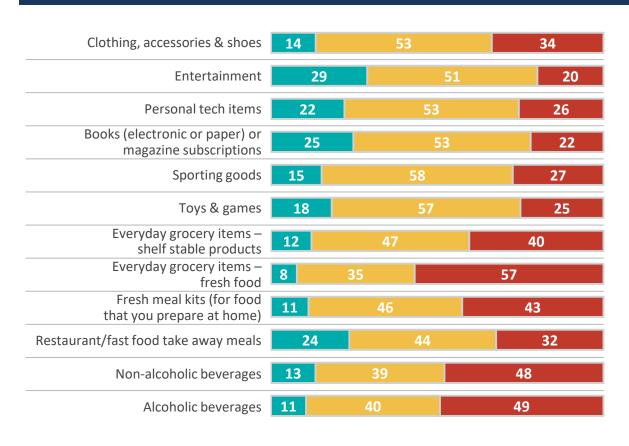


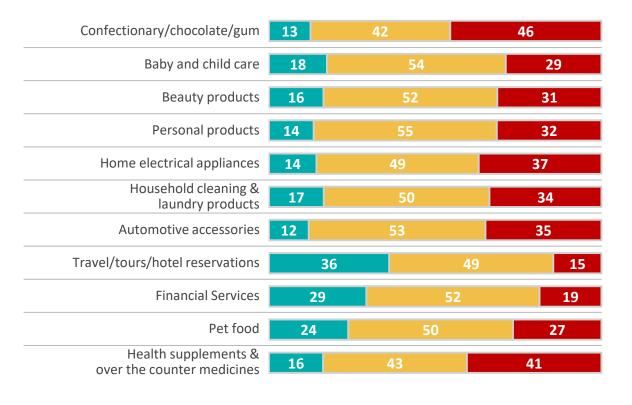
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







# MIDDLE EAST/AFRICA

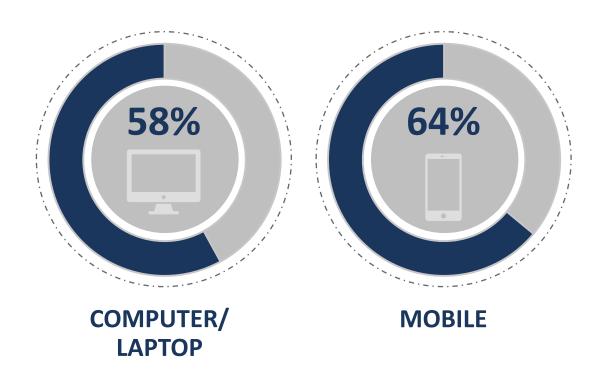


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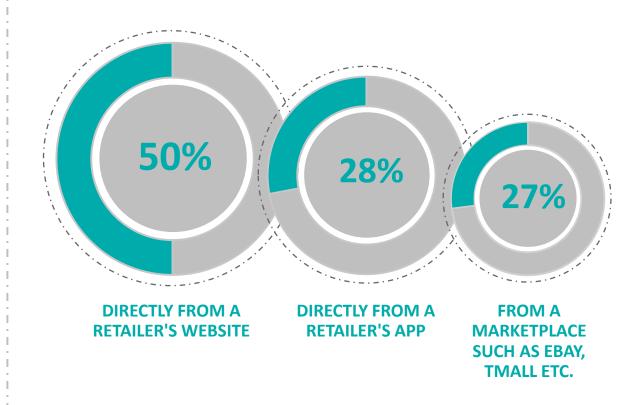




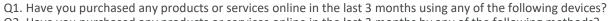
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=1010

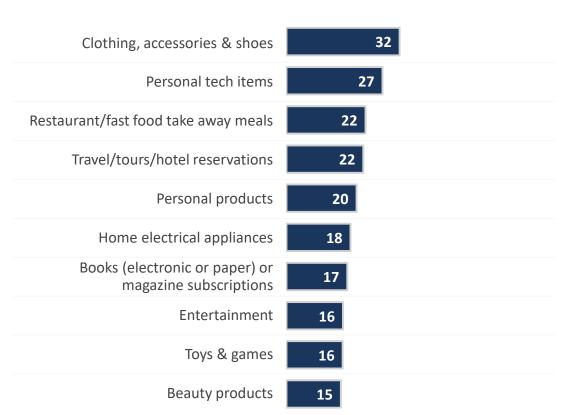








### TOP 10 CATEGORIES PURCHASED ONLINE



#### **TOP 3 REASONS FOR BUYING ONLINE**



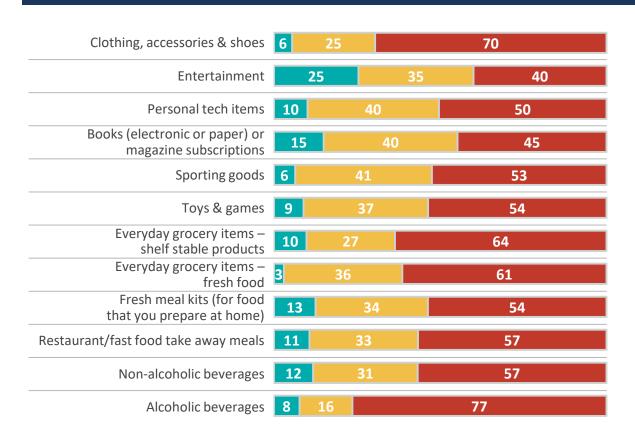
Base: All Respondents, n=1010

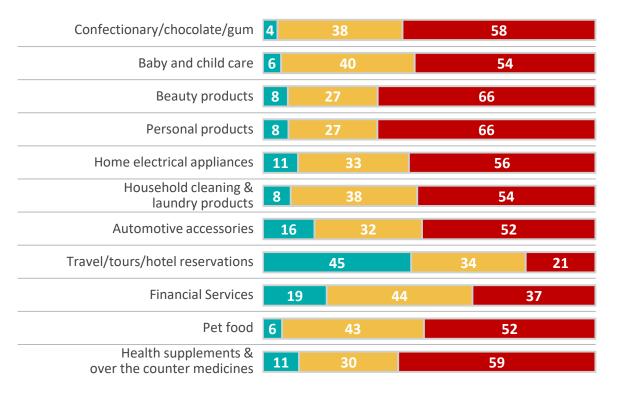


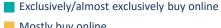
Q3. Which of the following have you purchased online in the last 6 months?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES













# COUNTRIES



## SUMMARY

ARGENTINA	31 JAPAN	79
AUSTRALIA	35 MEXICO	83
	39 PERU	87
	43 POLAND	91
	47 RUSSIA	
	51 SOUTH AFRICA	99
	55 SAOUDI ARABIA	103
GERMANY	59 SOUTH KOREA	107
GREAT BRITAIN	63 SPAIN	111
	67 SWEDEN	115
	71 TURKEY	119
ITALY	75 UNITED STATES	123

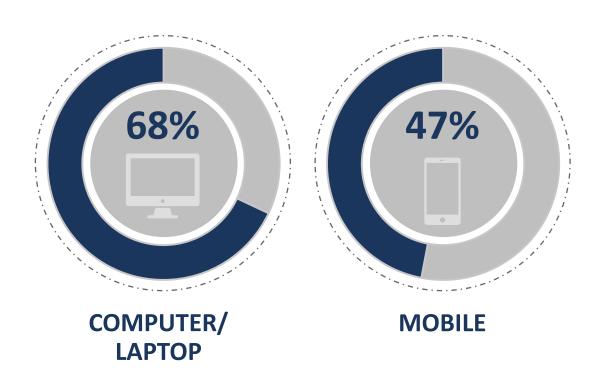




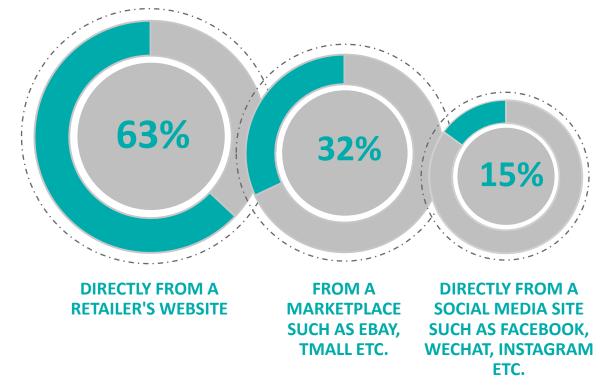




#### **DEVICES USED TO PURCHASE ONLINE P3M**

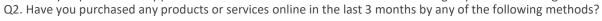


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?





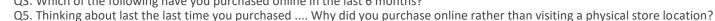


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal tech items 26 Home electrical appliances 23 Travel/tours/hotel reservations 22 Toys & games Sporting goods Books (electronic or paper) or 13 magazine subscriptions Entertainment Restaurant/fast food take away meals Personal products



Base: All Respondents, n=500

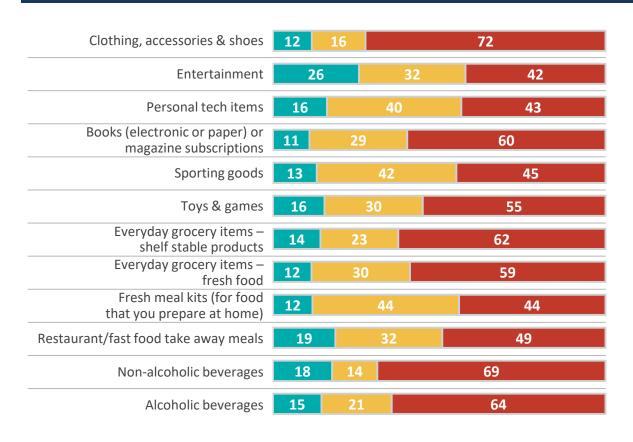
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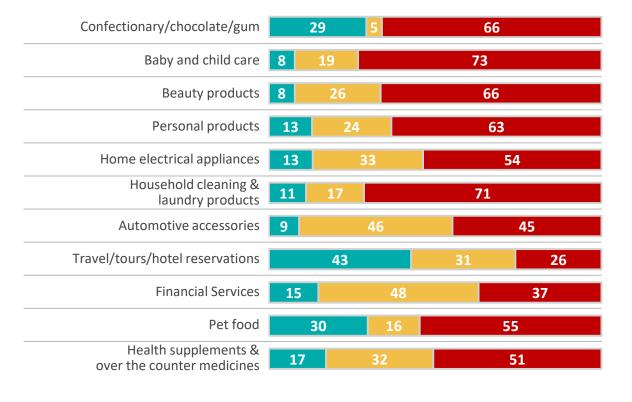






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online

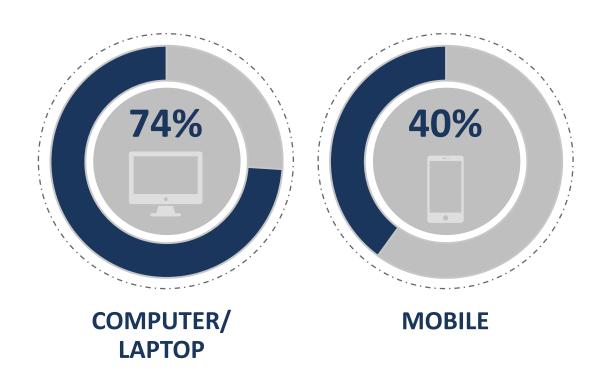
Exclusively/almost exclusively buy online



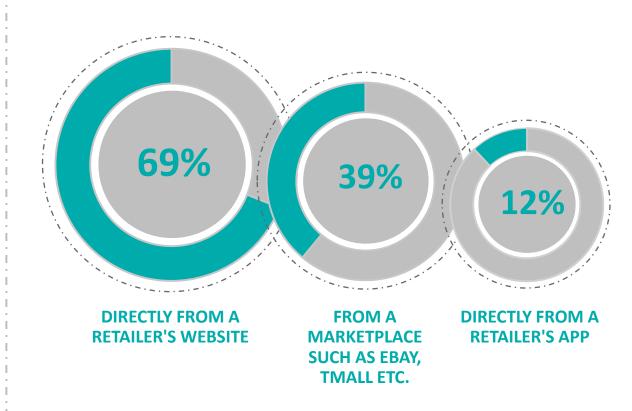




#### **DEVICES USED TO PURCHASE ONLINE P3M**

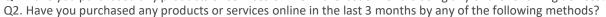


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







## **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 36 Travel/tours/hotel reservations 24 Books (electronic or paper) or 23 magazine subscriptions 20 Entertainment Restaurant/fast food take away meals Personal tech items **17** Toys & games 16 Personal products 16 Beauty products Everyday grocery items shelf stable products

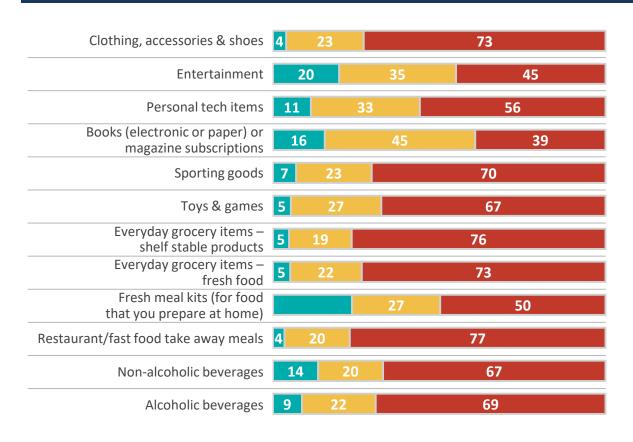


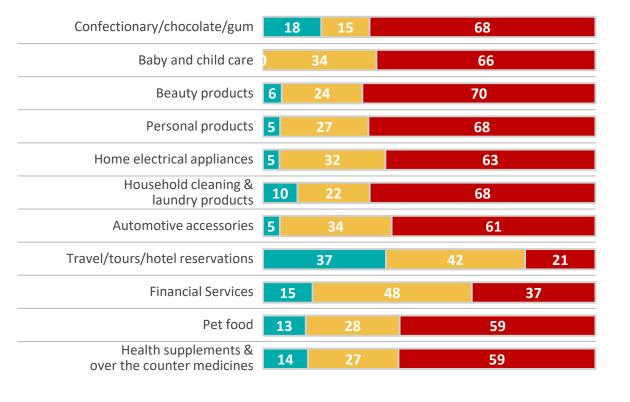


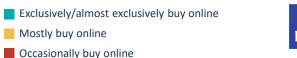
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#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





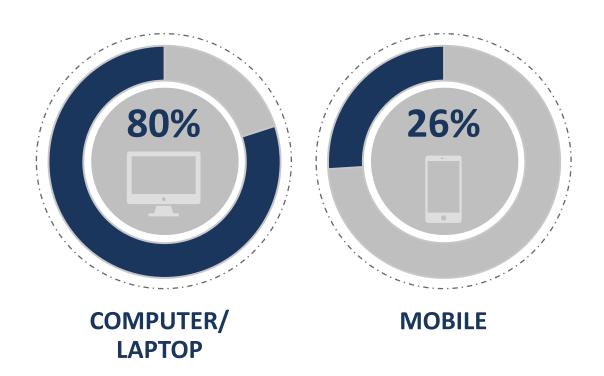




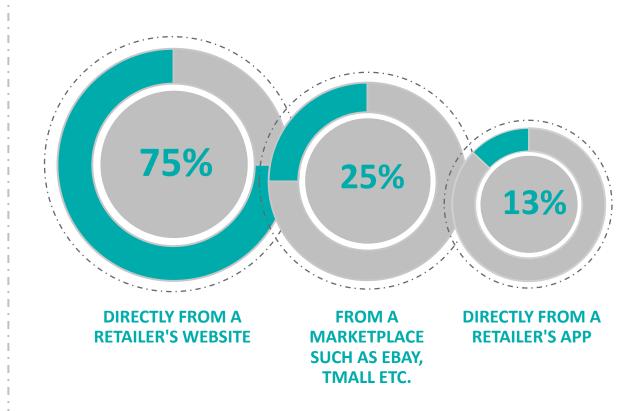




#### **DEVICES USED TO PURCHASE ONLINE P3M**

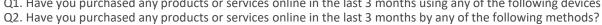


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







## **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Travel/tours/hotel reservations 26 24 Toys & games Books (electronic or paper) or 23 magazine subscriptions Entertainment Home electrical appliances Personal products Personal tech items Health supplements & over the counter medicines Beauty products



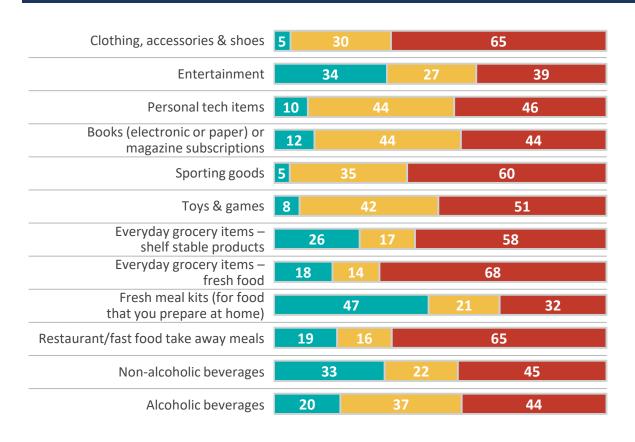
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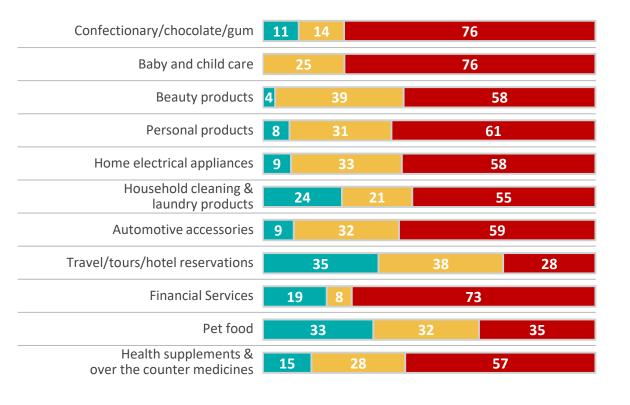
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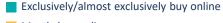




#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Mostly buy online

Occasionally buy online

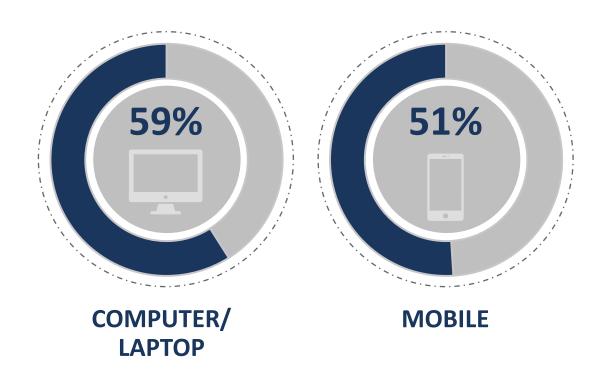




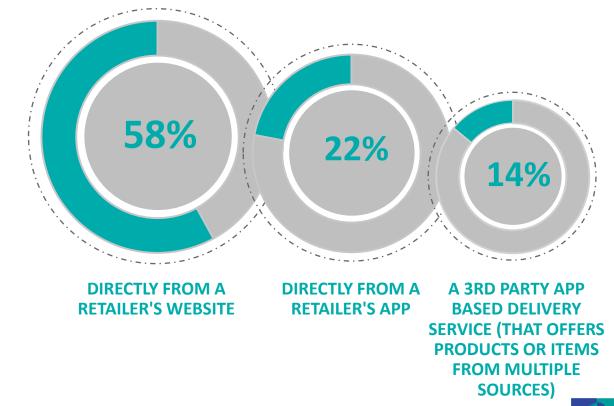




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#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

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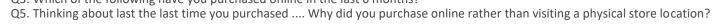
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



## **TOP 10 CATEGORIES PURCHASED ONLINE** 37 Clothing, accessories & shoes Personal tech items 23 Books (electronic or paper) or 22 magazine subscriptions Beauty products Home electrical appliances 16 Toys & games 15 Personal products 15 Entertainment Sporting goods Automotive accessories



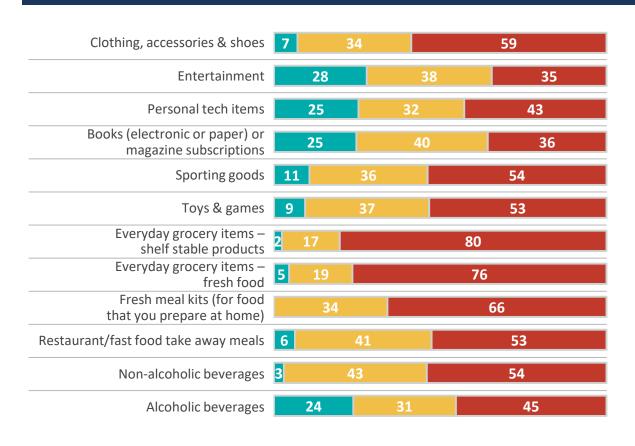
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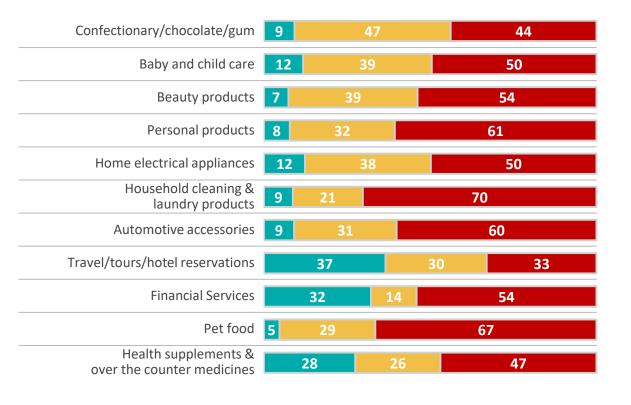


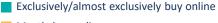




#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Mostly buy online

Occasionally buy online

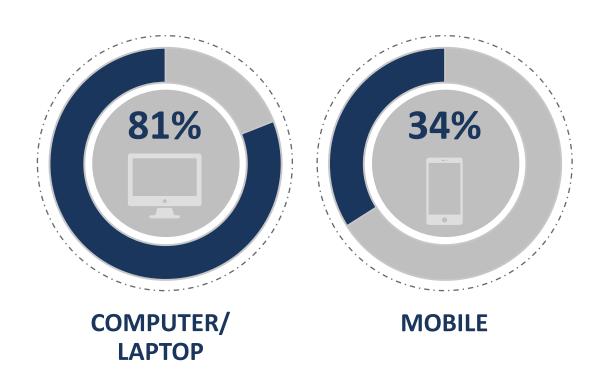




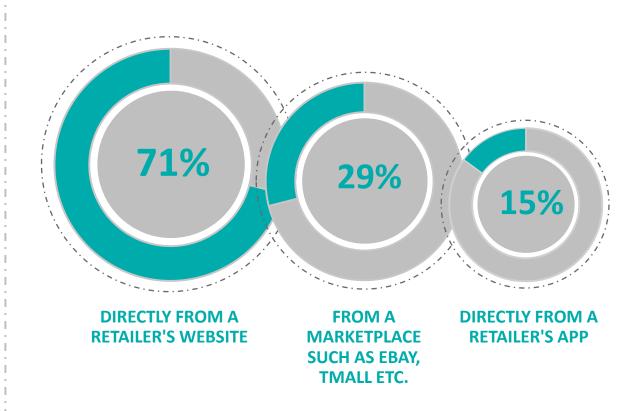




#### **DEVICES USED TO PURCHASE ONLINE P3M**

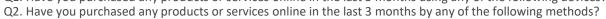


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







## **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 44 Books (electronic or paper) or 24 magazine subscriptions Toys & games 23 20 Entertainment Travel/tours/hotel reservations Personal products 18 Personal tech items Restaurant/fast food take away meals 16 Beauty products Health supplements & over the counter medicines



Base: All Respondents, n=500

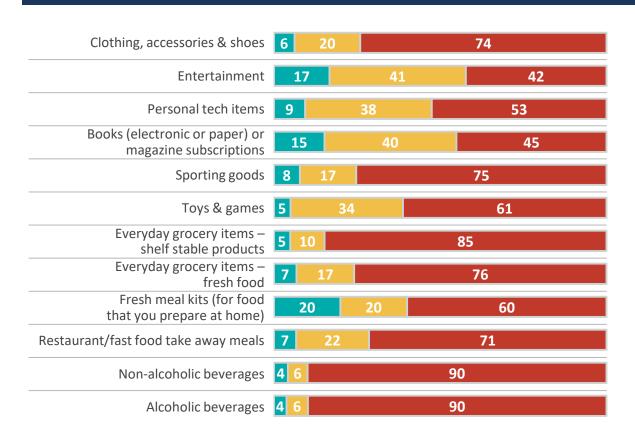
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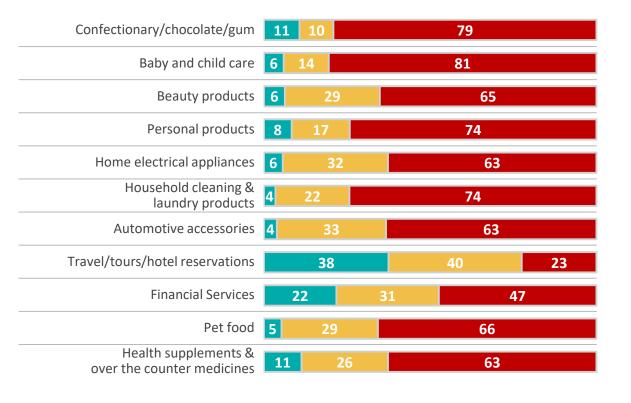


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#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Mostly buy online

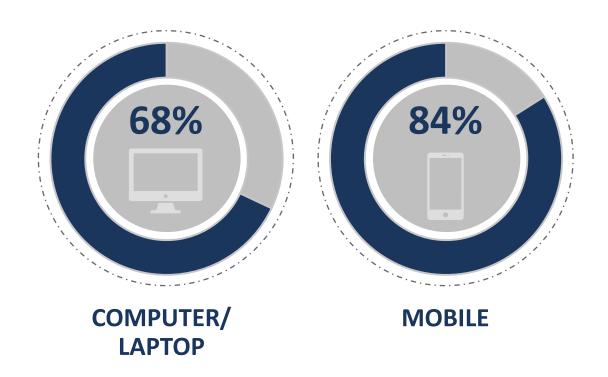
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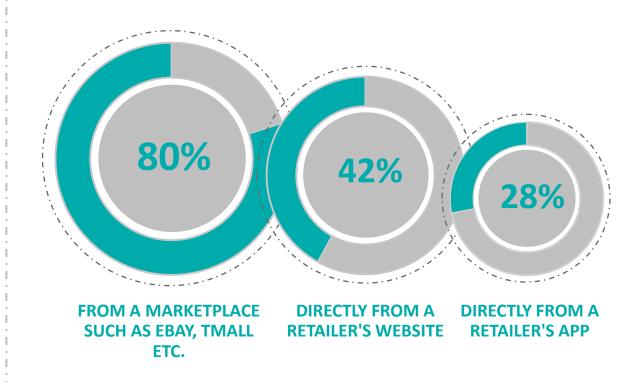




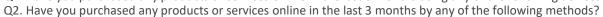
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 61 Personal products 52 Everyday grocery items shelf stable products Everyday grocery items fresh food Books (electronic or paper) or 39 magazine subscriptions Personal tech items 35 **Financial Services** 34 Restaurant/fast food take away meals 34 Household cleaning & laundry products Travel/tours/hotel reservations 31

## **TOP 3 REASONS FOR BUYING ONLINE** 60% 47% 43% I GOT A BETTER **THERE WAS AN IT WAS MORE PRICE/DEAL ONLINE ONLINE SALE / CONVENIENT SPECIAL FOR ME**

Base: All Respondents, n=500

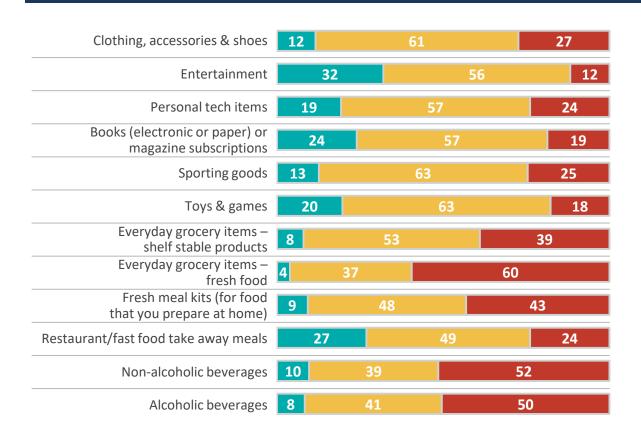
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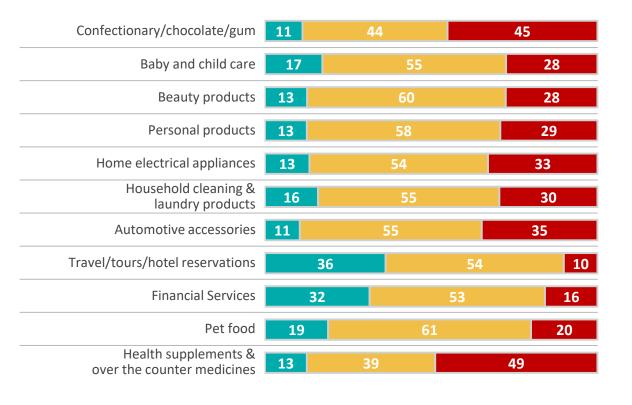


Q3. Which of the following have you purchased online in the last 6 months?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES

















The marketplace "made in France", a great opportunity for retailers: Marketplaces such as Cdiscount, LaRedoute, Fnac (...) are one of the main methods used to purchase online in France.



## **DEVICES USED TO PURCHASE ONLINE P3M** 35% 77% **COMPUTER/ MOBILE LAPTOP** 45% 39%

## **METHODS USED TO PURCHASE ONLINE P3M** 64% **53% 13% DIRECTLY FROM A FROM A RETAILER'S WEBSITE MARKETPLACE RETAILER'S APP SUCH AS EBAY.** TMALL ETC. 34%



Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

China Great Britain Japan Europe



## Price and convenience are the main reasons why French are buying online.



## **TOP 3 REASONS FOR BUYING ONLINE 51%** 40% 19% **IT WAS MORE** I GOT A BETTER **SHOP PRICE/DEAL ONLINE** 24 HOURS/DAY, **CONVENIENT** 7 DAYS/ WEEK **FOR ME**

Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

China Great Britain Japan Europe

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

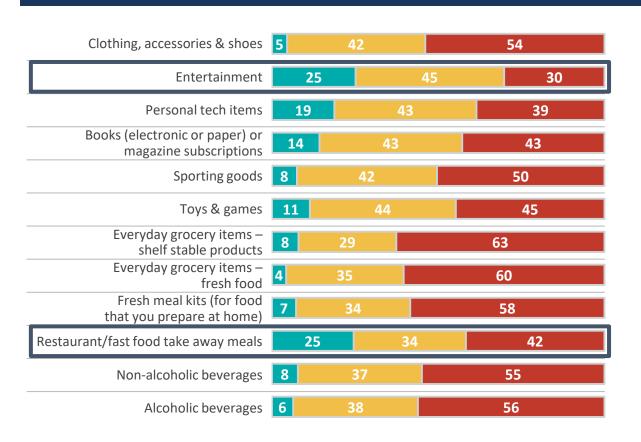
There was an online sale/special

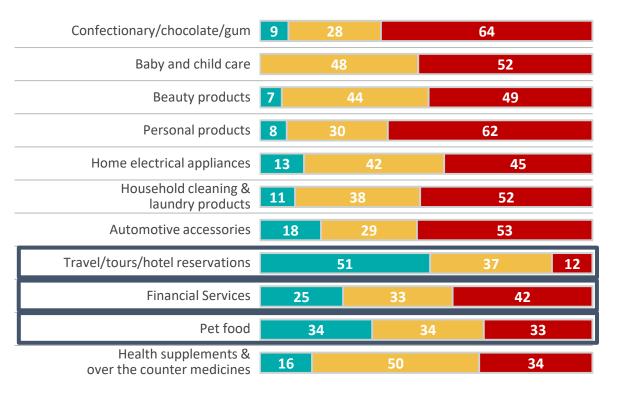




If "Clothing, accesories & shoes" is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or even pet food.

#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

Exclusively/almost exclusively buy online

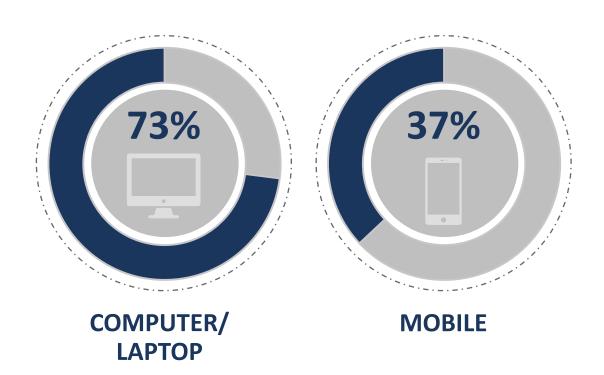




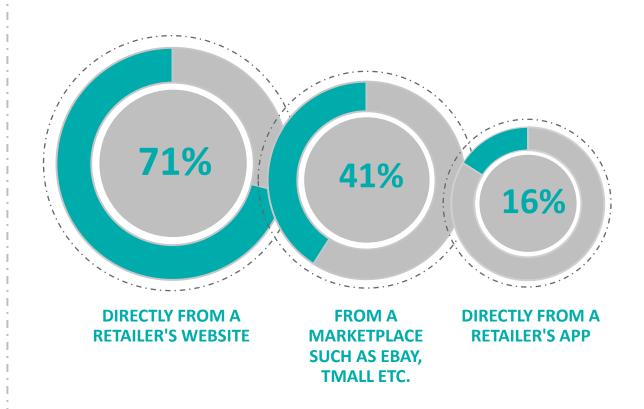




#### **DEVICES USED TO PURCHASE ONLINE P3M**

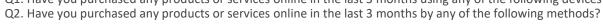


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?







## **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 54 Books (electronic or paper) or 32 magazine subscriptions Entertainment 31 25 Personal tech items Toys & games 23 20 Personal products Travel/tours/hotel reservations Home electrical appliances Beauty products Health supplements & 16 over the counter medicines



Base: All Respondents, n=500

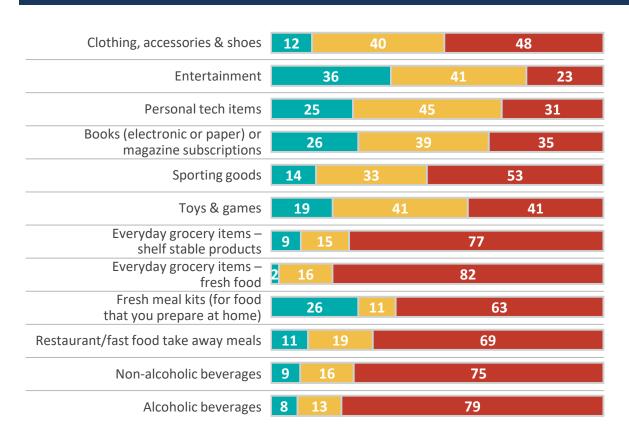
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

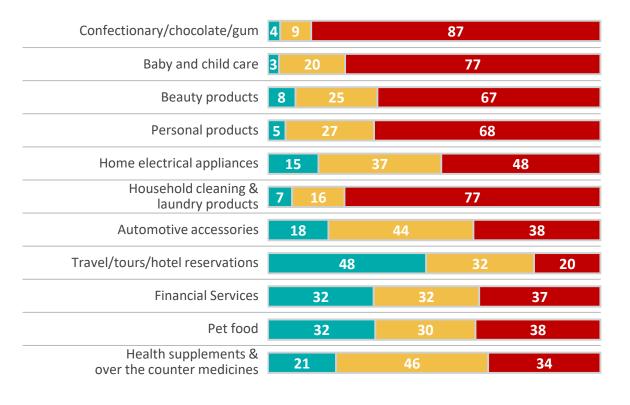


Q3. Which of the following have you purchased online in the last 6 months?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online

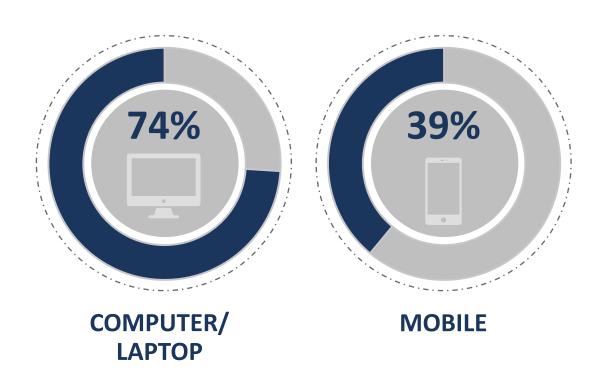
Exclusively/almost exclusively buy online

# GREAT BRITAIN

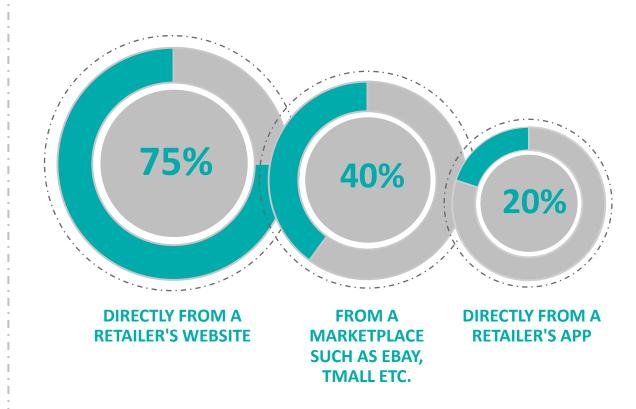




#### **DEVICES USED TO PURCHASE ONLINE P3M**



## **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices? Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



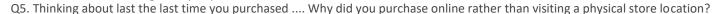


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Books (electronic or paper) or 35 magazine subscriptions Entertainment 30 Travel/tours/hotel reservations 26 Toys & games 24 Personal products 24 Everyday grocery items -21 fresh food Everyday grocery items – 21 shelf stable products Restaurant/fast food take away meals Personal tech items 18





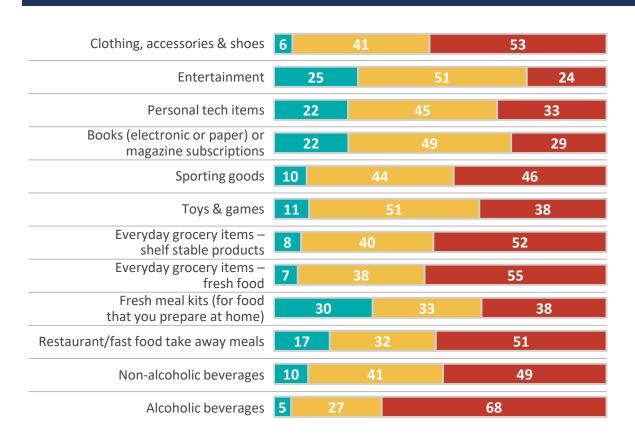
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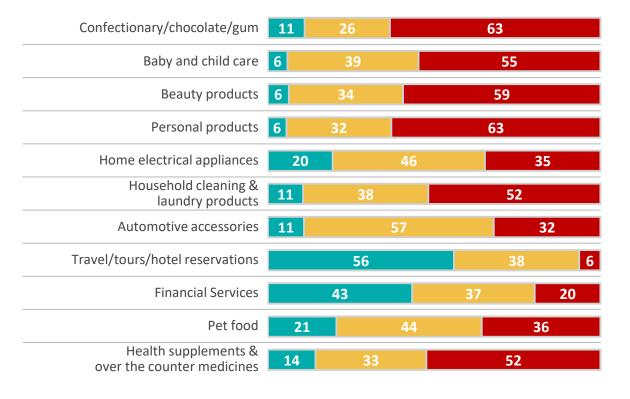






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online

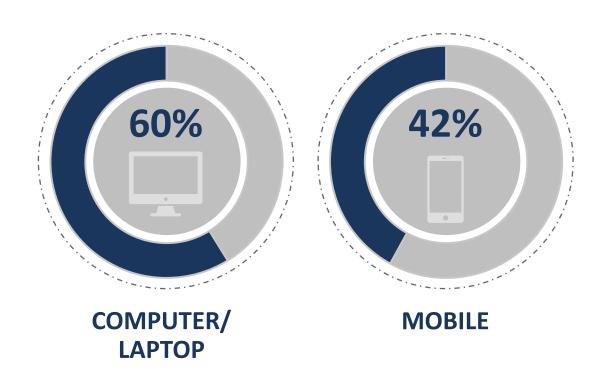
Exclusively/almost exclusively buy online



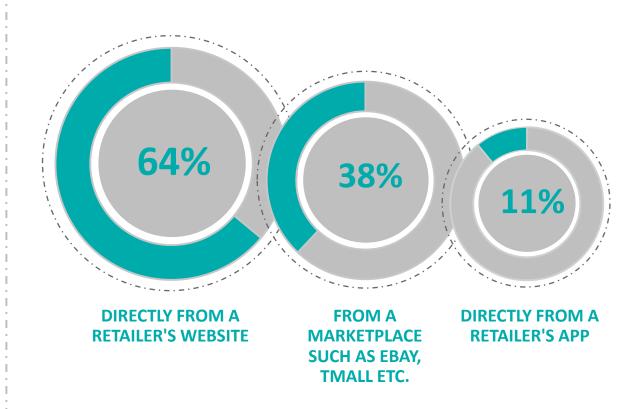




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



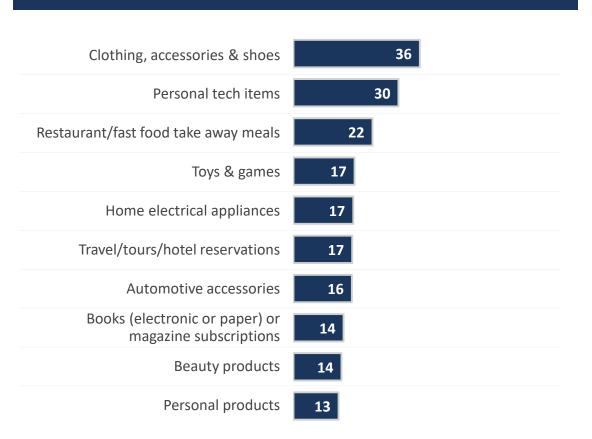
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?



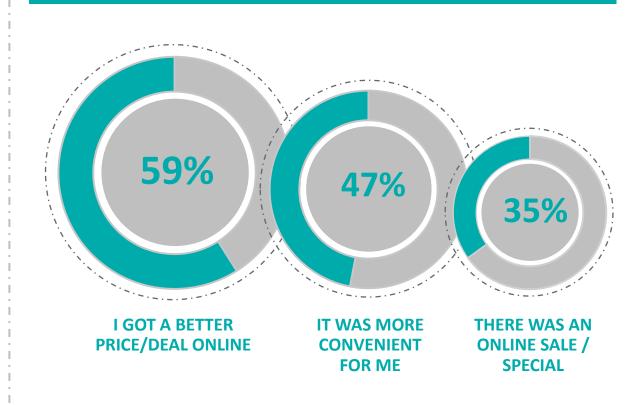




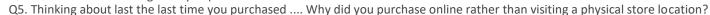
#### **TOP 10 CATEGORIES PURCHASED ONLINE**



#### **TOP 3 REASONS FOR BUYING ONLINE**



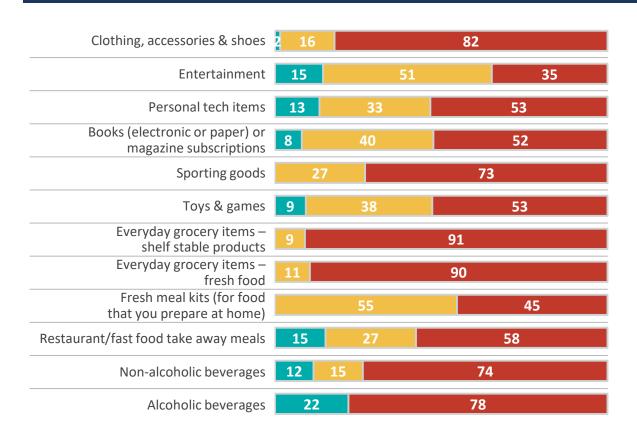
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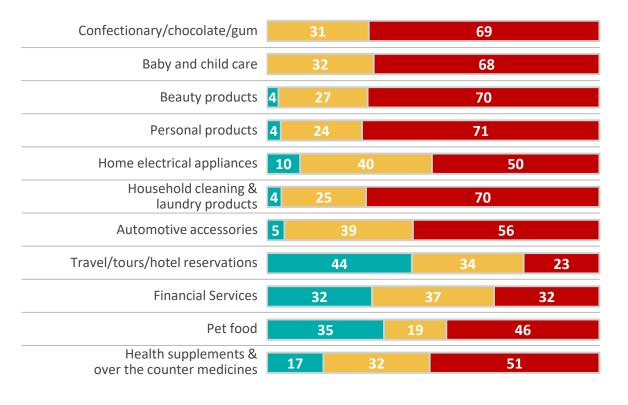






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Mostly buy online

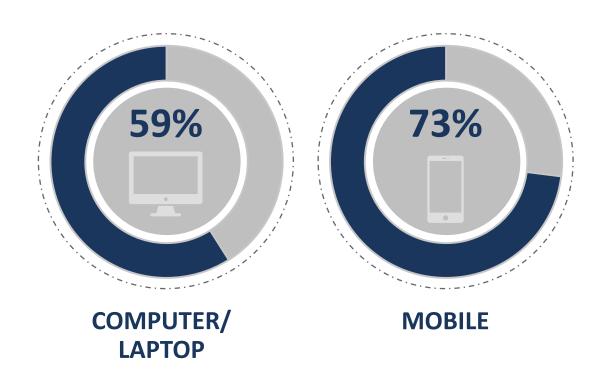
Exclusively/almost exclusively buy online



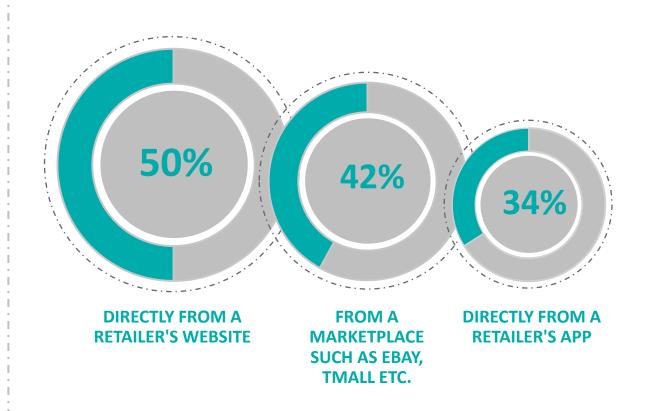




#### **DEVICES USED TO PURCHASE ONLINE P3M**

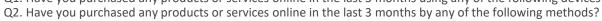


## **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

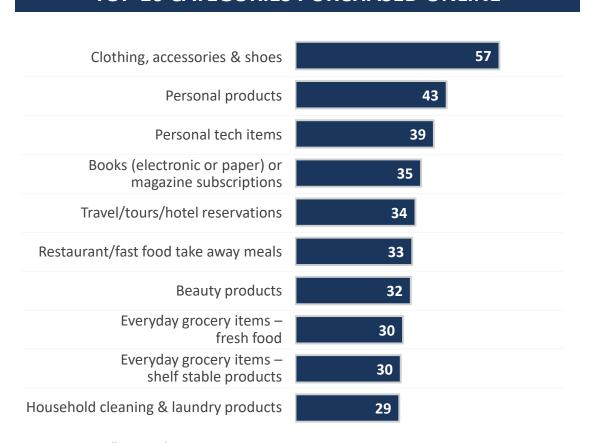
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?



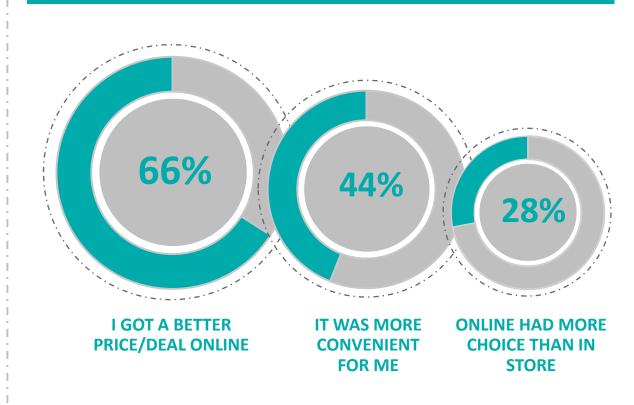




#### **TOP 10 CATEGORIES PURCHASED ONLINE**



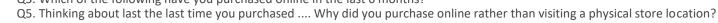
#### **TOP 3 REASONS FOR BUYING ONLINE**



Base: All Respondents, n=500

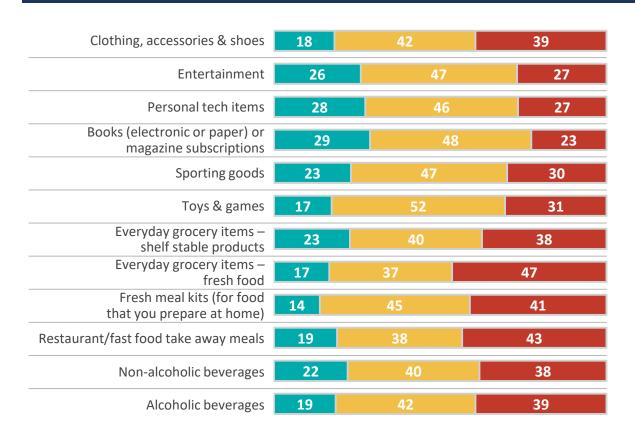
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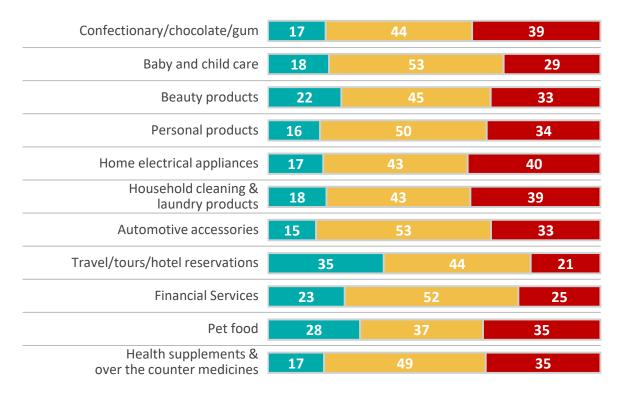
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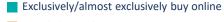
















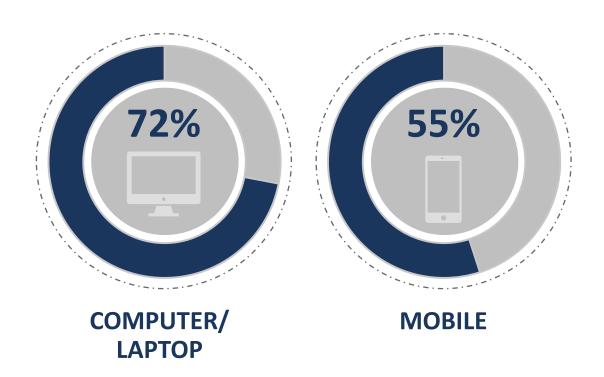




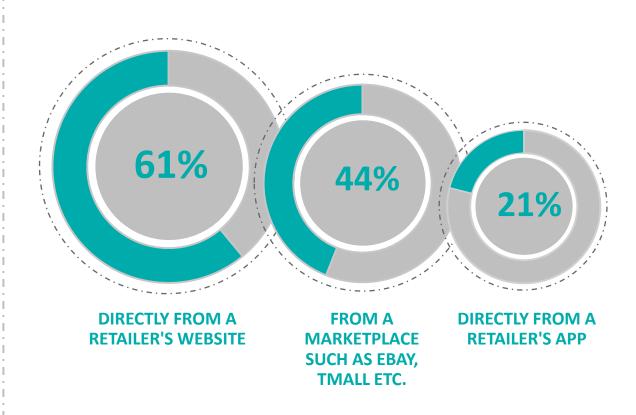




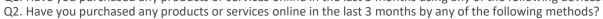
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500





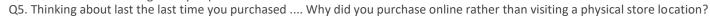


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 44 Books (electronic or paper) or 34 magazine subscriptions 31 Personal tech items Travel/tours/hotel reservations 26 24 Toys & games Personal products 21 Home electrical appliances 20 Sporting goods Beauty products Entertainment 15



Base: All Respondents, n=500

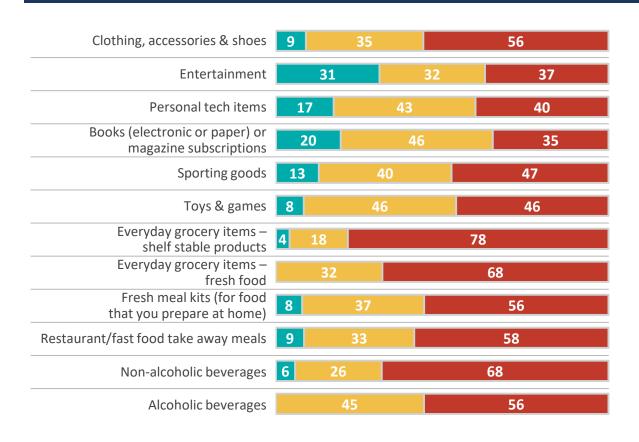
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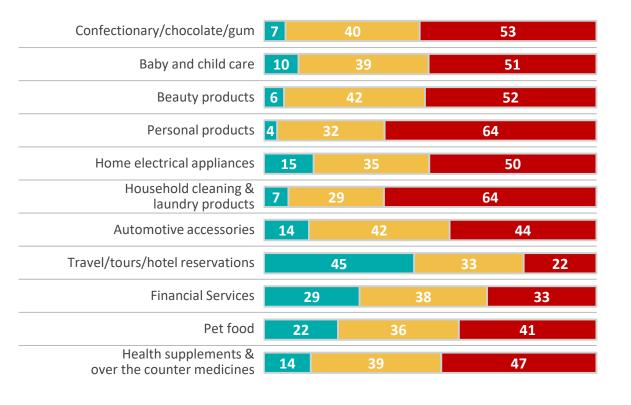






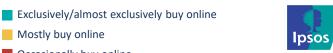
#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

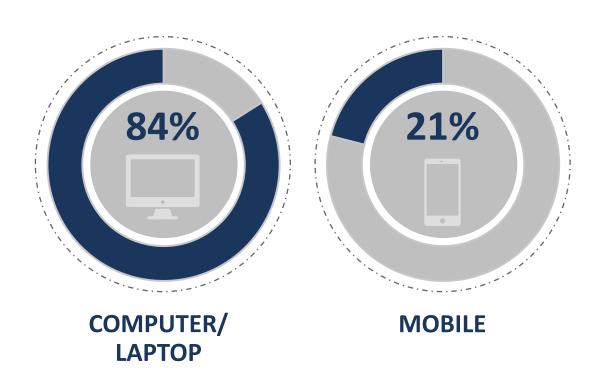




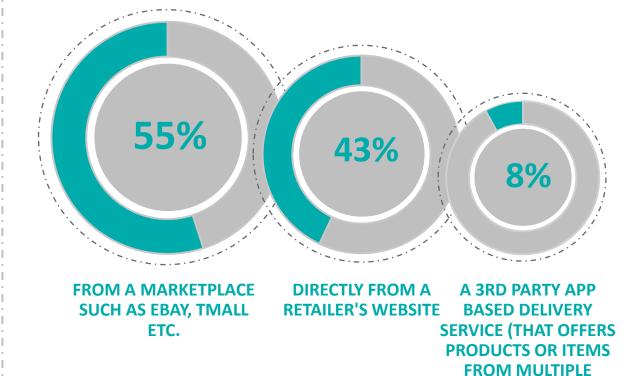




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



**SOURCES**)

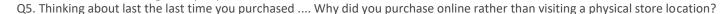


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Books (electronic or paper) or 29 magazine subscriptions Clothing, accessories & shoes Health supplements & **17** over the counter medicines Entertainment 16 Home electrical appliances 15 Travel/tours/hotel reservations 15 Everyday grocery items -14 fresh food Toys & games Everyday grocery items -14 shelf stable products Confectionary/chocolate/gum 12



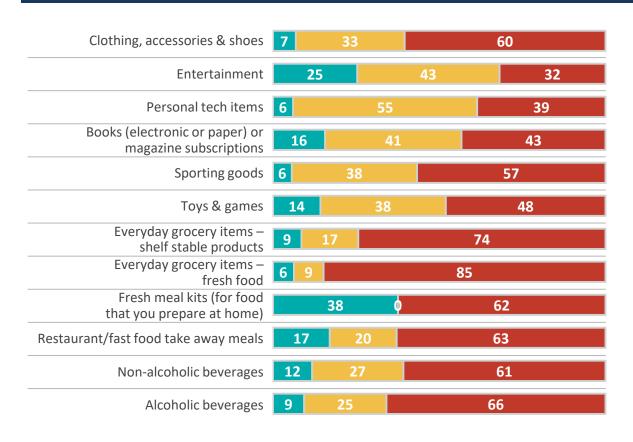
Base: All Respondents, n=500

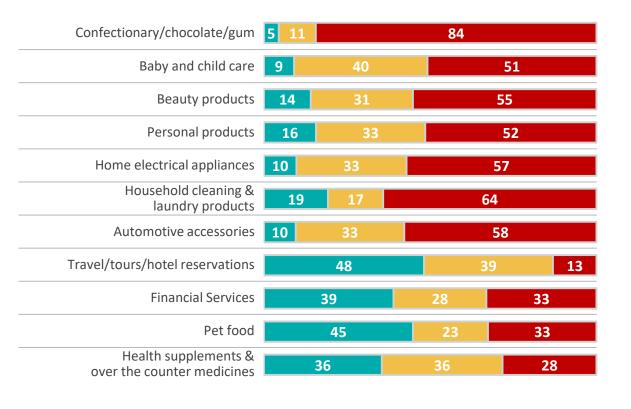
Q3. Which of the following have you purchased online in the last 6 months?











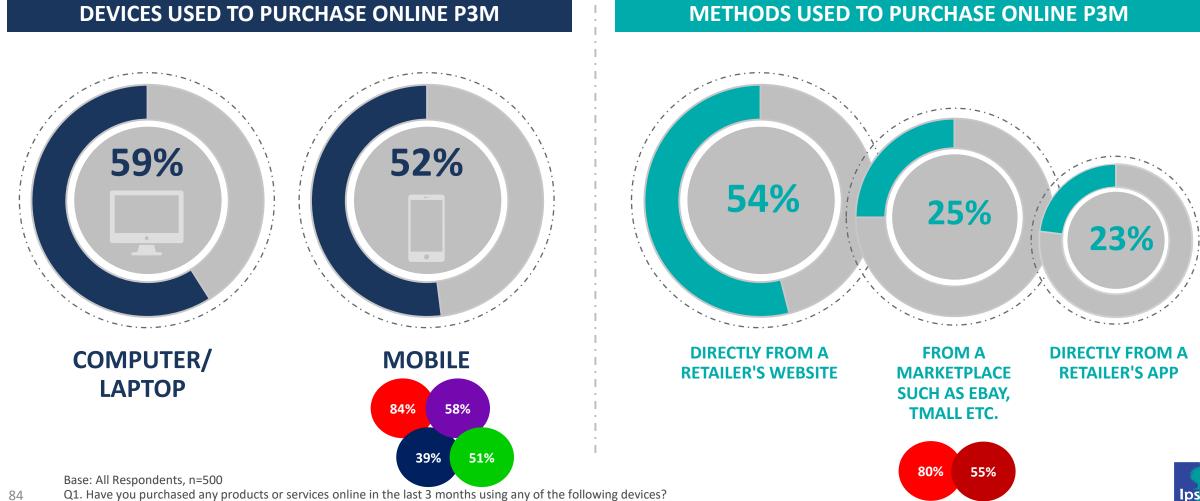








### Mexican either use computer or mobile to purchase online





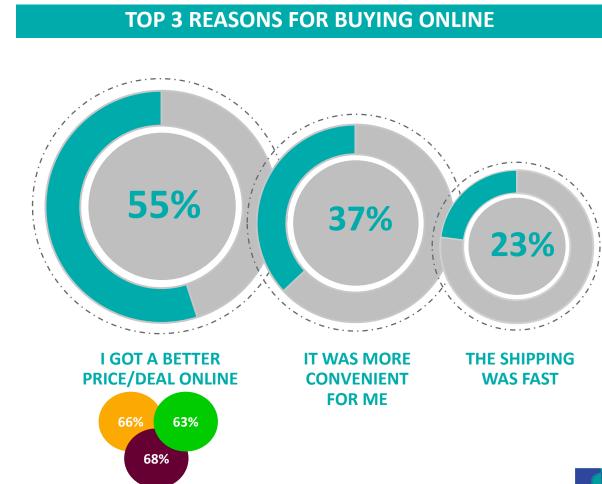
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

China Turkey Great Britain Japan Brazil

## "Clothing, accesories & shoes" is the highest penetrated category purchase online in Mexico. More than a third of Mexican are purchasing online because it's more convenient







Base: All Respondents, n=500



Q3. Which of the following have you purchased online in the last 6 months?

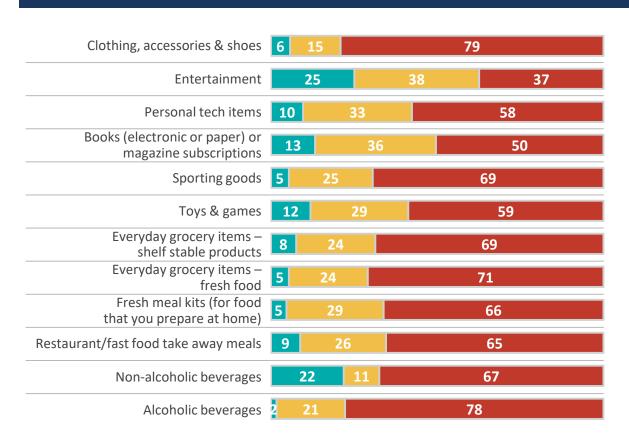
Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?

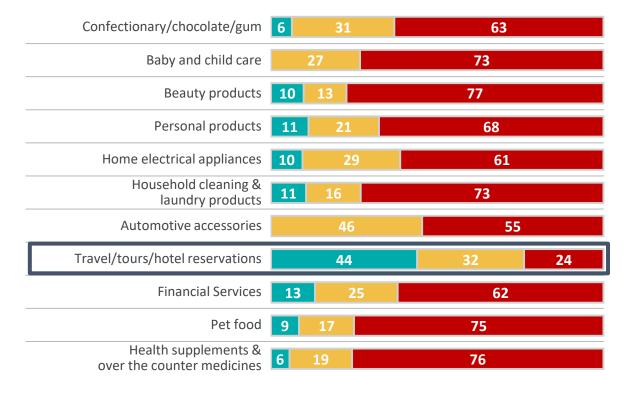
Brazil South Korea India



## "Travel reservations" is the most frequently purchased category online in Mexico way ahead the other categories

#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

Exclusively/almost exclusively buy online

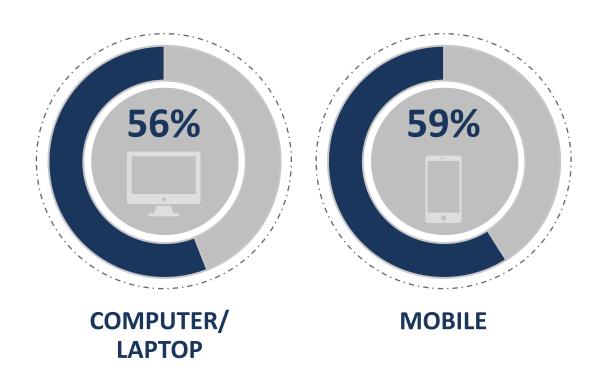




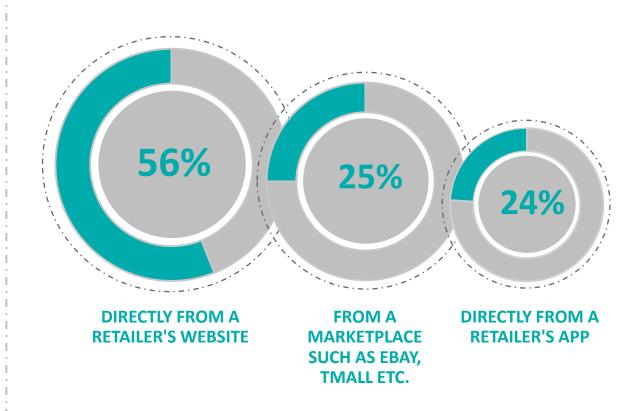




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500





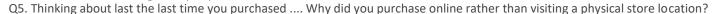


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal tech items Toys & games 19 Restaurant/fast food take away meals 19 Travel/tours/hotel reservations Personal products 16 Beauty products 16 Home electrical appliances 15 Entertainment Sporting goods 13



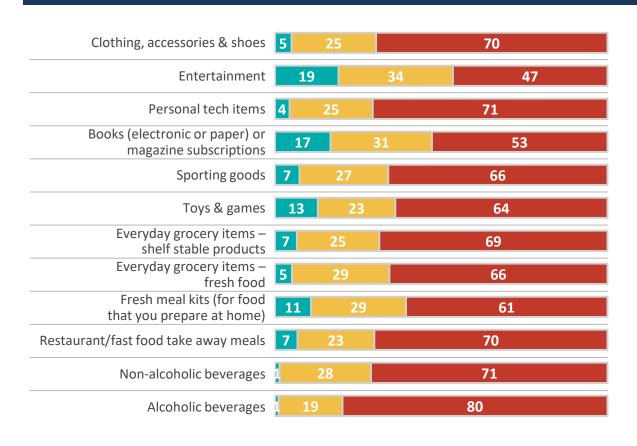
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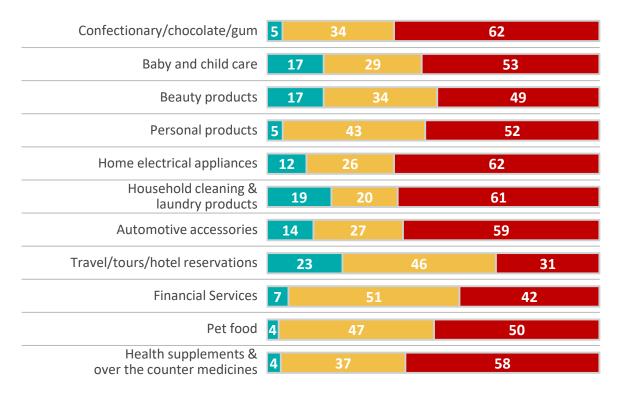
Q3. Which of the following have you purchased online in the last 6 months?













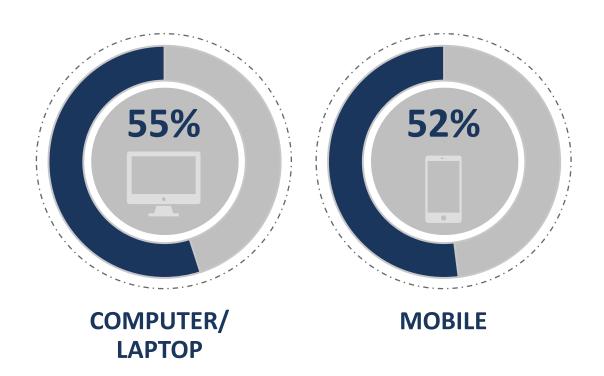




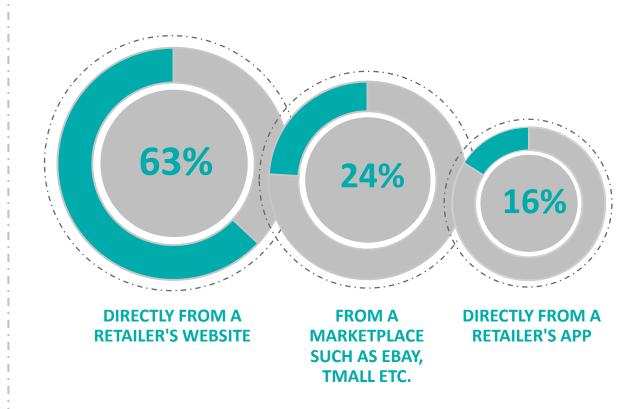




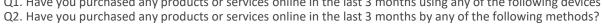
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



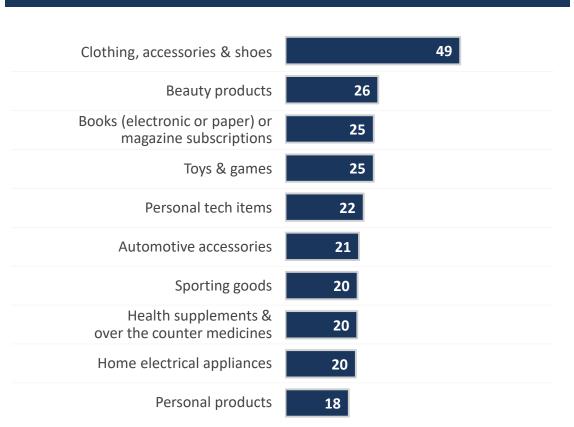
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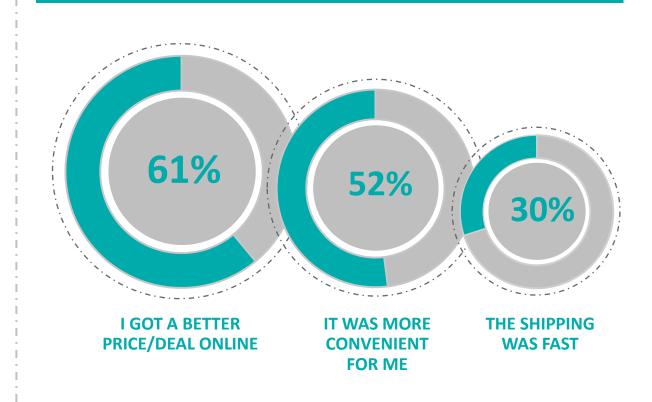




#### **TOP 10 CATEGORIES PURCHASED ONLINE**

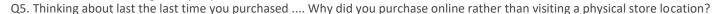


#### **TOP 3 REASONS FOR BUYING ONLINE**



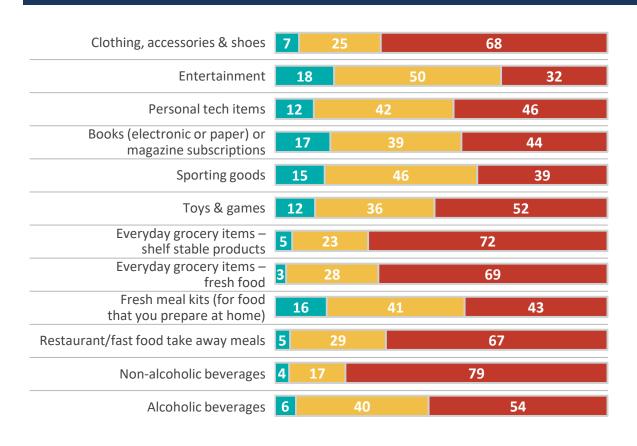
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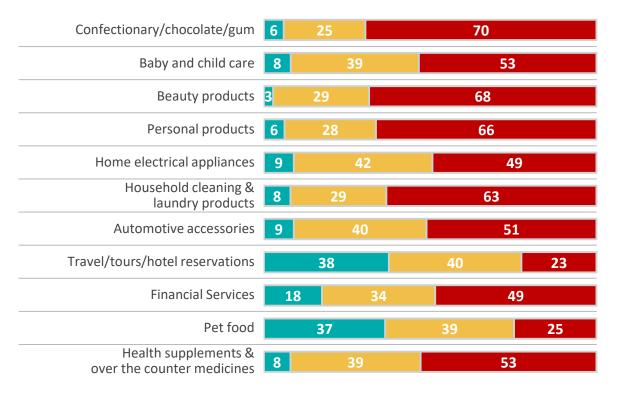
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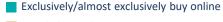
















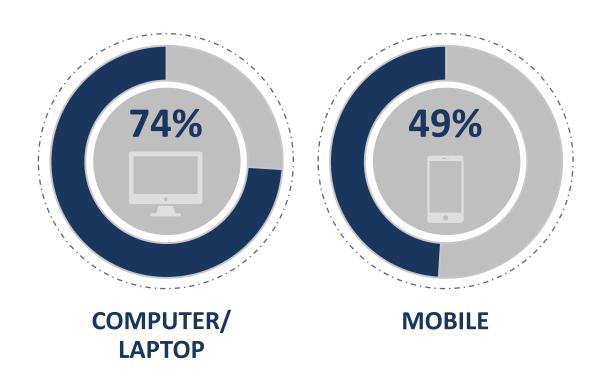




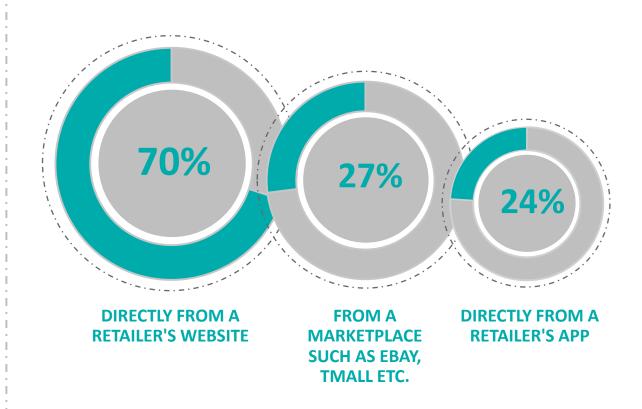




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500







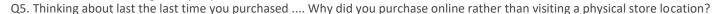
#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal tech items 31 30 Beauty products 24 Home electrical appliances Books (electronic or paper) or 22 magazine subscriptions Personal products 22 Restaurant/fast food take away meals 22 Toys & games 22 Automotive accessories



Base: All Respondents, n=500

14

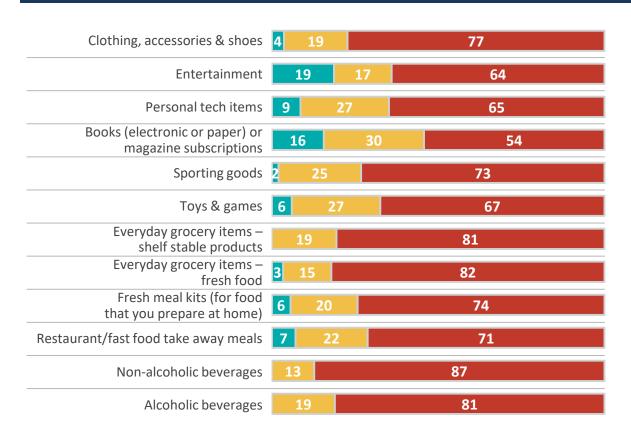
**Financial Services** 

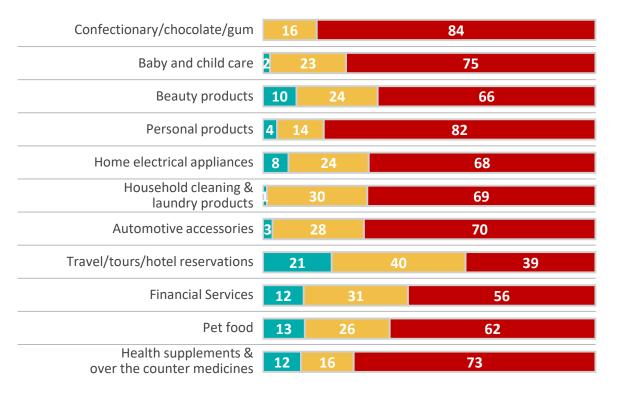


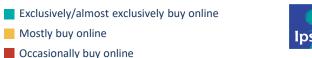


Q3. Which of the following have you purchased online in the last 6 months?







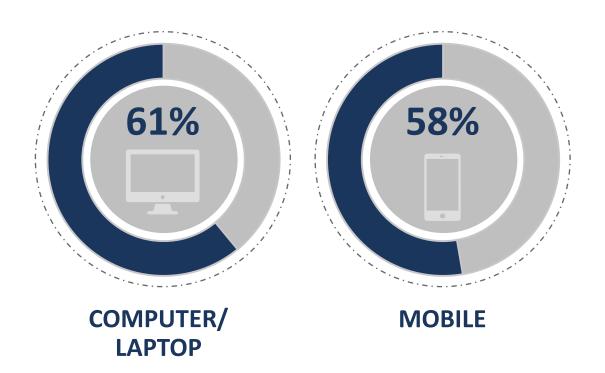




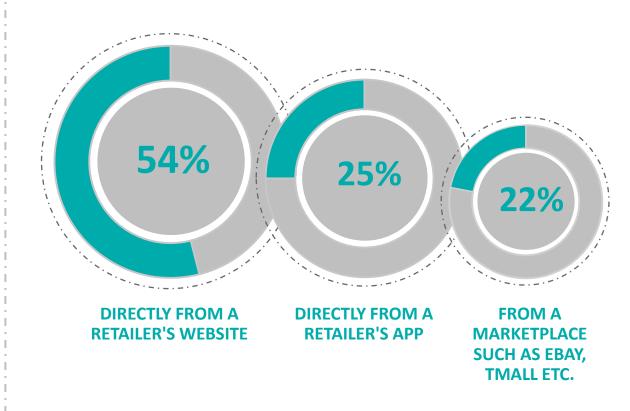




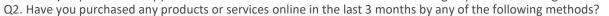
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500







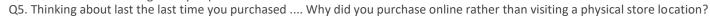
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Base: All Respondents, n=500

Home electrical appliances

15

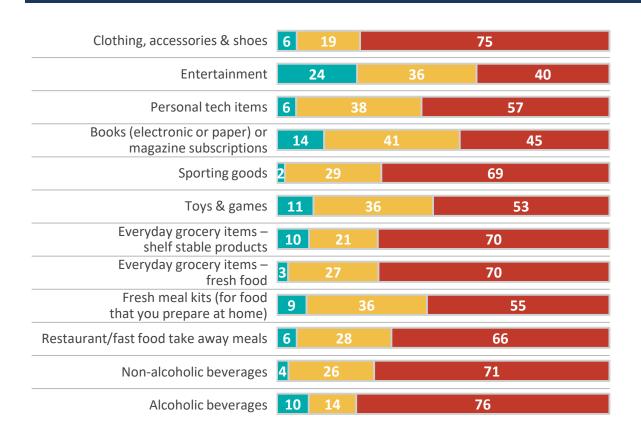


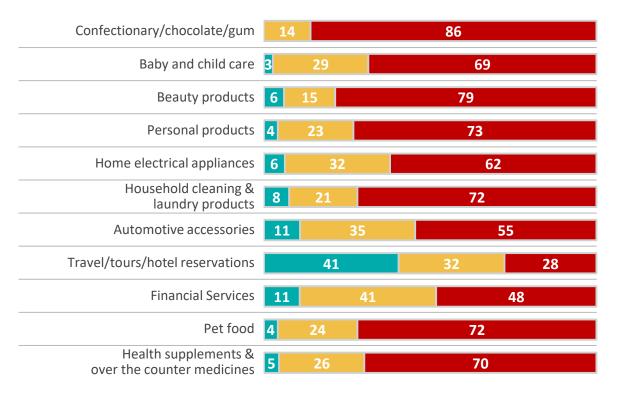


Q3. Which of the following have you purchased online in the last 6 months?



#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

Exclusively/almost exclusively buy online

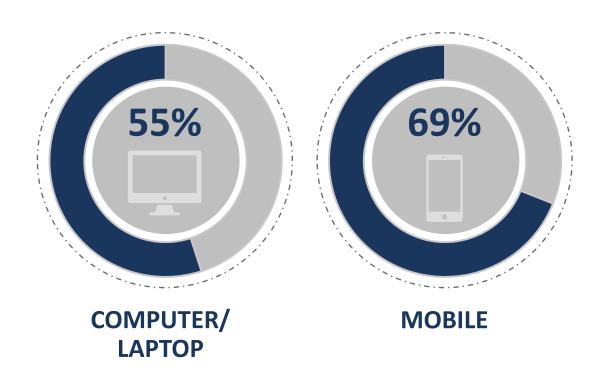




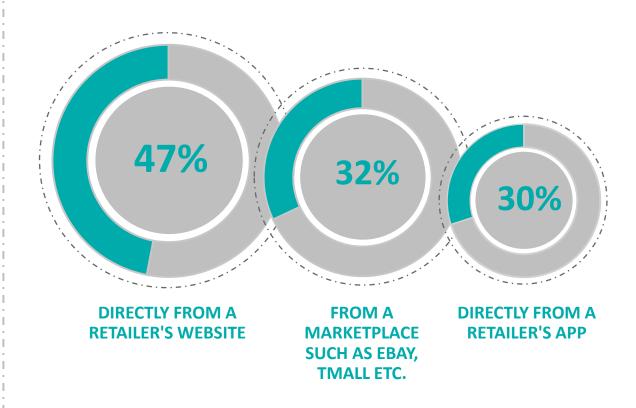




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500







#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal tech items 29 26 Travel/tours/hotel reservations 21 Home electrical appliances 20 Restaurant/fast food take away meals Personal products 19 Sporting goods Beauty products Toys & games Health supplements & over the counter medicines



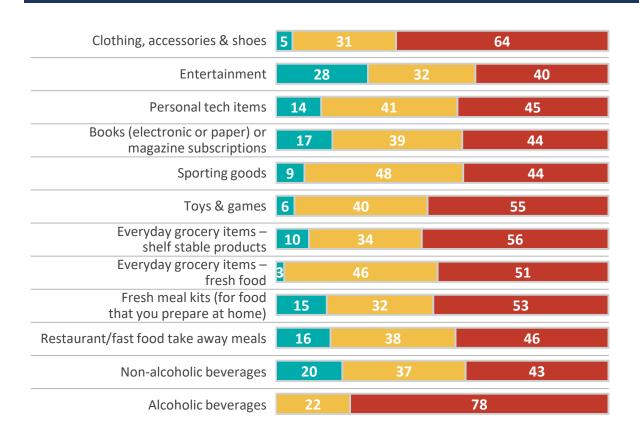
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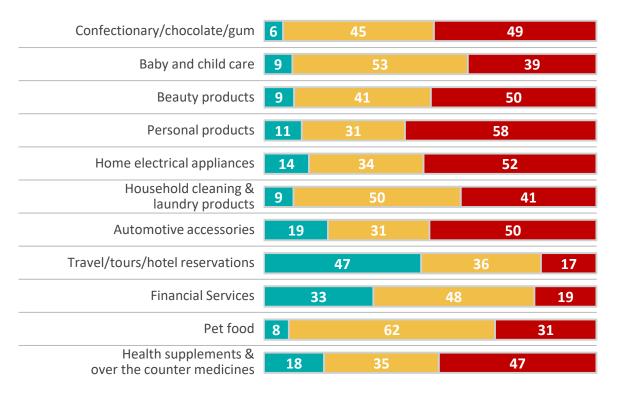
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased .... Why did you purchase online rather than visiting a physical store location?











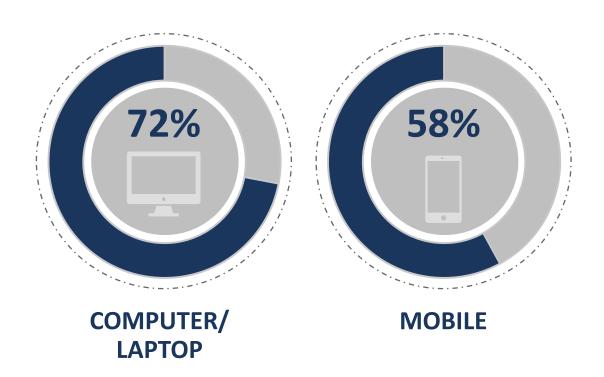


# SOUTH KOREA

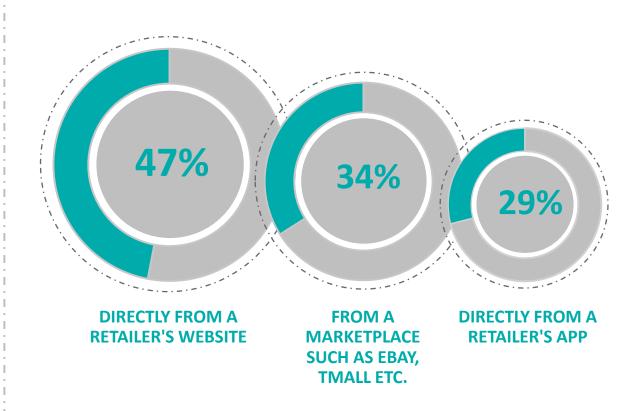




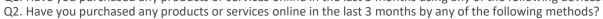
#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500







#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal products Everyday grocery items -33 shelf stable products Beauty products 28 Everyday grocery items -27 fresh food Health supplements & 27 over the counter medicines Books (electronic or paper) or 25 magazine subscriptions Confectionary/chocolate/gum 25 Household cleaning & laundry products 24 Travel/tours/hotel reservations 20

## **TOP 3 REASONS FOR BUYING ONLINE** 63% **53%** 31% I GOT A BETTER **IT WAS MORE THERE WAS AN PRICE/DEAL ONLINE CONVENIENT ONLINE SALE / FOR ME SPECIAL**

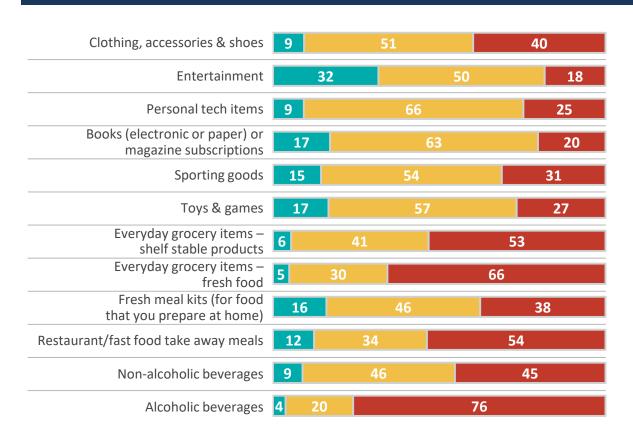
Base: All Respondents, n=500

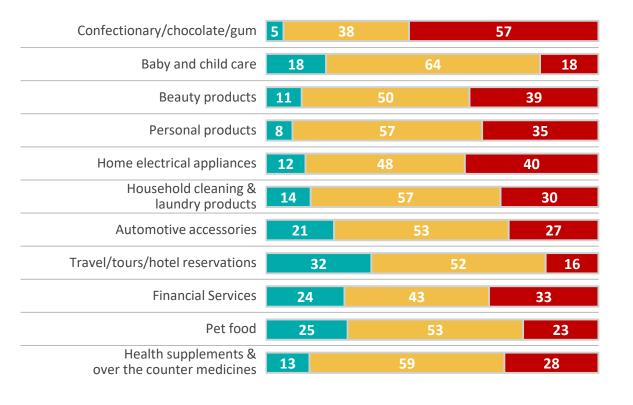
Q3. Which of the following have you purchased online in the last 6 months?





#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Occasionally buy online

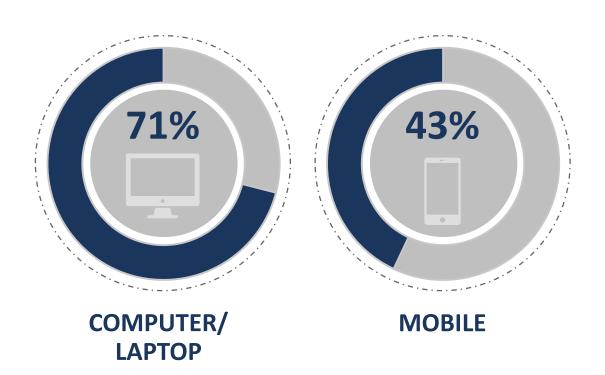
Exclusively/almost exclusively buy online



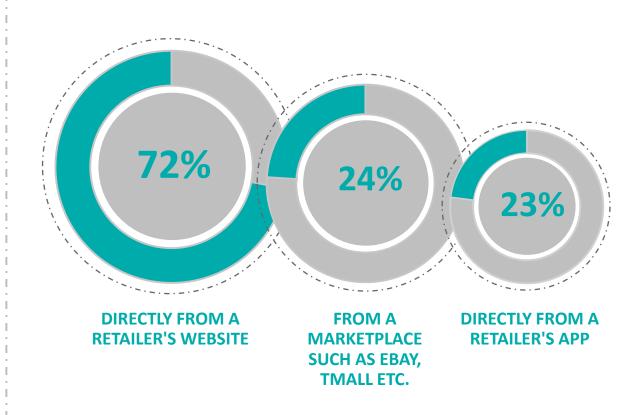




#### **DEVICES USED TO PURCHASE ONLINE P3M**



#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices? Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

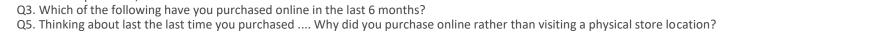




#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 42 Travel/tours/hotel reservations 26 Books (electronic or paper) or 24 magazine subscriptions Personal tech items 24 Toys & games 23 Beauty products 19 Restaurant/fast food take away meals Personal products Sporting goods 15 Entertainment 14



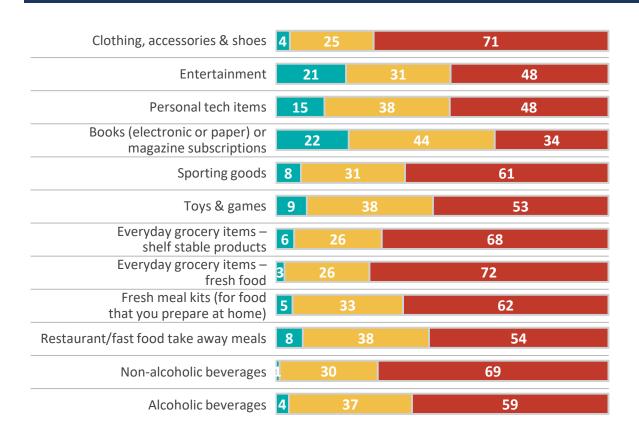


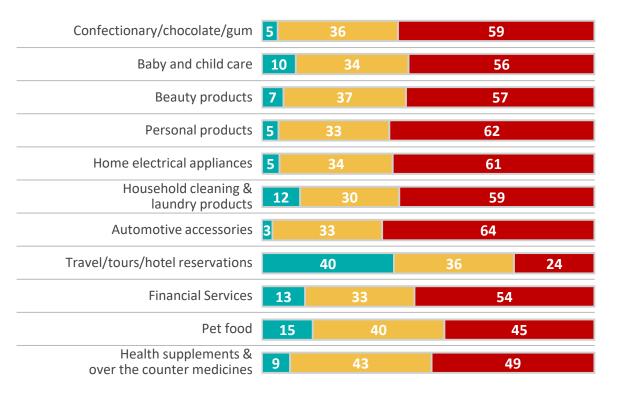


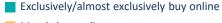




#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES







Mostly buy online

Occasionally buy online

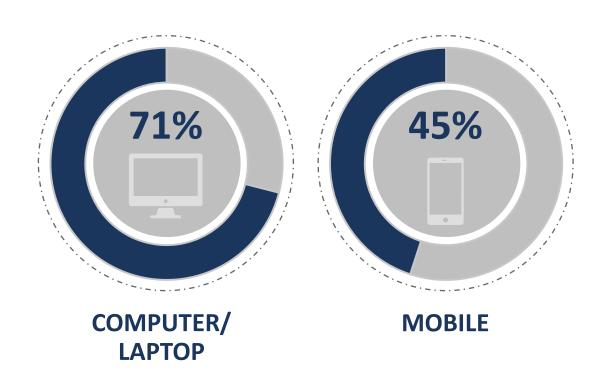




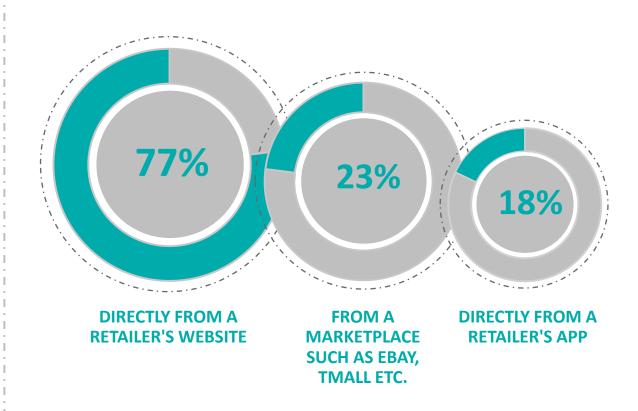




#### **DEVICES USED TO PURCHASE ONLINE P3M**

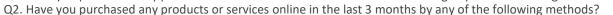


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?





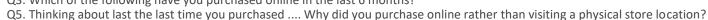


#### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes Personal products 26 Books (electronic or paper) or 25 magazine subscriptions Travel/tours/hotel reservations 23 21 Personal tech items Health supplements & 20 over the counter medicines Entertainment Toys & games Beauty products Home electrical appliances **17**

## **TOP 3 REASONS FOR BUYING ONLINE** 44% 43% I GOT A BETTER **IT WAS MORE THERE WAS AN PRICE/DEAL ONLINE CONVENIENT ONLINE SALE / FOR ME SPECIAL**

Base: All Respondents, n=500

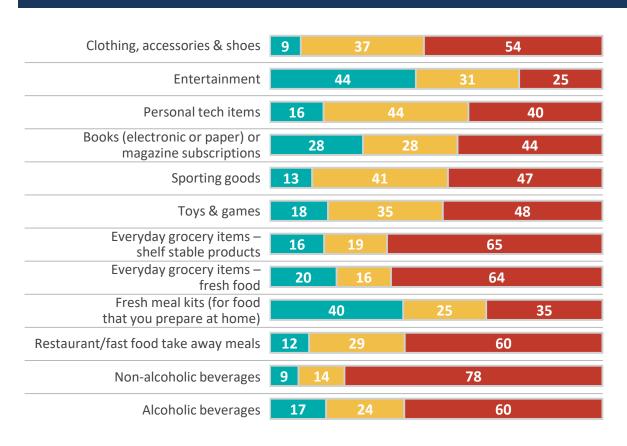
Q3. Which of the following have you purchased online in the last 6 months?

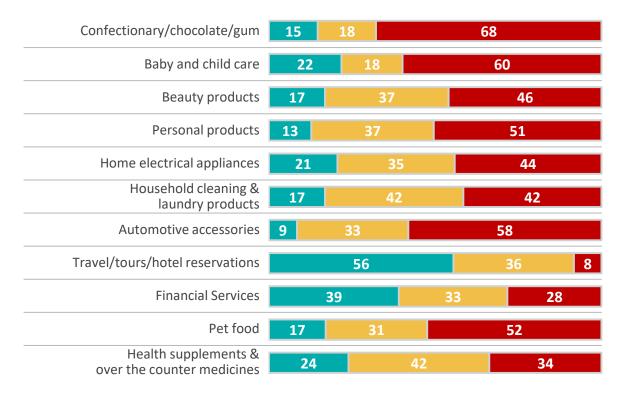






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

Exclusively/almost exclusively buy online





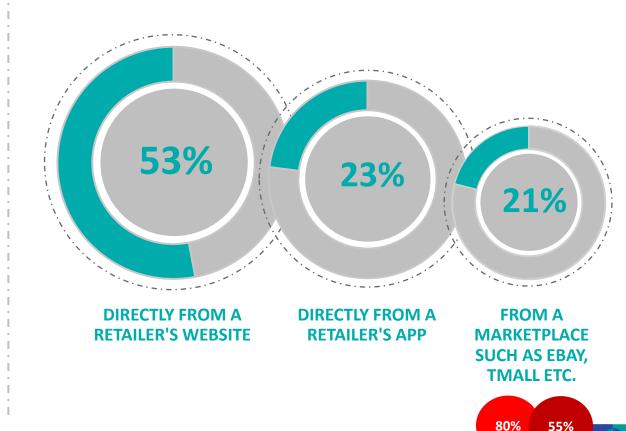


## Mobile purchase has a high penetration in Turkey; an opportunity to develop retailer's app and marketplace potential

## **DEVICES USED TO PURCHASE ONLINE P3M** 62% 58% **COMPUTER/ MOBILE LAPTOP** 39% Base: All Respondents, n=500

#### METHODS USED TO PURCHASE ONLINE P3M

**TURKEY** 



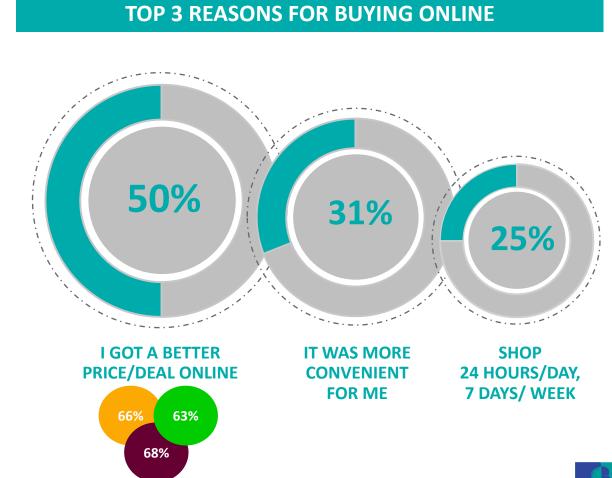
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices? Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

China Mexico Great Britain Japan



## Half of Turkish people are buying online because of price/promo reasons and a third for convenience

## **TOP 10 CATEGORIES PURCHASED ONLINE** 37 Clothing, accessories & shoes Restaurant/fast food take away meals Books (electronic or paper) or magazine subscriptions Toys & games 23 Personal products Beauty products 19 Travel/tours/hotel reservations Personal tech items Home electrical appliances



Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

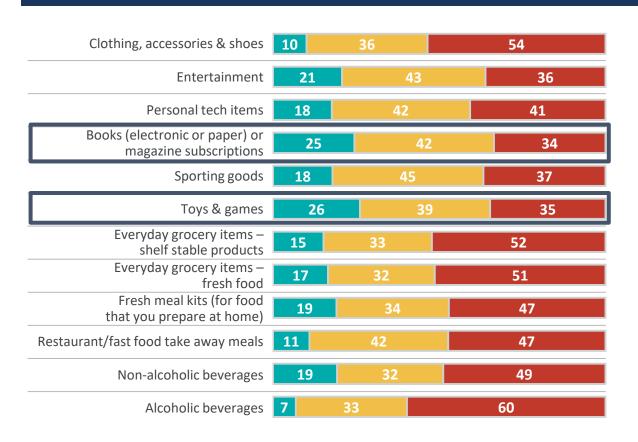
16

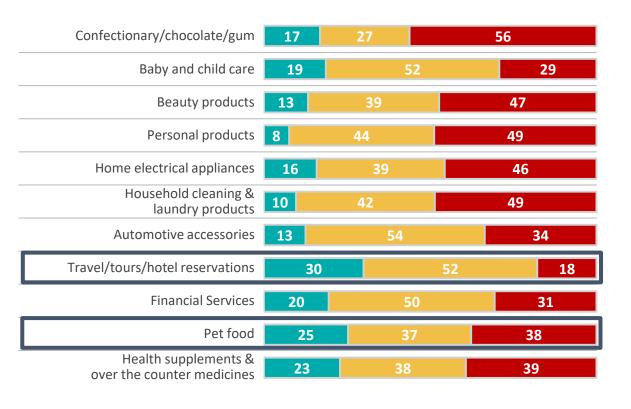
Sporting goods



If "Clothing, accesories & shoes" is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or toys, books and pet food.

#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

Occasionally buy online

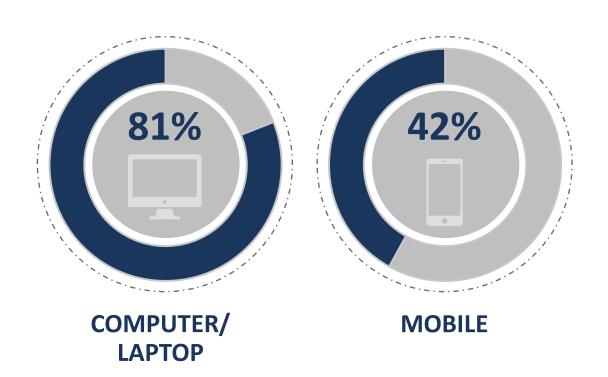


# UNITED STATES

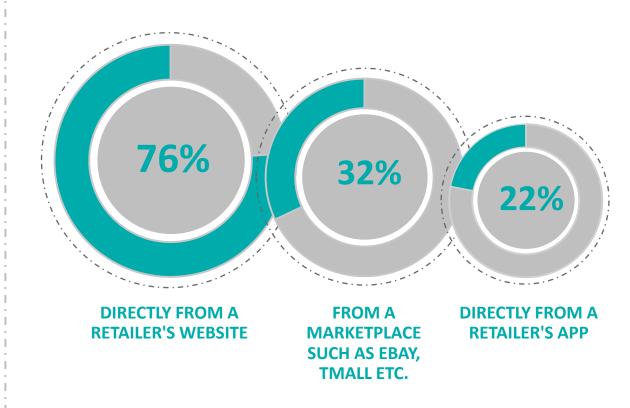




#### **DEVICES USED TO PURCHASE ONLINE P3M**

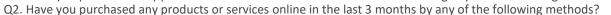


#### **METHODS USED TO PURCHASE ONLINE P3M**



Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?





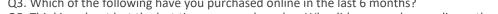


### **TOP 10 CATEGORIES PURCHASED ONLINE** Clothing, accessories & shoes 49 Personal products 28 Entertainment Books (electronic or paper) or 25 magazine subscriptions 25 Toys & games 20 Personal tech items Travel/tours/hotel reservations Restaurant/fast food take away meals Beauty products Health supplements & 18 over the counter medicines



Base: All Respondents, n=500

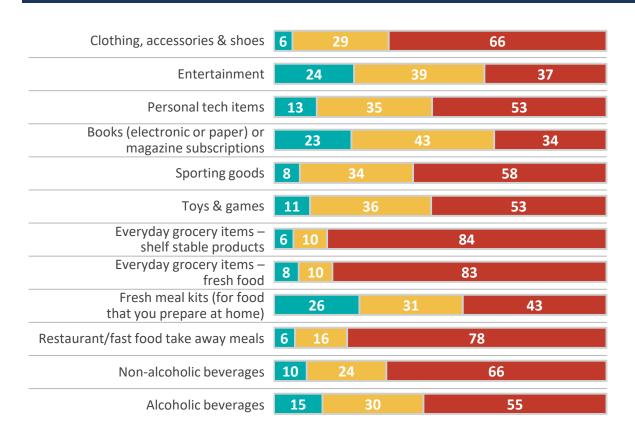
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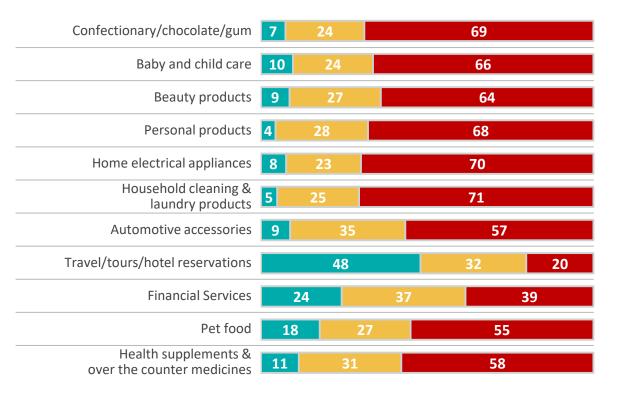






#### FRECUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES





Mostly buy online

