



Online retail sales surpass last years by 36% - Retail Excellence

Retail Excellence, the largest retail representative body in Ireland, today reported a 36% Year on Year increase in online sales through desktop and mobile devices when compared to June in 2016. The combined figure is constituted by 22% in sales across desktop devices and 14% on mobile handsets.

The Retail Excellence / StudioForty9 eCommerce Dashboard Report is a monthly publication which has proven to be an invaluable tool for all retailers trading online. The Report calculates key online metrics and allows retailers to benchmark their performance within their individual sector. With the additional benefit of sector data this in turn enables participants to more efficiently analyse the data and plan sales strategy for the months ahead.

eCommerce Manager at Retail Excellence David Campbell today said “We are delighted to be the only representative body, agency or company in Ireland who compile and publish these statistics. This is testament to the great work of the Retail Excellence eCommerce Committee who fully recognise the significance of information garnered through the Dashboard. In essence, it is an invaluable resource for any retailer with an eCommerce website”.

“From the latest monthly report for June 2017 it is clear that mobile usage by consumers browsing with intent to buy is continuing to grow rapidly with a YOY sessions increase of 46%. It is also interesting to note that certain sectors like pharmacy and cosmetics are experiencing accelerated growth across all devices. Furthermore, Click and Collect is proving an extremely successful dimension to a retailer’s sales strategy which ensures midweek convenience for consumers who are juggling work commitments with shopping”.

“The upward trajectory in online sales shows the importance of retailers having an online presence and being fully equipped to embrace the huge spend of €598 billion by European consumers over 2017. We are delighted to support our members with a wide range of eCommerce supports to include this monthly Report which helps them plan their online sales strategies for the future” David Campbell concluded.

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Editors Notes:

YOY Report (June 2017 vs June 2016)

- YOY sessions increase of 45.78% across mobile devices
- YOY conversion rate increase of 21.8% across desktop devices
- YOY average quantity purchased increase of 14.59% across mobile devices

Sector Report (June 2017)

- Pharmacy sector recorded the highest conversion rate across all devices with 2.70%
- Footwear sector recorded the lowest bounce rate across all devices with 28.88%
- Garden sector recorded the highest average quantity purchased across desktop devices with 2.04%

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,750 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.