



Online sales growth slows to 8% in August

Retail Excellence, Ireland's largest retail representative body, has today released the results of their August Dashboard Report regarding online sales trends in Ireland.

The information is collated from the membership of the organization who have an online presence to determine the way eCommerce is trending in Ireland and provides excellent insights into the trends emerging in the various sectors in retail.

The Report found that desktop year on year sales increased by 5.59%, mobile sales increased by 6.58% and tablet sales increased by 10.94% for the same period.

eCommerce Manager for Retail Excellence, David Campbell today said "Our August Dashboard Report records a slowdown in terms of online sales for the month when compared to the double digit growth recorded for previous months in 2017".

"This slowdown in online sales is indicative of the usual patterns over this period where families traditionally embark on their annual holidays and are retaining their spend for the purposes of funding back to school costs. So, discretionary spend is lower which is usually associated with online purchases".

"That said, Pharmacy performed best with 1.60 recorded across tablet devices. Monthly trends this year indicate this sector is the strongest performing retail sector online.

"Despite the slowdown recorded in August, we do expect the percentage increase in sales to ratchet up considerably in the run in to Black Friday and Cyber Monday next month. Right now, many of our member retailers are busy finalising their digital campaigns for Christmas and are currently stress testing website servers to ensure they can handle increased traffic and that their logistics partners are equipped to cater for the expected excess demand".

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Editors Notes

August 2017 vs August 2017

- Average sessions across mobile devices increased YOY by 41.5%
- Conversion rates increased by 15.6% YOY across tablet devices
- Desktop recorded the lowest bounces rate for August 2017 across desktop devices with 34.36%

August Sector Report

- Conversion rate was highest across pharmacy sector with 2.04 across all devices
- Quantity ordered was highest across pharmacy sector with 1.60 across tablet devices

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 1,800 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.