



September Online Insights: Mobile browsing sessions increase by 35% in September

Retail Excellence, Ireland's largest retail representative body, has today released the results of their September Dashboard Report which covers 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.

September's Report found that desktop year on year sales increased by 8.5% while YOY mobile browsing sessions increased by 35.34% highlighting the continued growth of mobile-first approach by consumers when shopping online.

eCommerce Manager for Retail Excellence, David Campbell today said "The increase in mobile browsing sessions indicate the importance of retailers having a fully responsive mobile website to satisfy consumers evolving needs. Many people now view their handset on their way to work and home and while they might not always buy through this mechanism it is an essential element for driving online sales".

"This is demonstrated in the increase in the average quantity purchased on mobiles of 3% in September. In recent months we have seen higher conversion rates across all mobile, desktop and tablet devices and we expect this upward trajectory to continue over the coming months".

"From our research Click & Collect continues to grow due to the increased demand for convenience and flexible delivery options. In particular, the pharmacy sector performed strongly again this month as it has throughout the year. This sector had the highest conversion rate across tablet devices with 3.00%. Desktop bounce rates were lowest within the clothing sector at 28%".

"With Cyber week fast approaching our retailers are extremely busy with their final preparations to create more value for consumers. Many will run promotions over one week to 10 days where traditionally it was only across the weekend from Black Friday to Cyber Monday".

Ends ///

Contact Lorraine Higgins: 087 9034883

Editors Notes

September 2017 vs September 2017

- Average session across mobile devices increased YOY by 35.34%
- Conversion rates increased by 8.5% YOY across desktop devices
- Average quantity ordered on mobile devices increased YOY by 2.65%
- Average bounce rates across all devices increased by 7.1%

September Sector Report

- Conversion rate was highest across the pharmacy sector with 3.00% across tablet devices
- The clothing sector had the lowest bounce rate across desktop devices with 27.86%
- Quantity ordered was highest across the garden sector with 1.68 across all 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.