



Retail Excellence eCommerce Report records a 30% increase in mobile browsing in October 2017

Retail Excellence, the largest retail representative body in Ireland, today released the results of their October eCommerce Dashboard report which covers online sales trends in Ireland.

Key statistics inform us that there has been a 30% YOY increase in mobile browsing activity when compared to October 2016. This figure highlights the mobile first approach being adopted by many retailers to meet the evolving needs of consumers.

Tablet devices recorded an 8% increase in YOY conversion rates across all desktop, mobile and tablet devices.

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 said “The data produced by our Dashboard Report gives an excellent insight into the current state of play within the Irish online marketplace and is one of our key supports offered to Irish retailers trading online”.

“Our report for October 2017 demonstrates that mobile usage by consumers browsing with intent to buy is continuing to grow rapidly with YOY sessions increasing by 30%. In particular, pharmacy / cosmetics are experiencing accelerated growth with desktop conversion rates highest in this sector”.

“Furthermore, Click and Collect is proving a successful dimension to a retailer’s online sales strategy and noticeably many of our members are moving towards this model. Issues to do with returns and maintenance of products during that process makes it more favourable to many” David Campbell concluded.

Director of StudioForty9 Gerard Keohane commenting on the latest publication “We are delighted to partner with Retail Excellence to produce the eCommerce Dashboard which is a critical resource for benchmarking Irish Retail eCommerce KPIs and sales statistics”.

“We’ve been pleased to see good growth YOY in the eCommerce sector which is reflected in the Dashboard. However, challenges remain in the huge leak of spend to retailers operating outside of Ireland. We are committed to helping Irish retailers and ecommerce players turn the tide on this by 2020 and we feel the dashboard is a crucial tool for tracking progress”.

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Editors Notes:

October 2017 vs October 2016

- Mobile browsing sessions increased by 30%
- Tablet conversion rates increased by 7.8%
- Average quantity ordered on tablet devices increased by 7.14%

October 2017 – Sector Data

- The pharmacy sector recorded the highest conversion rate increase with 3.08% on desktop devices
- The footwear sector had the lowest bounce rate across desktop, mobile and tablet devices with 30.62%
- Garden sector displayed the highest average quantity ordered across mobile devices with 2.07

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.