



## **Retail Excellence eCommerce Report records a 74% increase in mobile browsing sessions in November 2017**

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

Key statistics inform us that there has been a 74% YOY increase in mobile browsing activity when compared to November 2016. This figure highlights the mobile first approach being adopted by many retailers to meet the evolving needs of consumers. The Pharmacy sector recorded the highest desktop conversion rate of 3.97% which has been the norm across 2017 as this industry continues to progress strongly online.

The main reason behind the huge surge is based on the American phenomenon of Black Friday. This year retailers invested heavily in developing cutting edge digital marketing strategies starting as early as November 10<sup>th</sup> and running until December 5<sup>th</sup>. The big winners included Pharmacy, Cosmetics and Electronic & Tech who reported YOY sales increases of up to 60% across certain sectors.

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".

"Cyber Week produced record sales for multiple retailers. Our report for November 2017 demonstrates that mobile usage by consumers browsing with intent to buy is continuing to grow rapidly with YOY sessions increasing by 74%".

"Furthermore, logistic companies reported an increase of up to 40% in deliveries with many orders being fulfilled by retailers operating outside of Ireland and predominately in the U.K. This remains a massive challenge for the Irish retail industry with Brexit and sterling devaluation exacerbating matters" 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".

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**Editors notes:**

**November 2017 vs November 2016**

- Mobile browsing sessions increased by 73.96%
- Desktop recorded the highest conversion rate increase of 28.82%
- Average quantity ordered across tablet devices decreased by 14.77%

**November 2017 – Sector Data**

- Pharmacy sector recorded the highest desktop conversion rate with 3.97% and 1.99% across mobile devices
- Footwear sector recorded the lowest bounce rates across desktop, mobile and tablet devices with 30.10%
- Clothing sector had the highest averages pages per session across tablet devices with 9.70
- Garden sector recorded the highest average quantity ordered across mobile devices with 1.70

**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.