



## **Consumer browsing on mobile handsets increases by 60% in December 2017 – Retail Excellence**

Retail Excellence, the largest retail representative body, today released the results of their December eCommerce Dashboard Report which monitors 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.

December's Report confirms there has been a 60% YOY increase in mobile browsing activity when compared to the same period in 2016. Desktop conversion rates decreased by 3% with the average quantity ordered across all devices (desktop, mobile and tablet) also falling by 16% YOY which we attribute to the success of Cyber Week.

The Pharmacy sector again recorded the highest desktop conversion rate of over 3% and almost 2% across mobile devices. This sector has continually displayed strong growth online over the past 12 months.

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".

"With continued growth across mobile devices this will play a crucial role in the development of 2018 digital marketing strategies by retailers across various sectors. Retailers need to embrace omnichannel opportunities in order to reach out to consumers both within Ireland and further afield. With over e600 billion expected to be spent by European consumers online in 2018 it is clear that retail is now a huge global opportunity for retail entrepreneurs" 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:**

**December 2017 vs December 2016**

- Mobile browsing sessions increased by 60%
- Desktop conversion rates decreased by 3%
- Bounce rates across tablet devices increased by 14%

**December 2017 – Sector Data**

- Pharmacy sector recorded the highest desktop conversion rate with 3.33% and 1.68% across mobile devices
- Pharmacy sector recorded the highest bounce rates across mobile devices with 51%
- Clothing sector had the highest averages pages per session across tablet devices with 9.62
- Garden sector recorded the highest average quantity ordered across desktop, mobile & tablet devices with 1.68

**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.