



Average online orders on mobile handsets increase by 11%

Retail Excellence, the largest retail representative body, today released the results of their January eCommerce Dashboard Report compiled in conjunction with StudioForty9 which monitors online sales trends and associated patterns in Ireland.

January's Report confirms that the average quantity ordered across mobile devices increased by 11%, that there has been a 46% year-on-year increase in mobile browsing activity by consumers when compared to the same period in 2017. Furthermore, mobile conversion rates where a consumer goes from browsing to buying increased by 6%.

The Pharmacy sector again recorded the highest desktop conversion rate of over 3% and 1.7% across mobile devices.

The Retail Excellence / StudioForty9 eCommerce Dashboard Report is a monthly publication which is 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.

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. We are seeing strong performances within pharmacy which has continually highlighted strong growth online over the past 24 months and those retailers with comprehensive online sales strategies".

"It is clear from our research that Irish consumers buying habits are evolving and it is important for retailers to recognize this. Most do their research online before purchasing which is corroborated by the figures relating to mobile browsing activity which further highlights the essential need for more online activation measures and supports in next year's Budget targeted at retailers. With the proliferation of cheap imports from outside the EU such supports are critical to Irish retail".

“With over €600 billion expected to be spent by European consumers online in 2018 and the changes forthcoming from Europe relating to Geo-Blocking and e-Regulations it is clear that retail is now boundary-less and there is a huge global opportunity for Irish retailers to capitalise on” David Campbell concluded.

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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 represents almost 2,000 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.