



30% increase in Mobile browsing sessions in Q2 2018 – Retail Excellence

Retail Excellence, the largest retail representative body, today released the results of their Q2 2018 eCommerce Dashboard Report which monitors online sales trends in Ireland. The Retail Excellence / StudioForty9 eCommerce Dashboard Report is a quarterly publication and 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 particular sector.

The Q2 Report confirms there has been a 30% YOY increase in mobile browsing activity when compared to the same period in 2017. Mobile conversion rates increased by over 19% with the average quantity ordered across all devices (desktop, mobile & tablet) falling by over 3% YOY.

The Electronic and Tech sector recorded the highest average browsing sessions across all devices (desktop, mobile & tablet) for the month of June 2018 with a figure of almost 320,000. Sessions across mobile devices within the Electronic and Tech sector increased by 29% reaching almost 175,000, partly influenced by major sporting events such as the World Cup.

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 our members trading online”.

“With continued growth across mobile devices this will play a crucial role in the development of digital marketing strategies by retailers across various sectors. Retailers need to embrace omni-channel opportunities in order to reach out to consumers both within Ireland and further afield. With over €602 billion expected to be spent by European consumers online in 2018 it is clear that online is now a huge global opportunity for retail entrepreneurs” David Campbell concluded.

The Pharmacy sector recorded a 44% YOY increase in desktop conversion rates in June 2018 while the Garden sector had a mobile conversion rate of 2% in April 2018, the highest recorded across all sectors. Both sectors have continually displayed strong growth online over the past 12 months, with Garden sector sales aided by the recent spell of warm weather.

Commenting on the latest publication, Director of StudioForty9 Gerard Keohane said “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”.

Retail Excellence's eCommerce Conference 2018 takes place in Dublin on Wednesday 19th September with a host of world-class speakers addressing delegates. For more information and to register visit www.retailexcellence.ie

Ends - Contact David Campbell – 085 123 6877

Editors notes:

Q2 2018 vs Q 2 2017

- Mobile browsing sessions increased by 30.31%
- Browsing sessions across all devices increased by 19.2% (desktop, mobile & tablet)
- Mobile conversion rates increased by 19.4%
- Average quantity ordered across all devices increased by 3.6% (desktop, mobile & tablet)

Sector Data

- The Pharmacy sector recorded a figure of 3.89% in desktop conversion rates in June 2018 - a 44% YOY increase.
- Clothing sector in Q2 had the highest average pages per session across desktop devices with 7.00
- Garden sector in June 2018 recorded the highest average quantity ordered across desktop devices with 1.98
- Electronic and Tech sector in June 2018 had the highest average sessions across all devices (desktop, mobile & tablet) with 313,986 and 174,997 across mobile 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 1,850 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.