



43% Year on Year increase in retail browsing activity on mobile devices – Retail Excellence

16.3% Year on Year increase in purchases on mobile devices

The largest retail representative body in Ireland, Retail Excellence, today reported a 43% Year on Year increase in retail browsing activity on mobile handsets when compared to the same period in 2016 along with a 16.3% increase in purchases on mobile 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 the 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 today said “We are delighted to be the only representative body, agency or company in Ireland who compile and publish these statistics. This is testament to the great work of the Retail Excellence eCommerce Committee who fully recognise the significance of information garnered through the Dashboard. In essence, it is an invaluable resource for any retailer with an eCommerce website”.

“From the latest monthly report for April 2017 it is clear that mobile usage by consumers browsing with intent to buy is continuing to grow rapidly with a YOY sessions increase of 43%. We also recorded a large increase of 16.3% in purchases on mobile devices and a 9.7% YOY increase in Conversion Rates across Tablet devices. It is also interesting to note that certain sectors like pharmacy is experiencing accelerated growth”.

“We are delighted to support our members with a wide range of eCommerce supports to include this monthly Report which helps them plan their online sales strategies for the future” David Campbell concluded.

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Editors Notes:

YOY Report (April 2017 vs April 2016)

- 43% increase in Mobile sessions.
- 9.7% increase in Conversion Rates across Tablet devices.
- 16.3% increase in average Quantity Ordered on Mobile devices.

Sector Report

- The pharmacy sector had the highest average Conversion Rate across all devices with 2.09%.
- Footwear recorded the lowest Bounce Rate across all devices with 28.41%.
- The garden sector had the highest average Quantity Ordered across desktop 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 1,650 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.