



ONLINE SHOPPER

Global Advisor



REGIONS

SUMMARY

NORTH AMERICA	4
LATAM	9
EUROPE	14
APAC	19
MIDDLE EAST/AFRICA	24



NORTH AMERICA

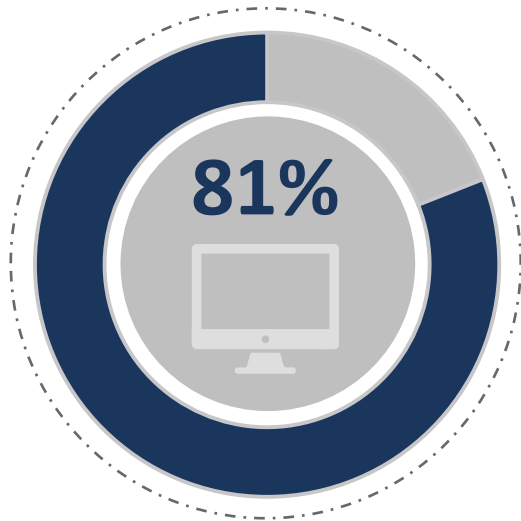
[INSERT ACTION TITLE HERE]

Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

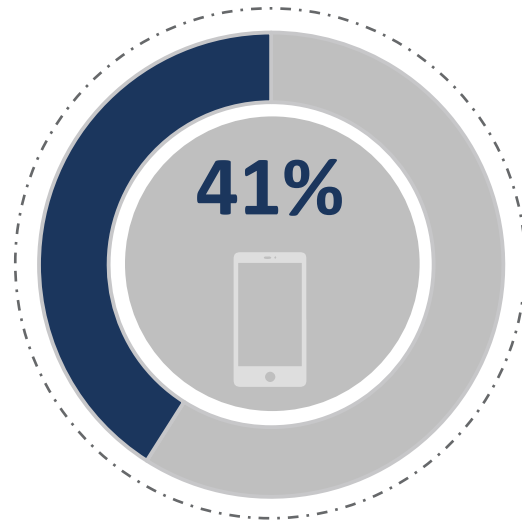


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

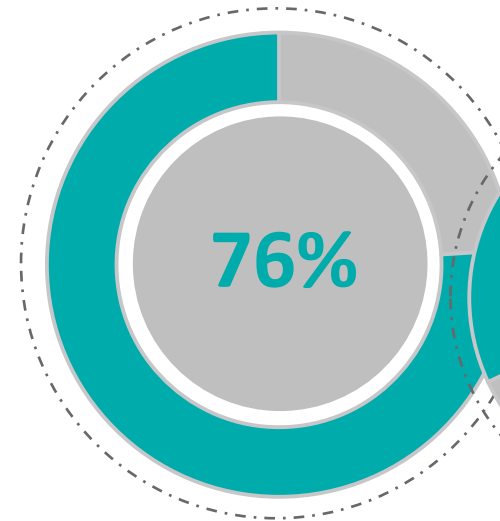


**COMPUTER/
LAPTOP**

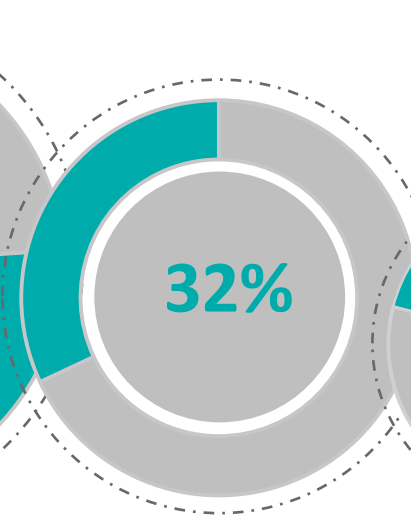


MOBILE

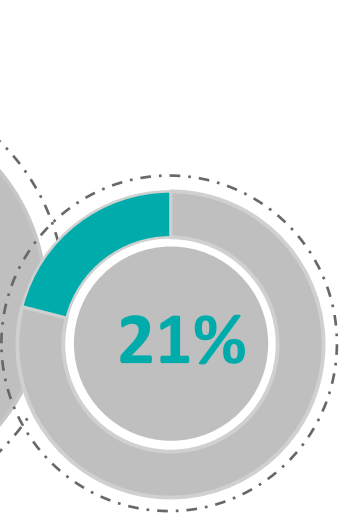
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=2002

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

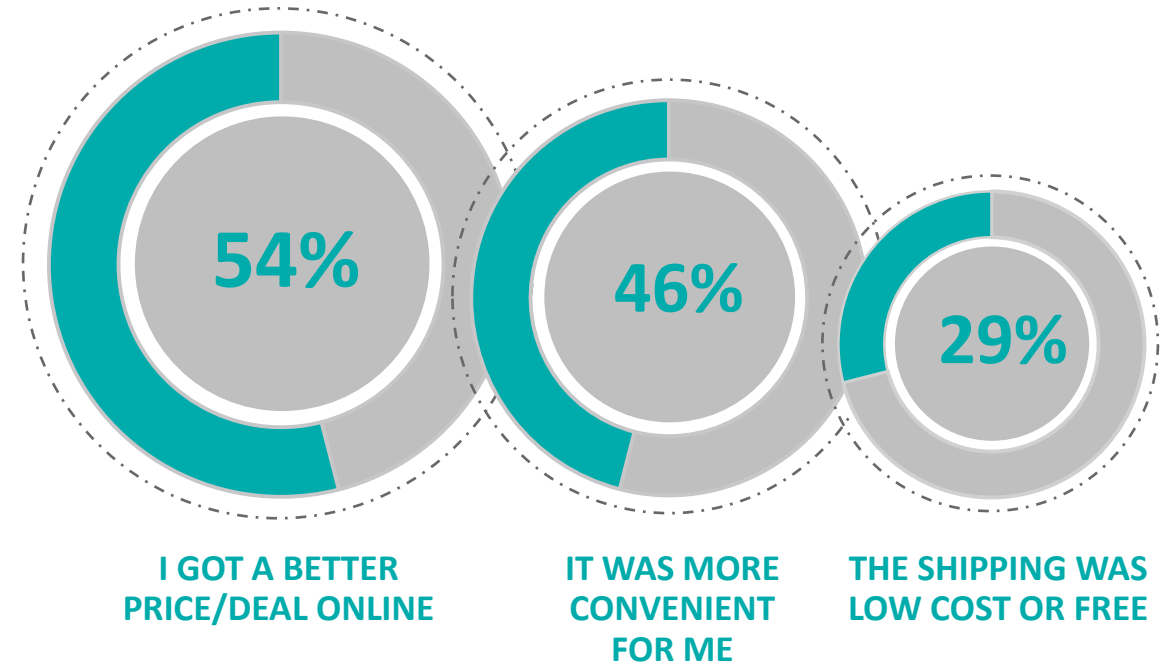


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=2002

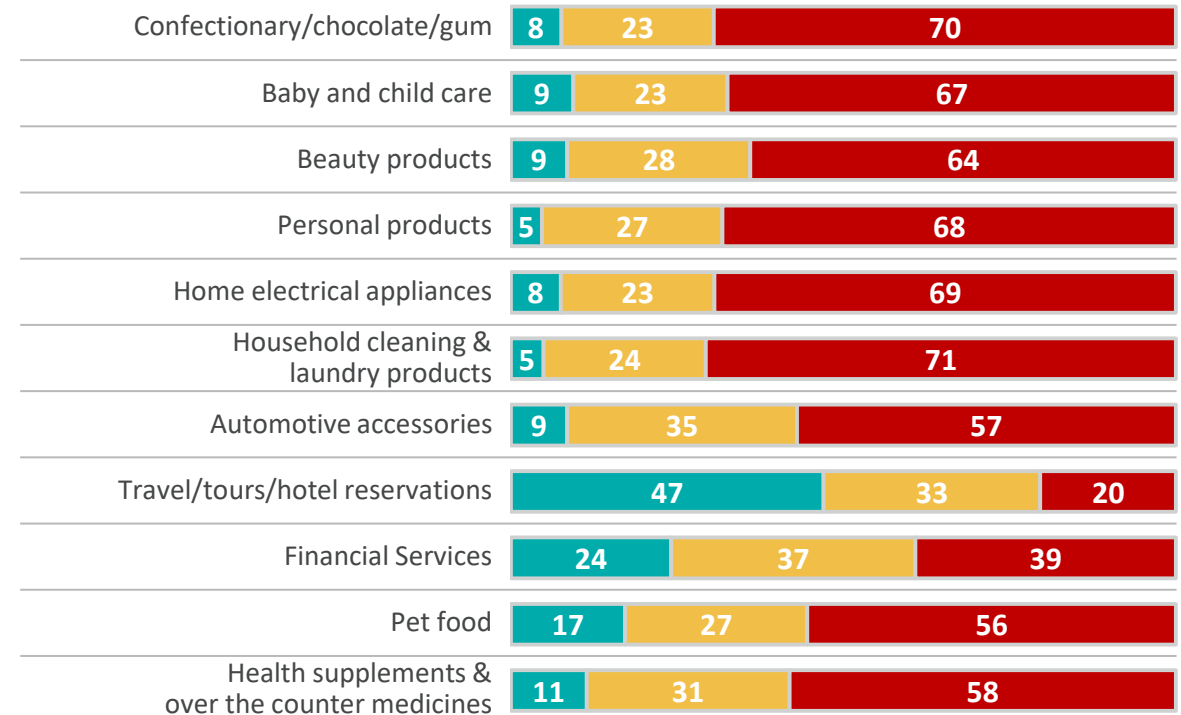
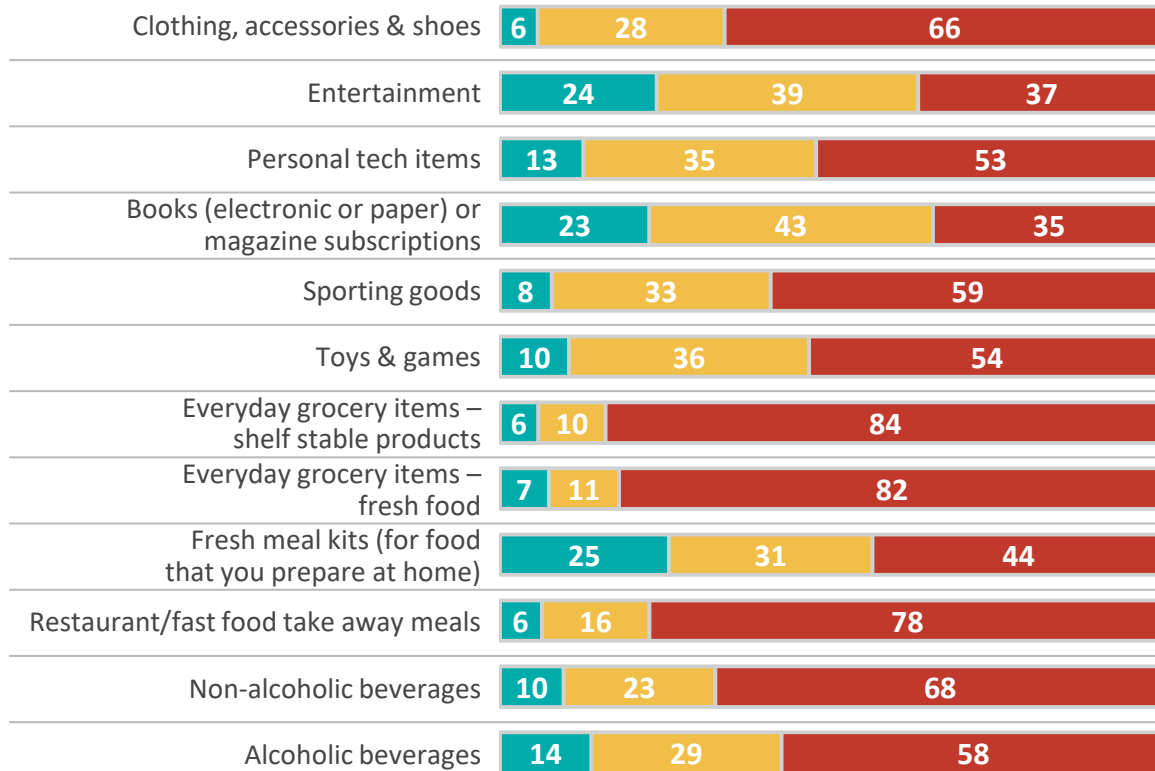
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=107 to n=963

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online





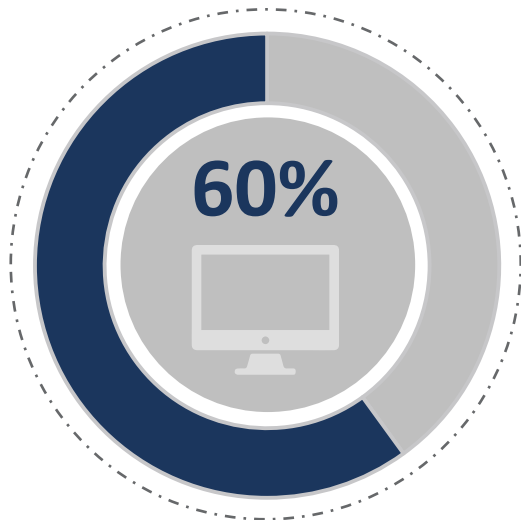
LATAM

[INSERT ACTION TITLE HERE]

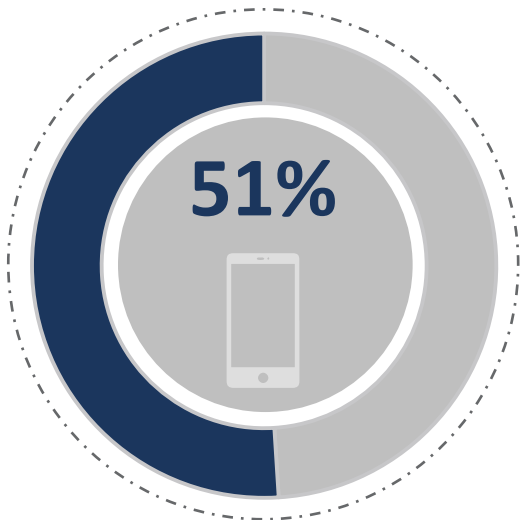
Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

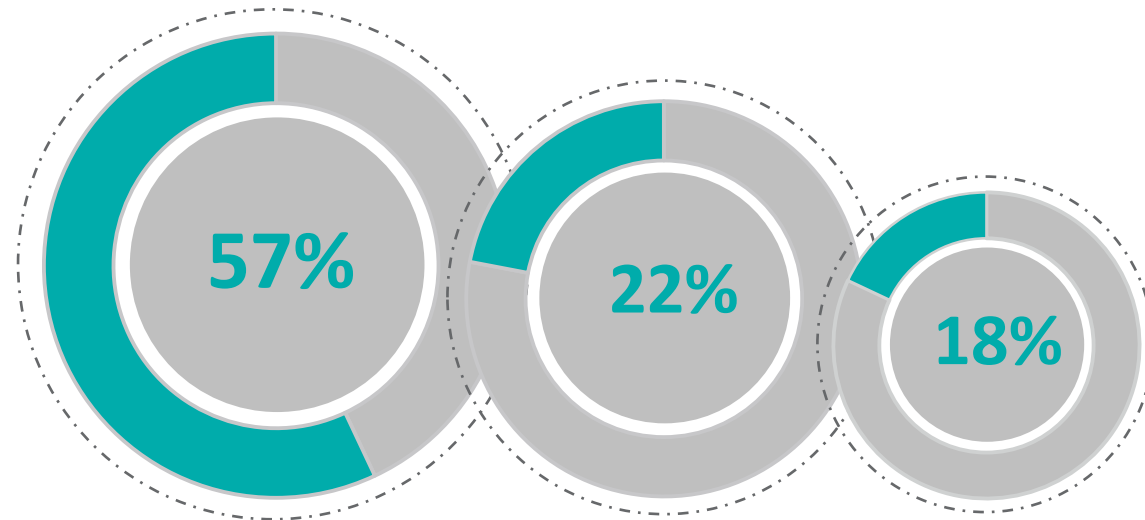


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**DIRECTLY FROM A
RETAILER'S APP**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

Base: All Respondents, n=2580

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

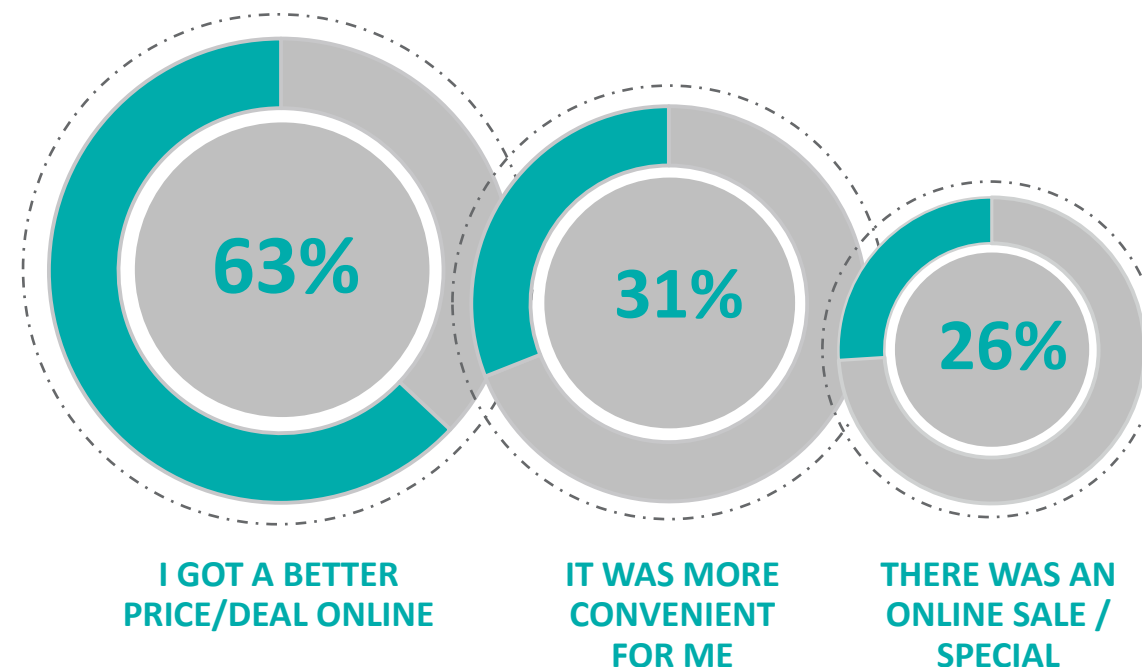
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



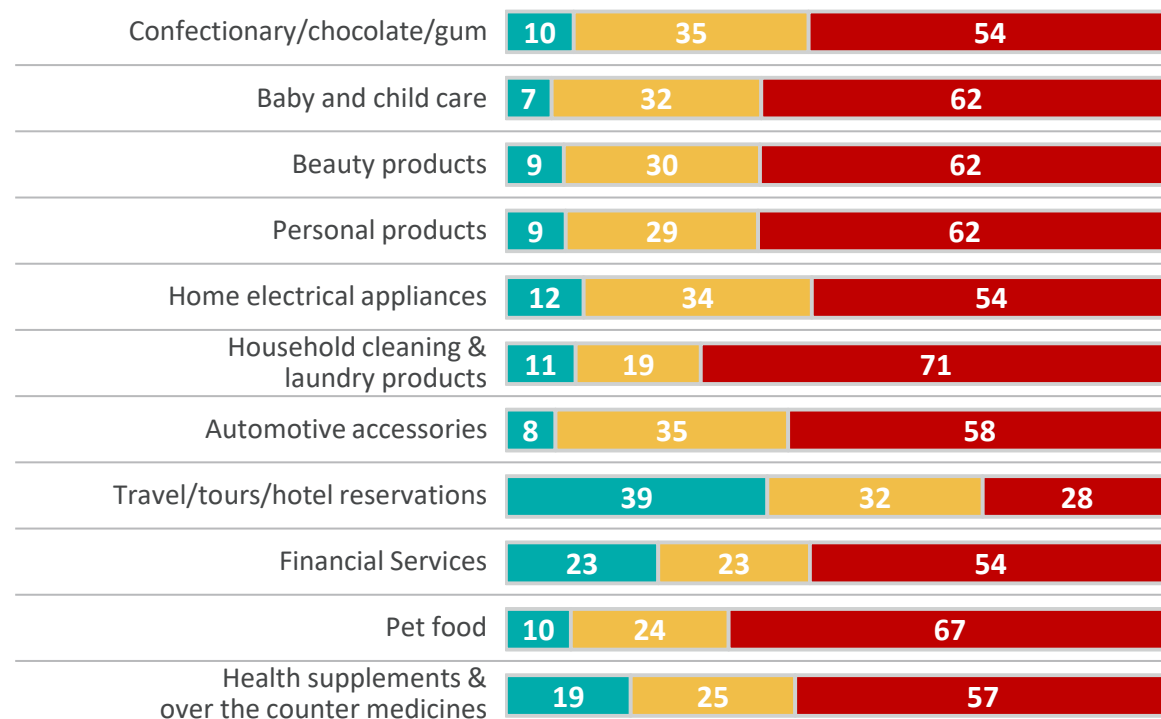
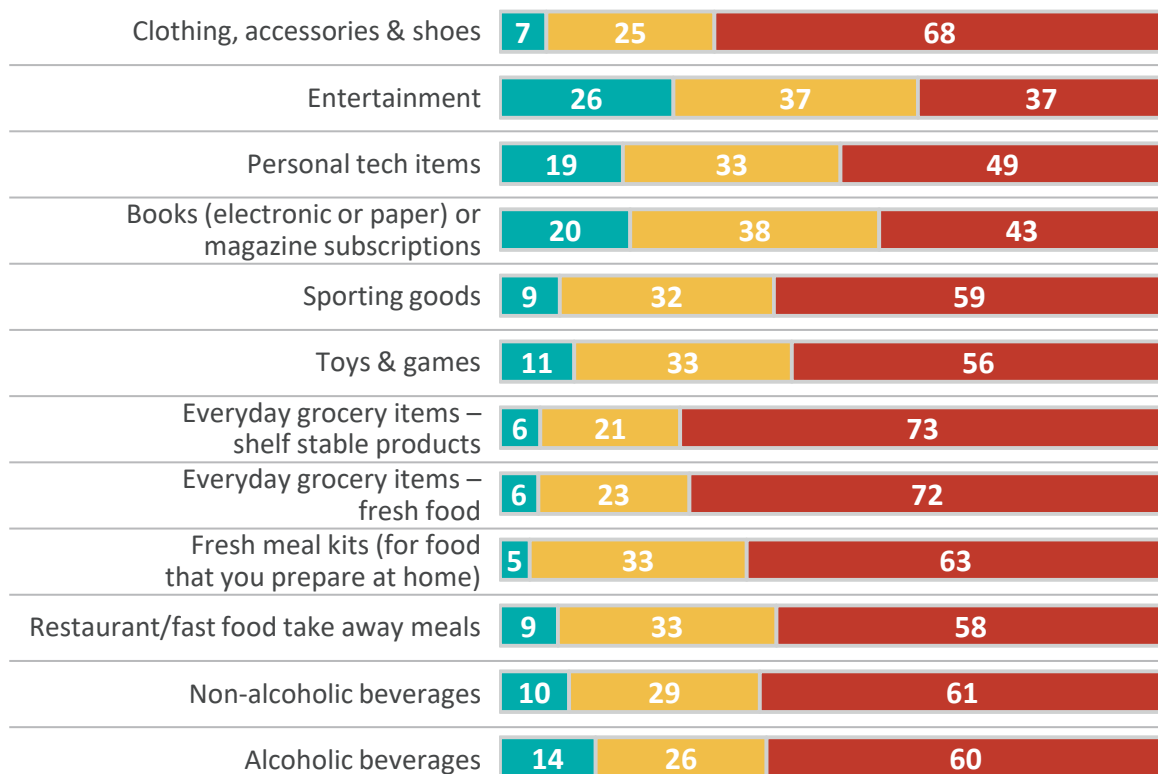
Base: All Respondents, n=2580

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?




[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=104 to n=986

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

 Exclusively/almost exclusively buy online
 Mostly buy online
 Occasionally buy online





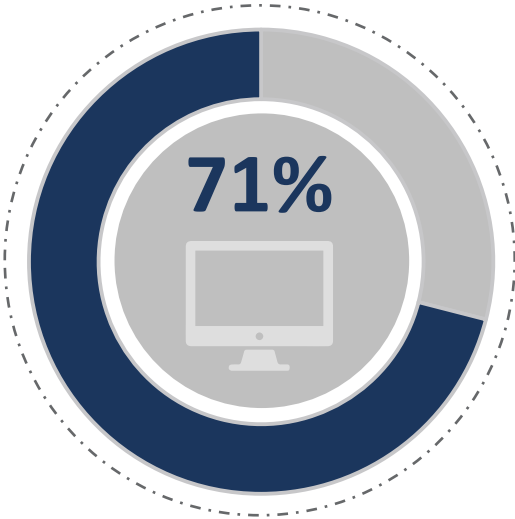
EUROPE

[INSERT ACTION TITLE HERE]

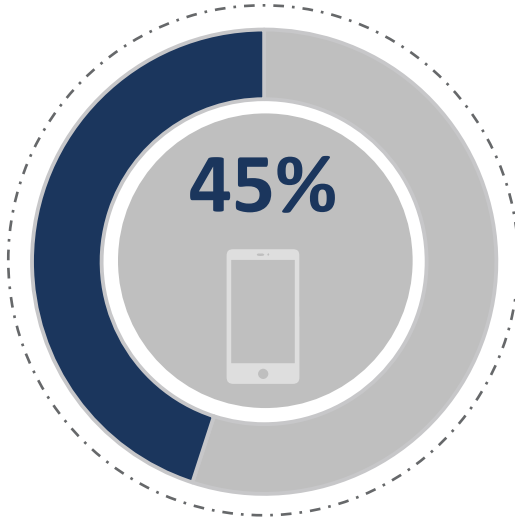
Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

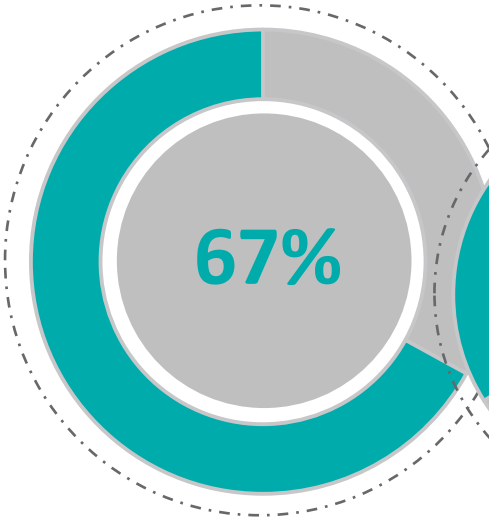


**COMPUTER/
LAPTOP**

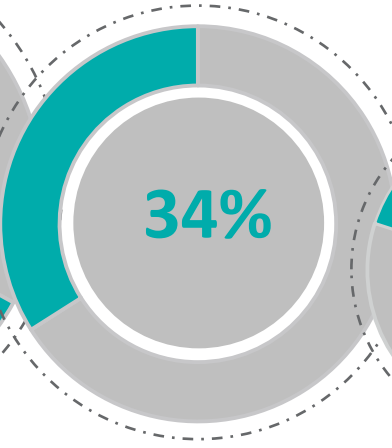


MOBILE

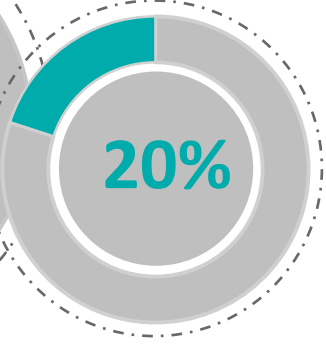
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

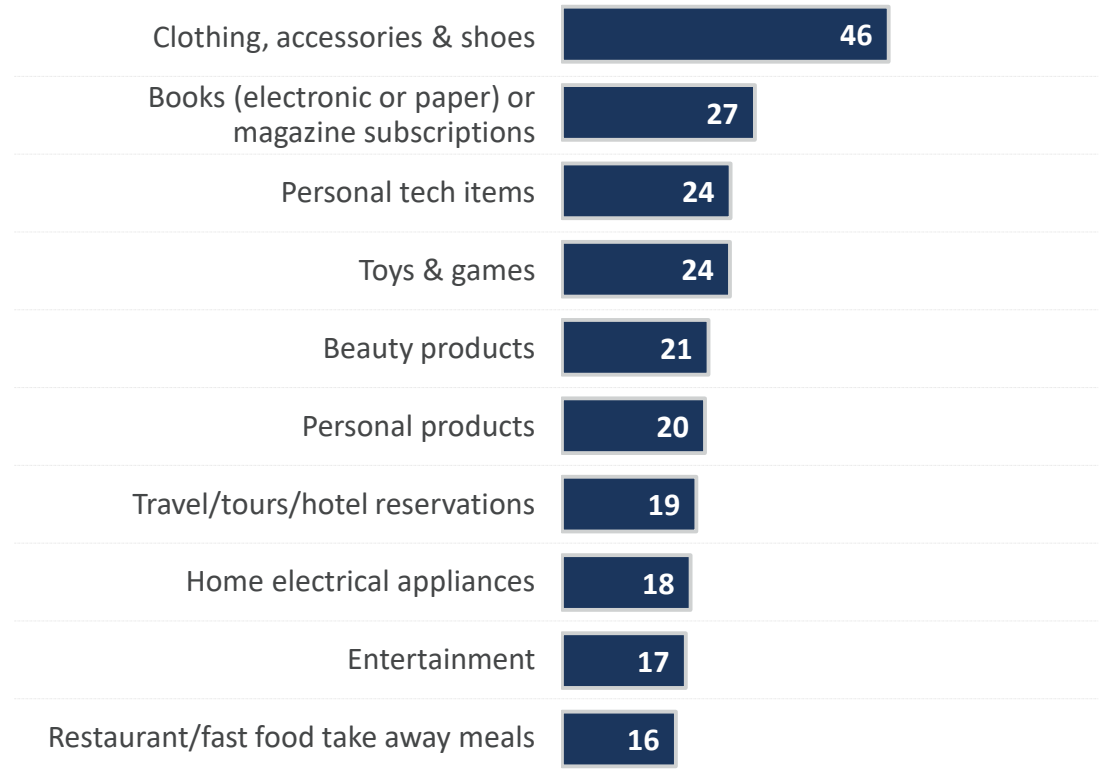


**DIRECTLY FROM A
RETAILER'S APP**

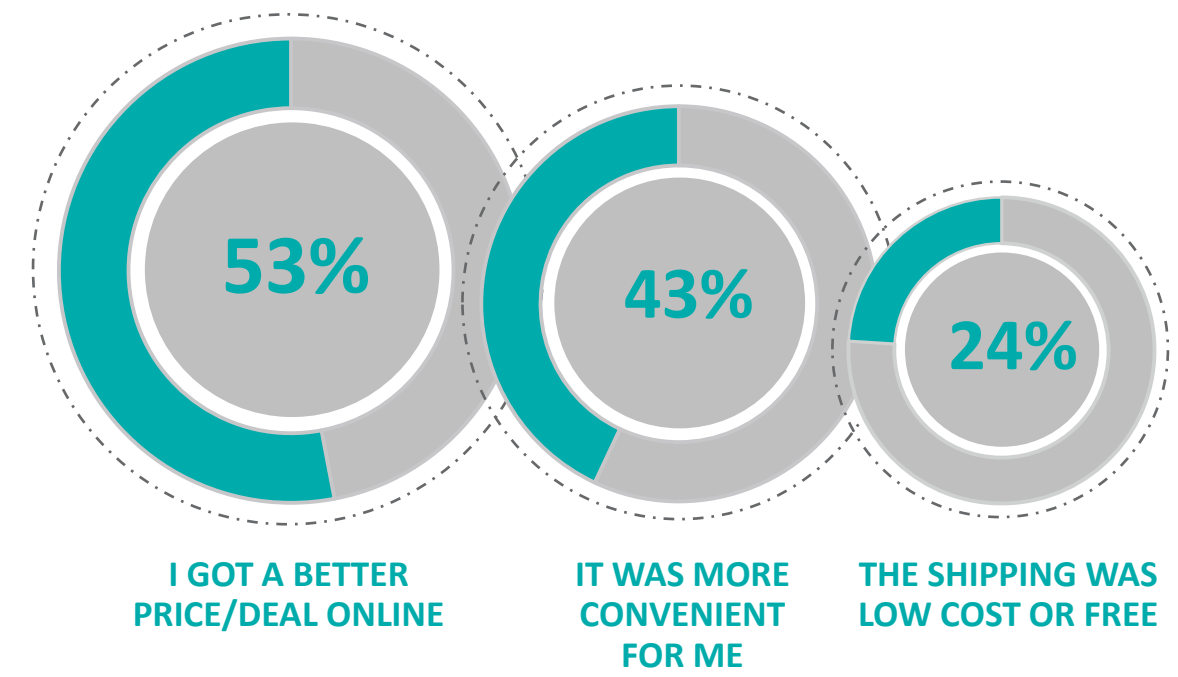
Base: All Respondents, n=8555
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



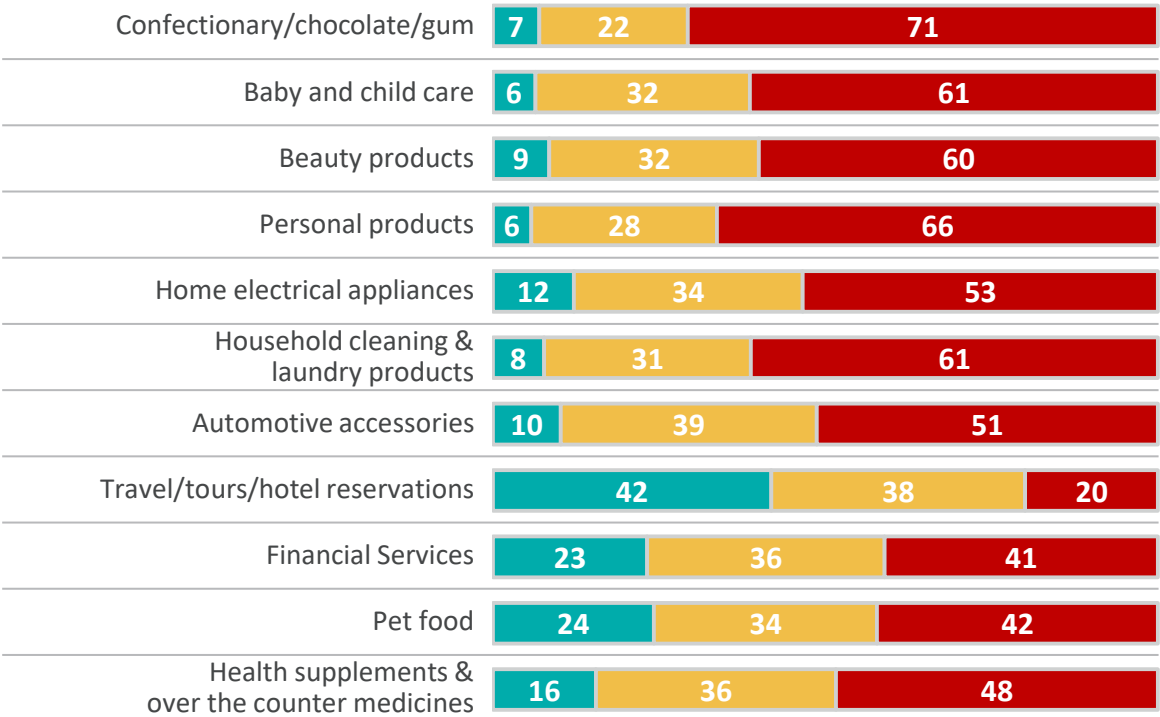
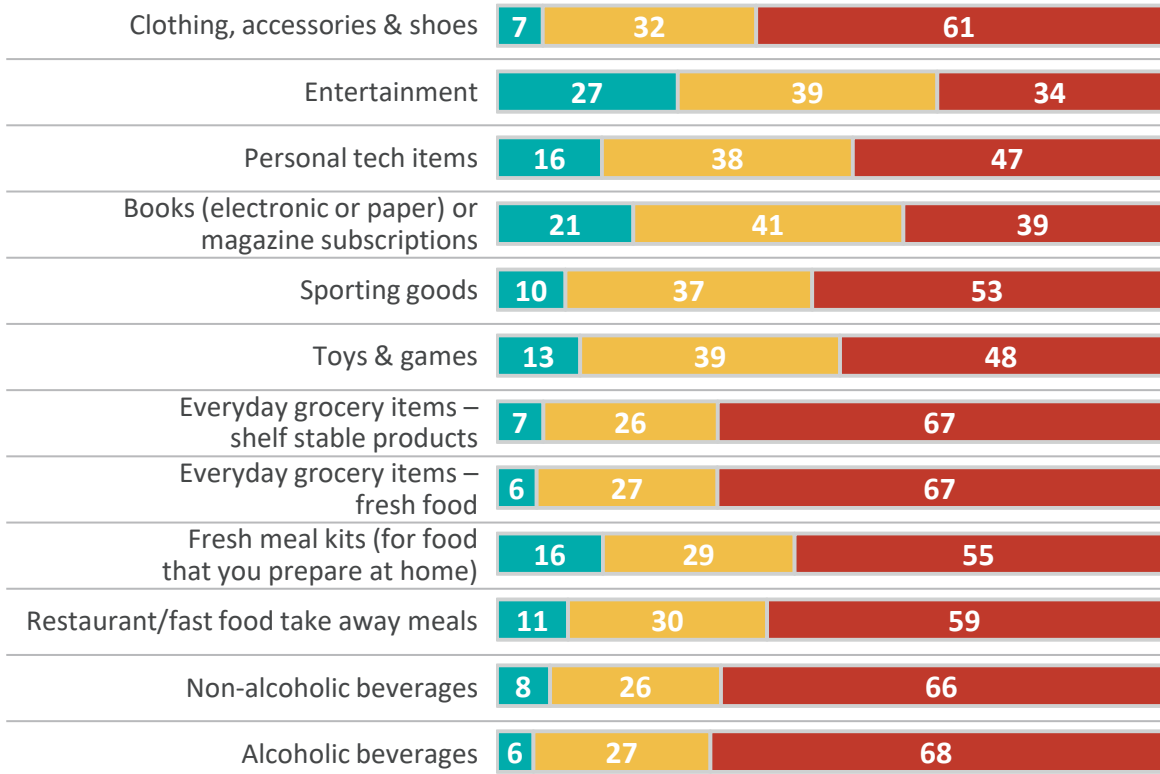
Base: All Respondents, n=8555

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



Base: Per category, range from n=313 to n=3924
 Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

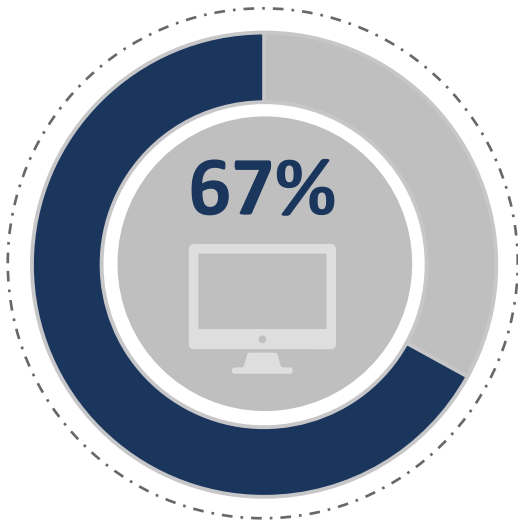


[INSERT ACTION TITLE HERE]

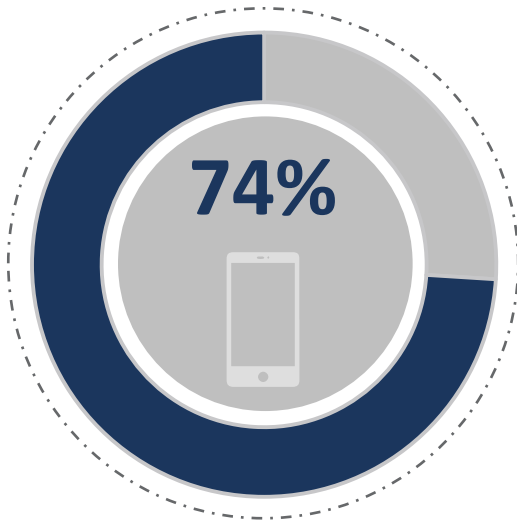
Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

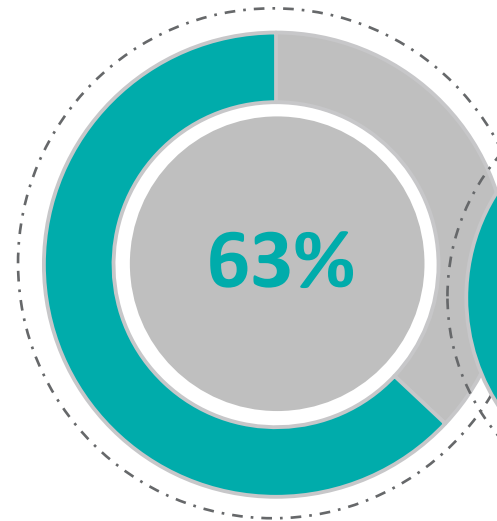


**COMPUTER/
LAPTOP**

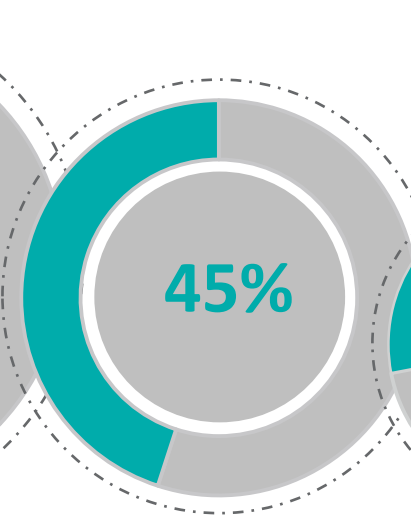


MOBILE

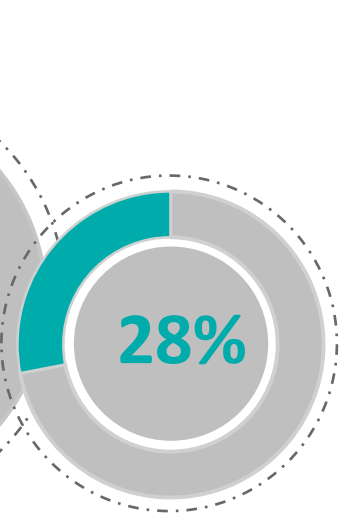
METHODS USED TO PURCHASE ONLINE P3M



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC**



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=4162

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

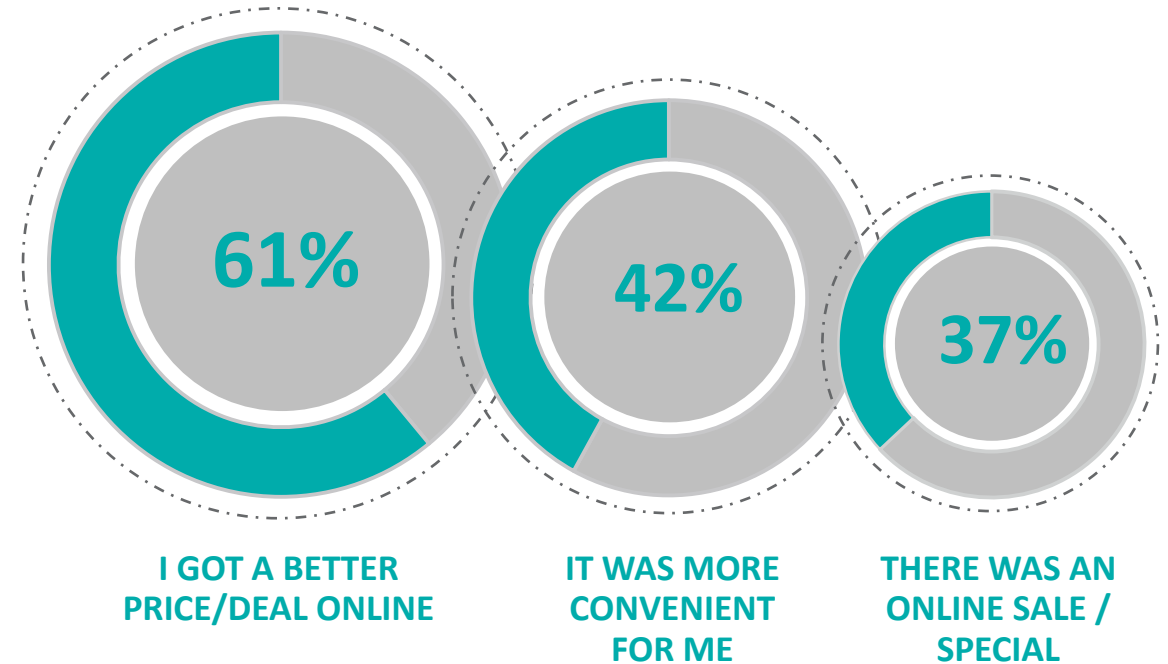
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



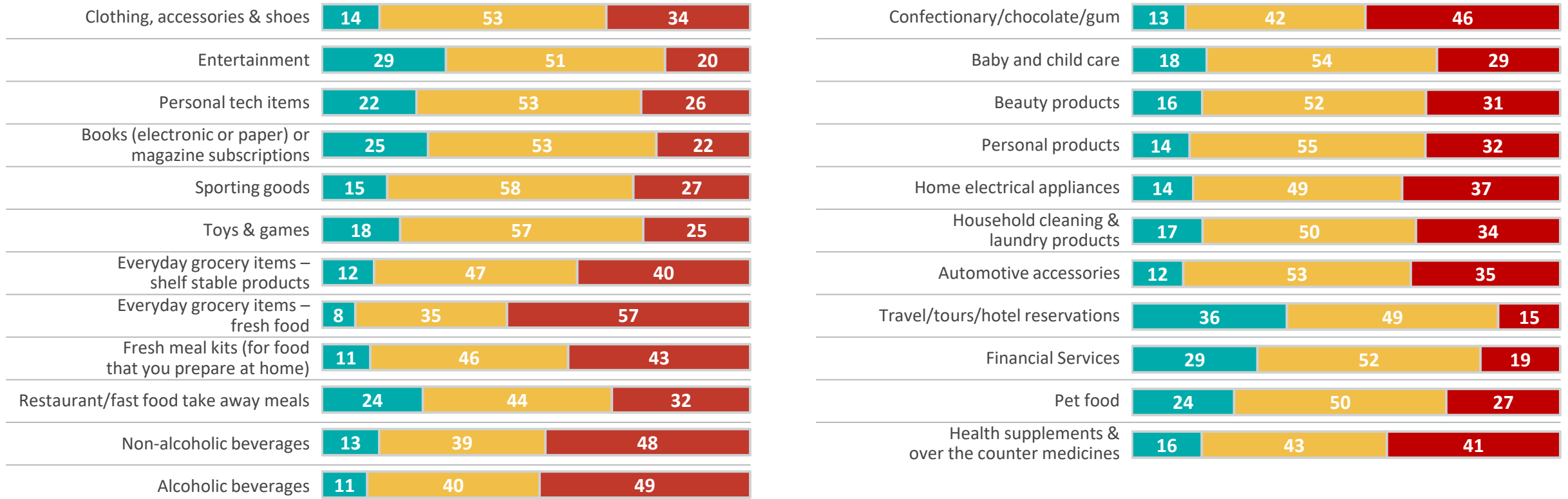
Base: All Respondents, n=4162

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=350 to n=2320

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



MIDDLE EAST/AFRICA

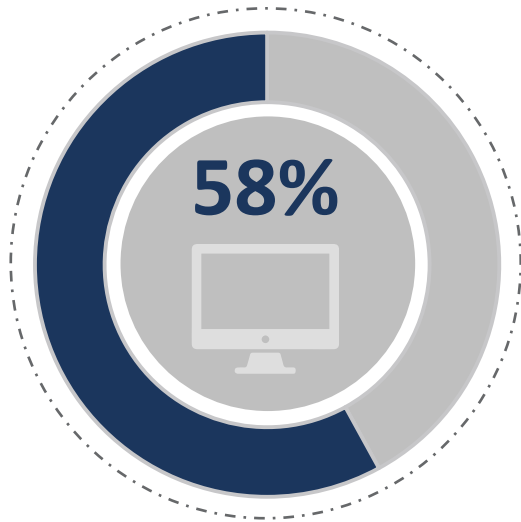
[INSERT ACTION TITLE HERE]

Category	North America	LATAM	Europe	APAC	Middle East/Africa
Travel/tours/hotel reservations	19	12	19	30	22
Clothing, accessories & shoes	48	38	46	56	32
Restaurant/fast food take away meals	19	11	16	30	22
Books (electronic or paper) or magazine subscriptions	25	21	27	37	17
Personal tech items	20	23	24	33	27
Toys & games	25	17	24	17	16
Beauty products	18	16	21	27	15
Home electrical appliances	12	16	18	26	18
Entertainment	27	13	17	19	16

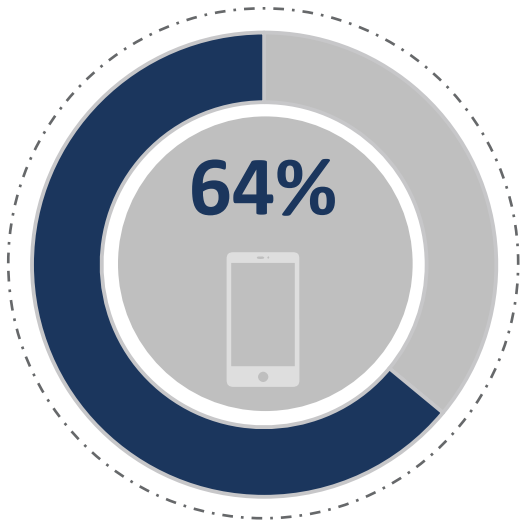


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

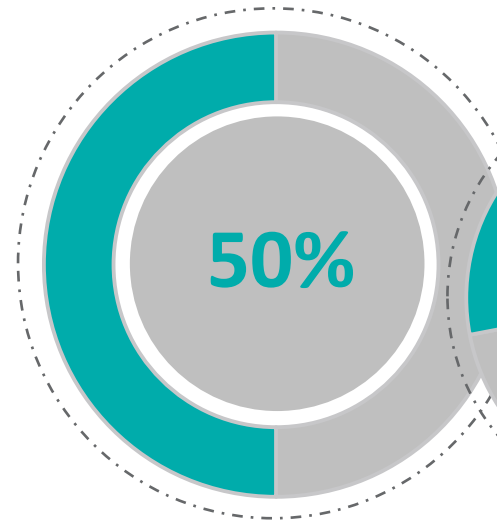


**COMPUTER/
LAPTOP**

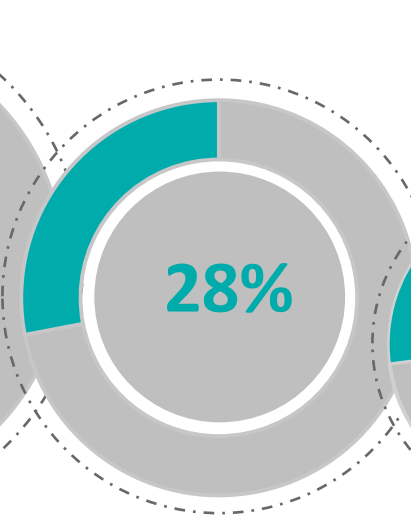


MOBILE

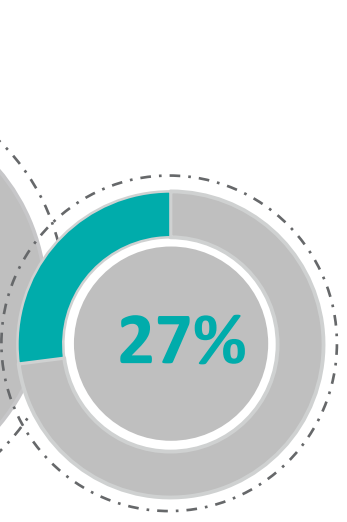
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**DIRECTLY FROM A
RETAILER'S APP**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

Base: All Respondents, n=1010

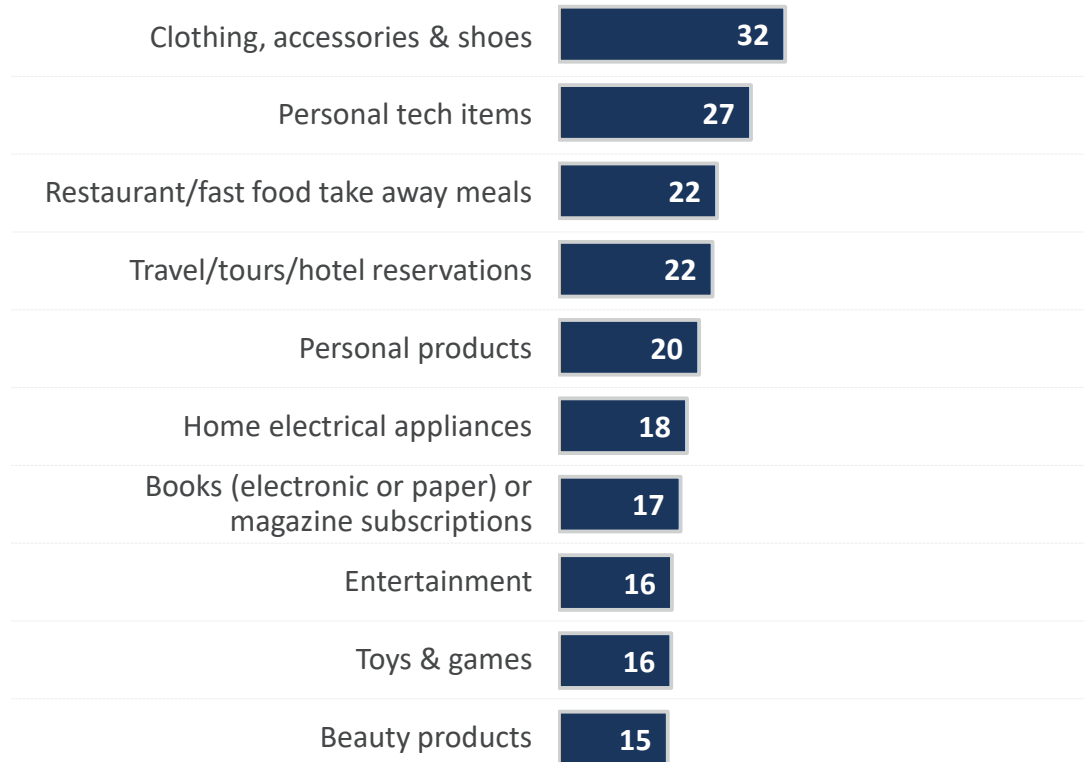
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

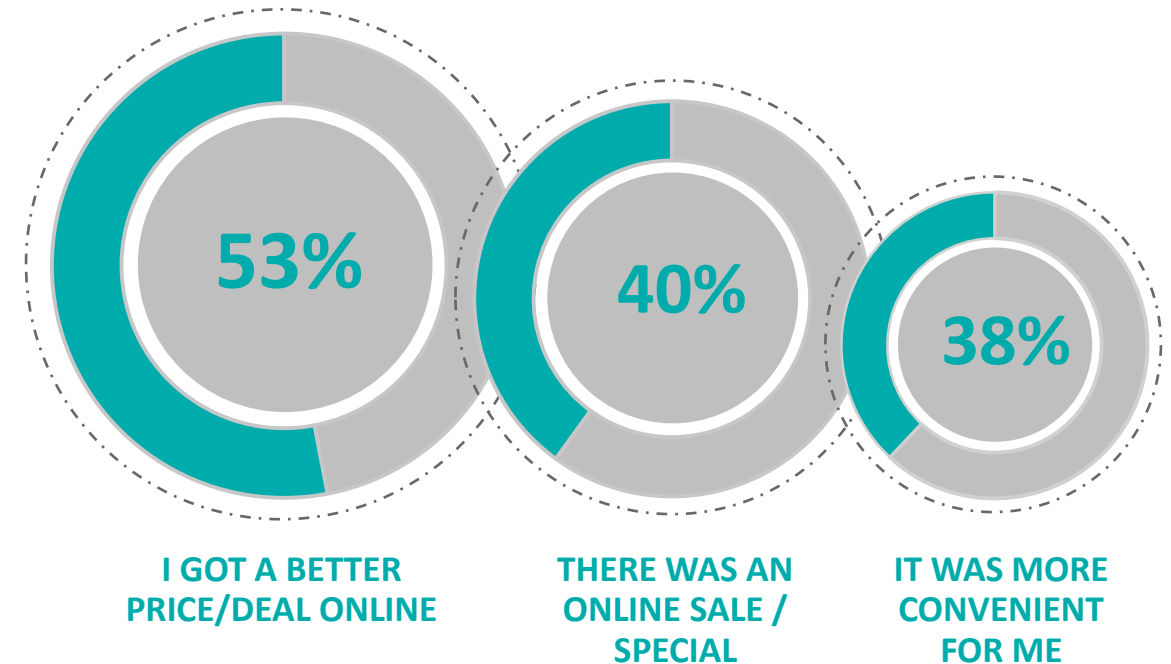


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=1010

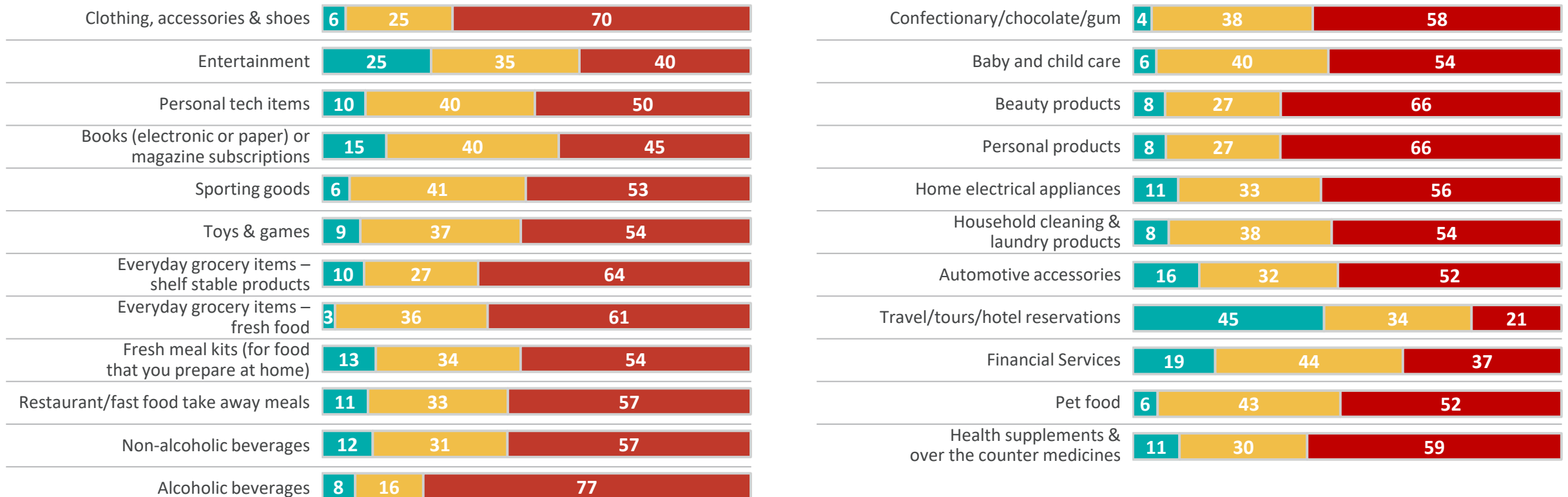
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=44 to n=321

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online





COUNTRIES

SUMMARY

ARGENTINA	31	JAPAN	79
AUSTRALIA	35	MEXICO	83
BELGIUM	39	PERU	87
BRAZIL	43	POLAND	91
CANADA	47	RUSSIA	95
CHINA	51	SOUTH AFRICA	99
FRANCE	55	SAOUDI ARABIA	103
GERMANY	59	SOUTH KOREA	107
GREAT BRITAIN	63	SPAIN	111
HUNGARY	67	SWEDEN	115
INDIA	71	TURKEY	119
ITALY	75	UNITED STATES	123

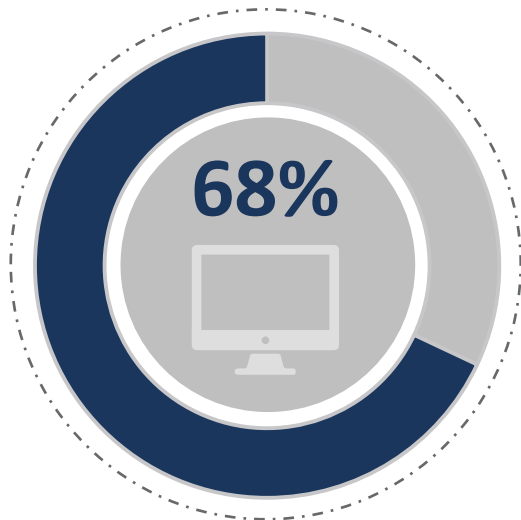


ARGENTINA

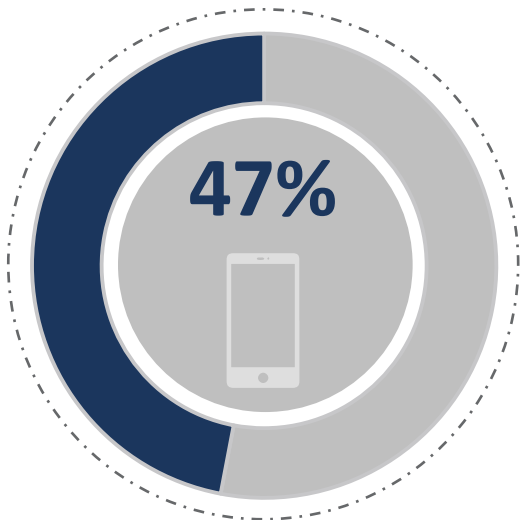


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

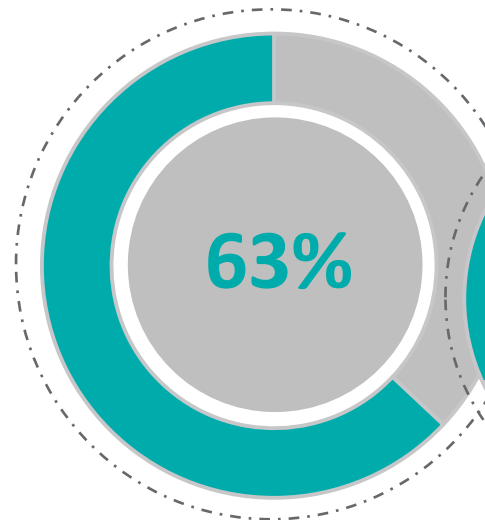


**COMPUTER/
LAPTOP**

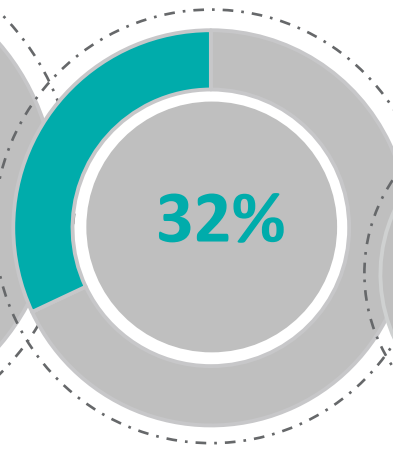


MOBILE

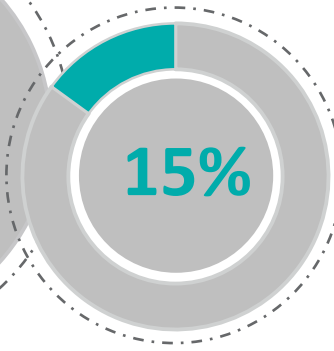
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
SOCIAL MEDIA SITE
SUCH AS FACEBOOK,
WECHAT, INSTAGRAM
ETC.**

Base: All Respondents, n=500

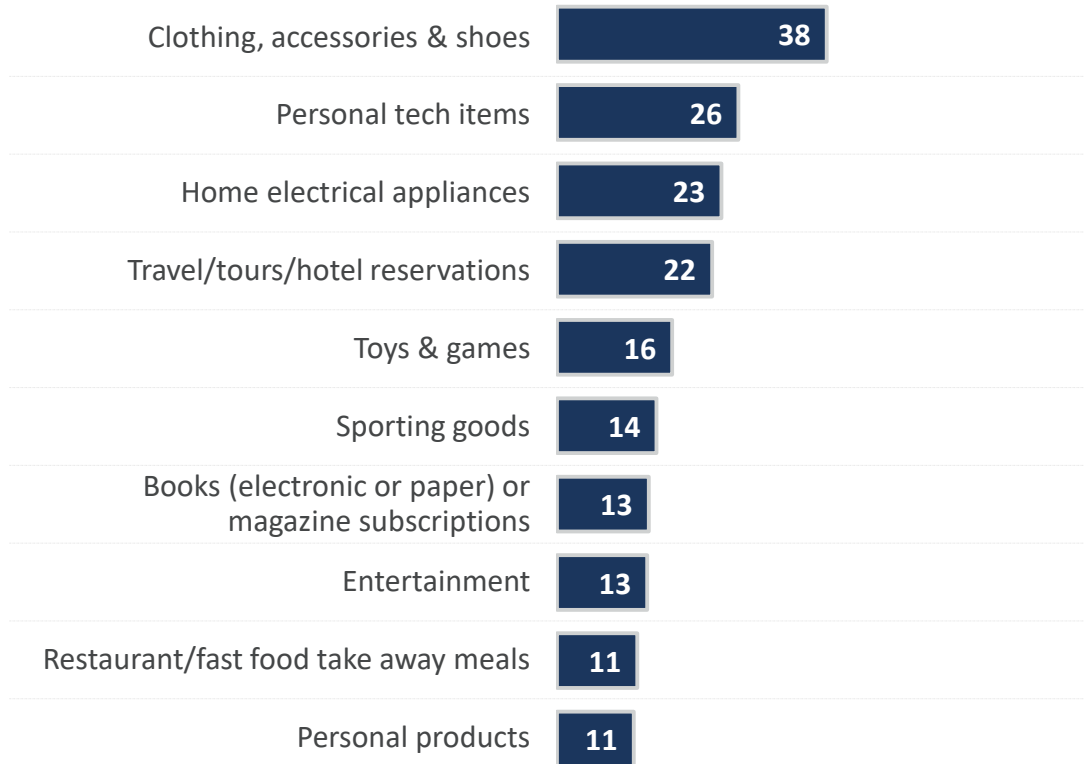
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

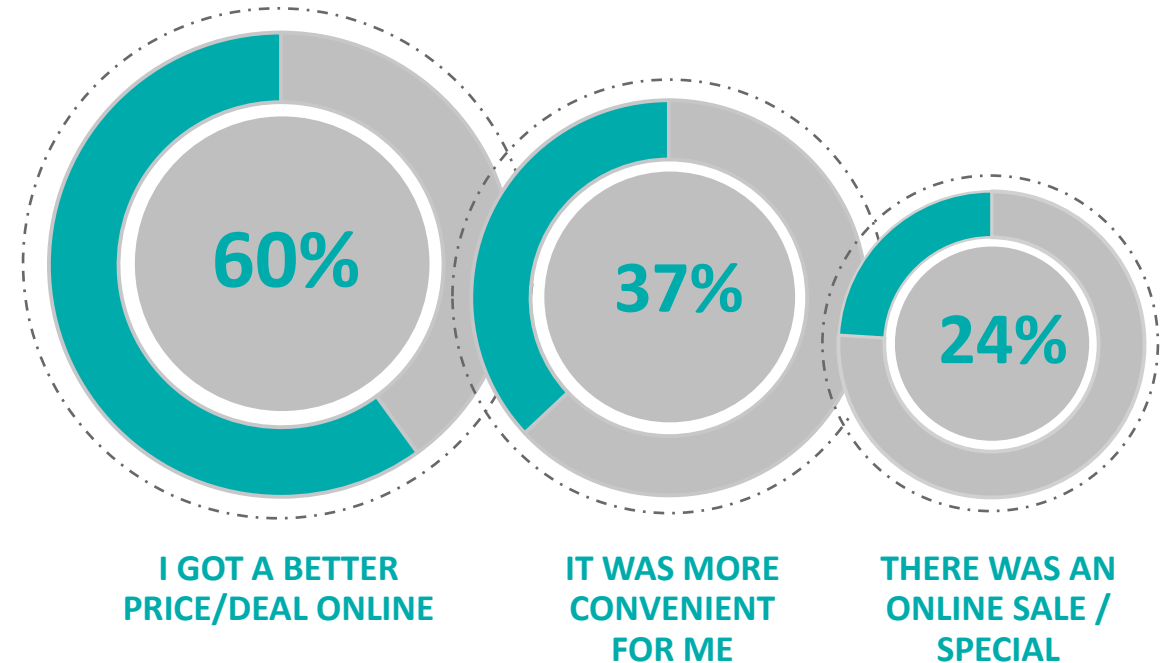


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

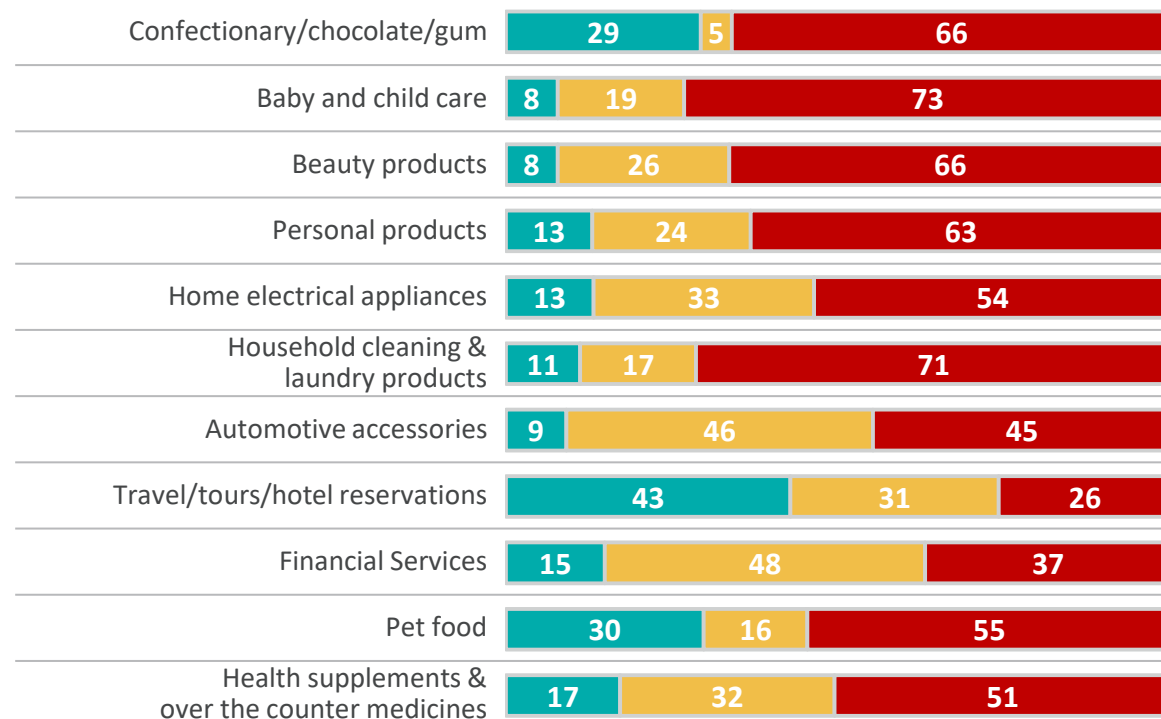
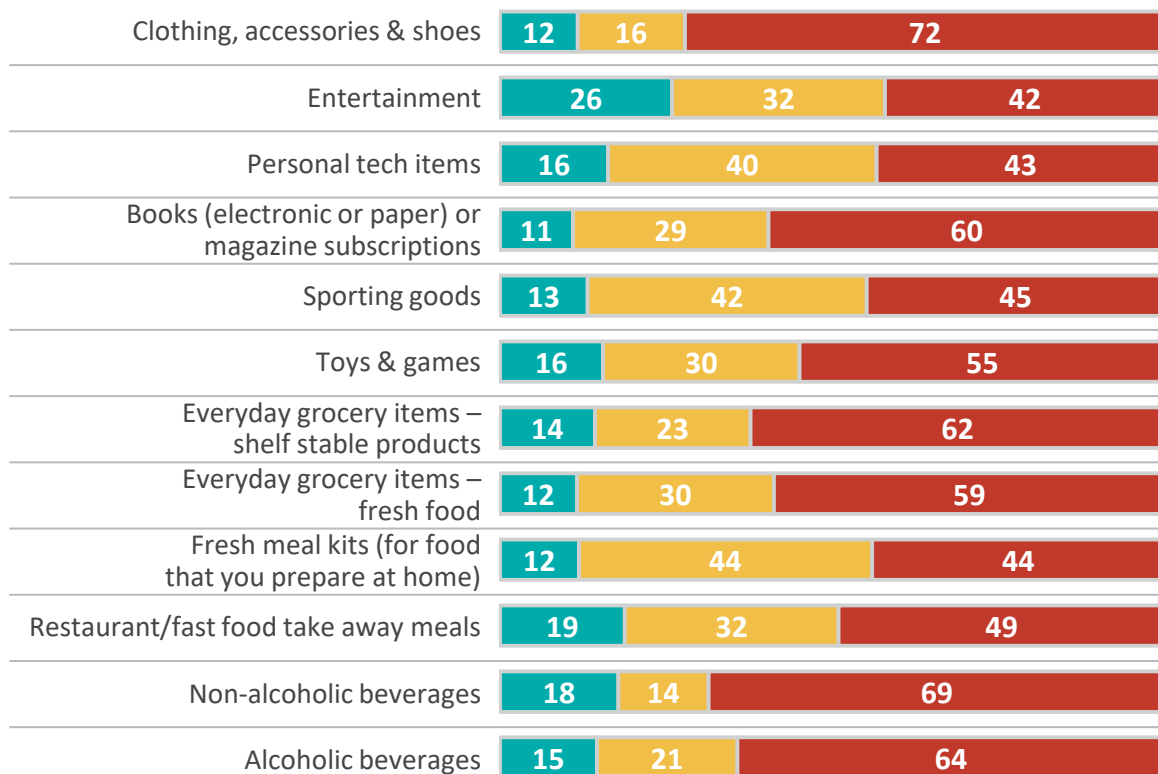
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=22 to n=189

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online



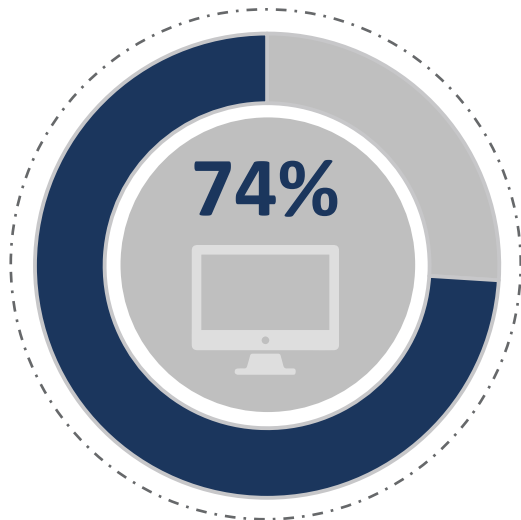


AUSTRALIA

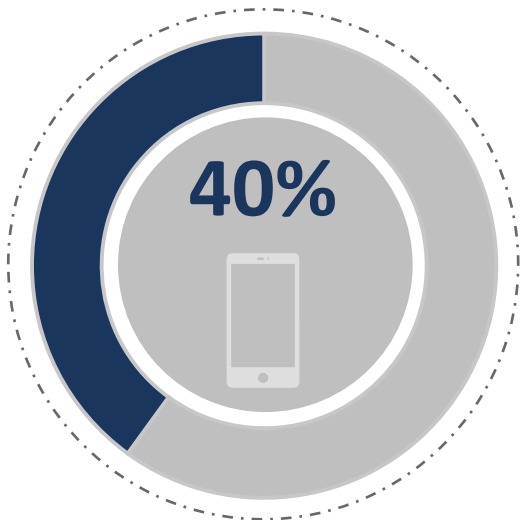


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

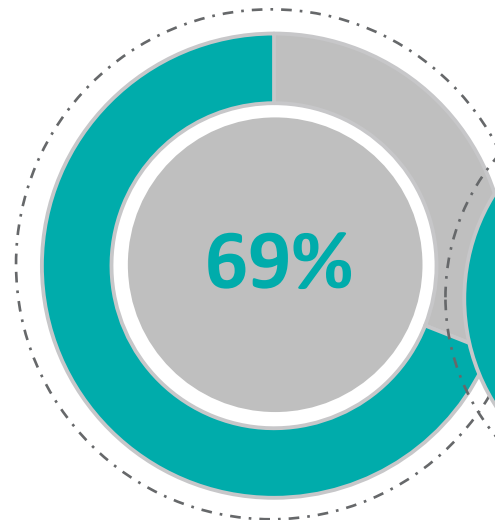


**COMPUTER/
LAPTOP**

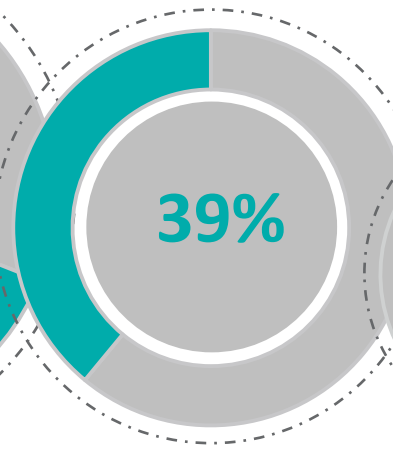


MOBILE

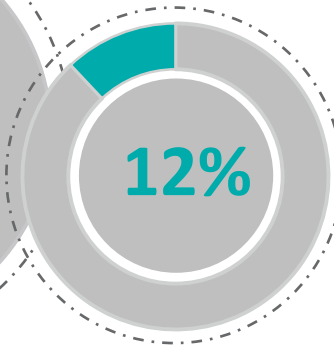
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

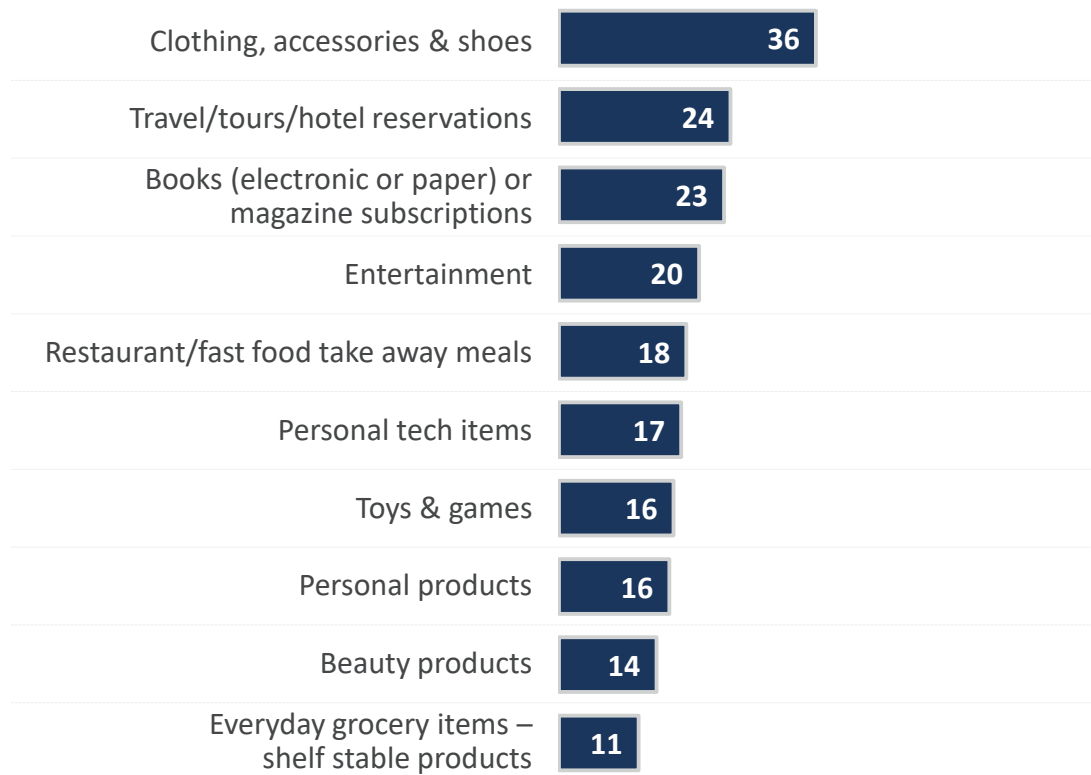
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

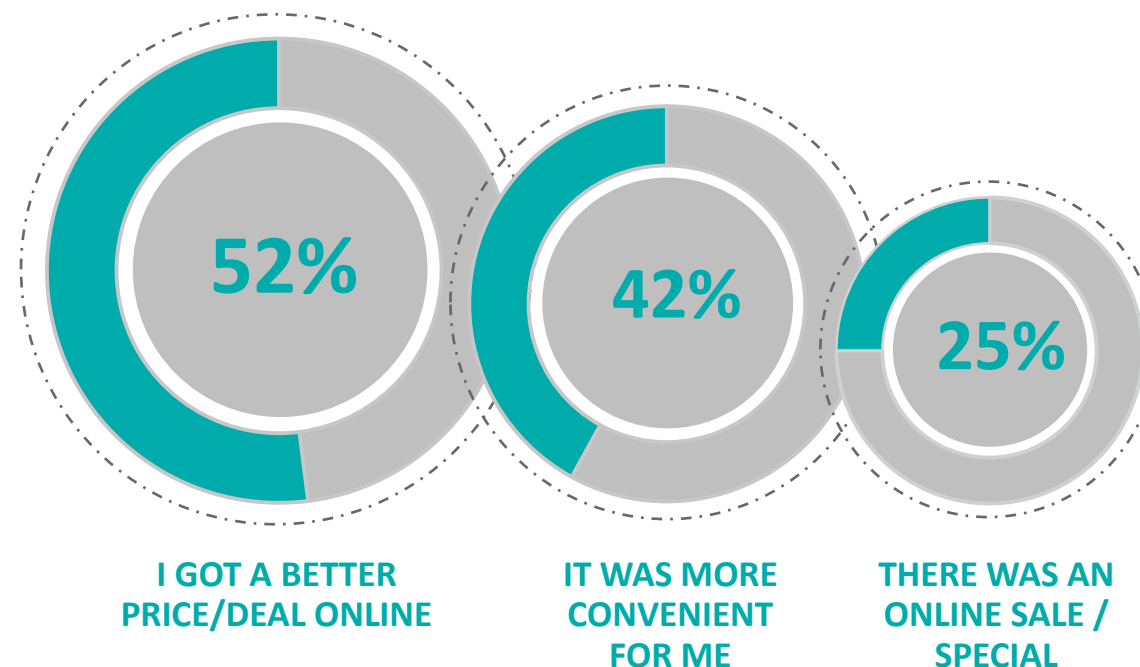


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

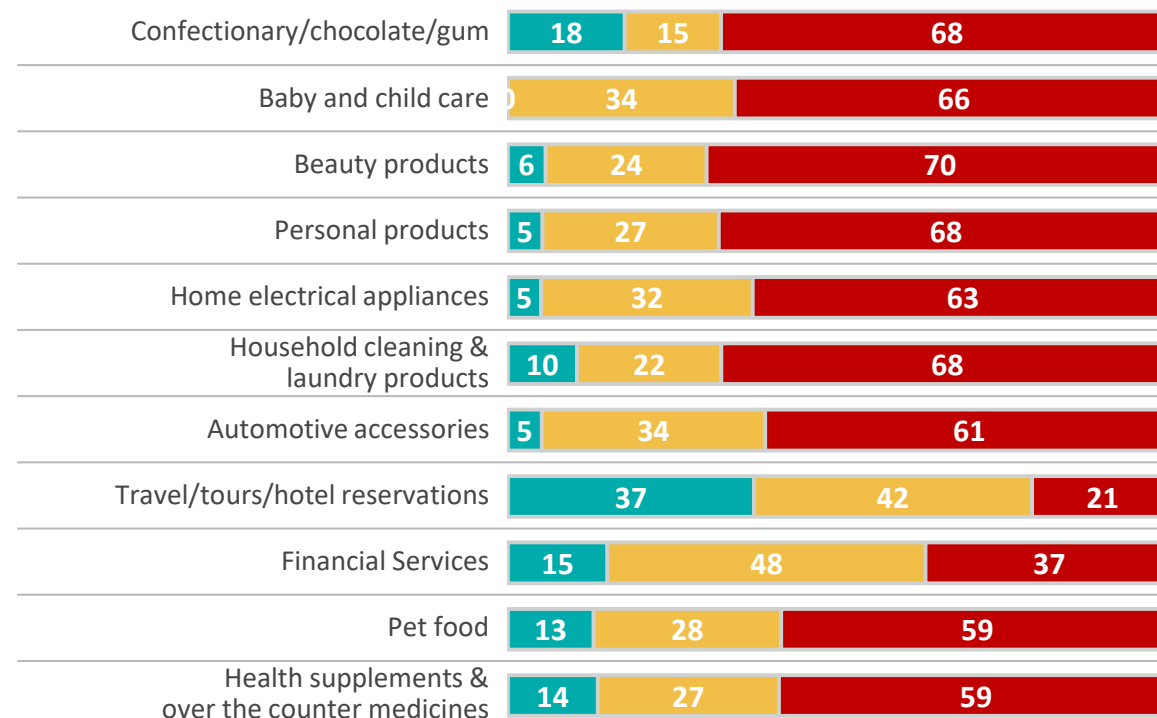
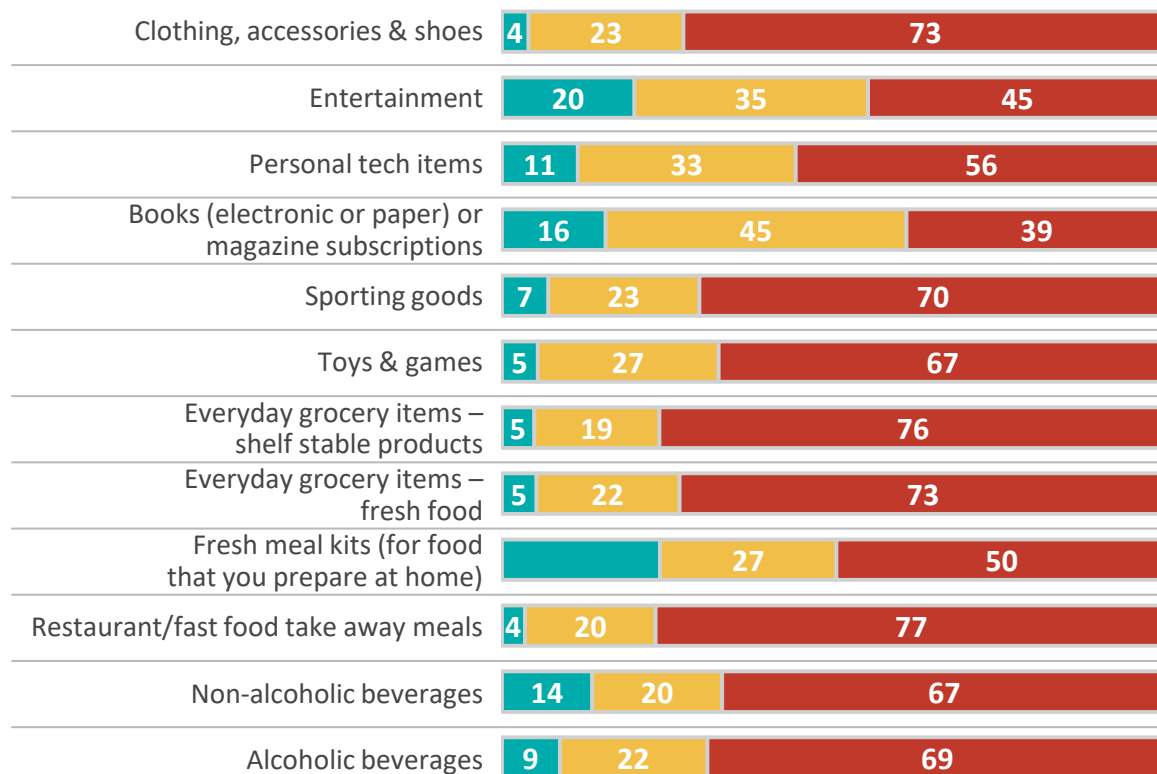
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=18 to n=181

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online

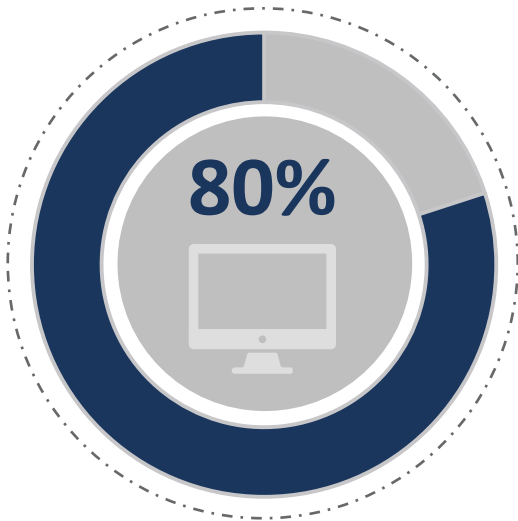




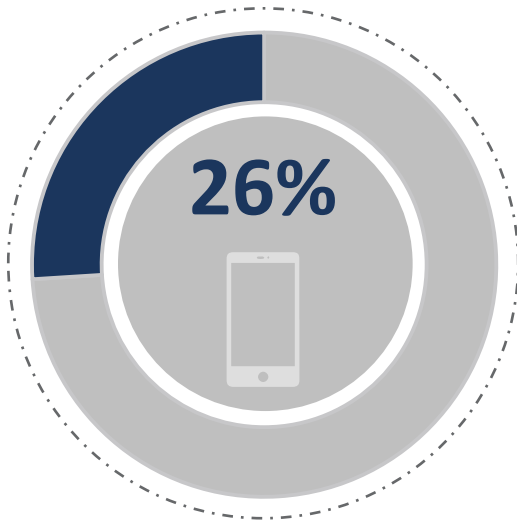
BELGIUM

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

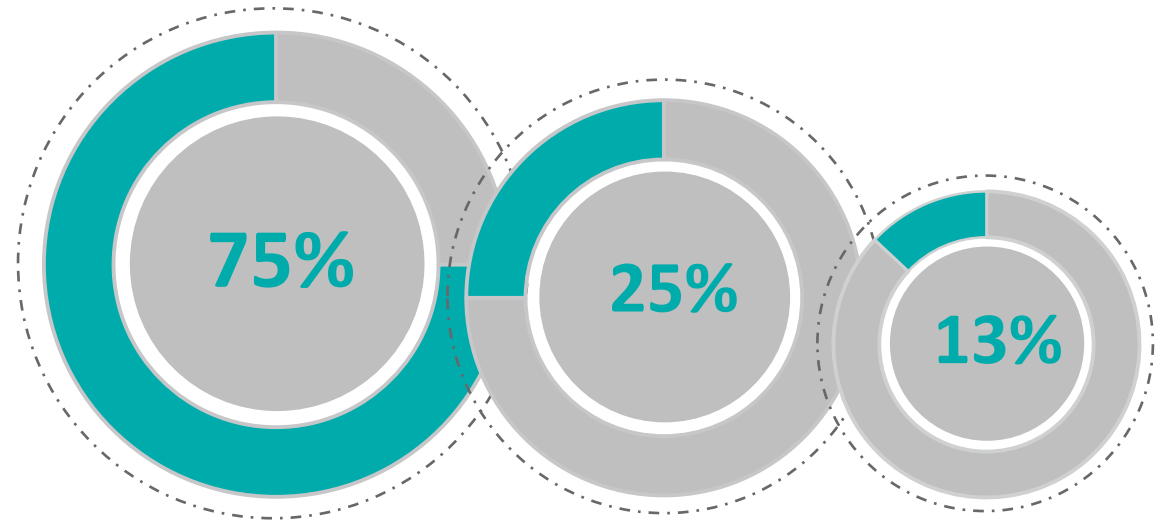


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

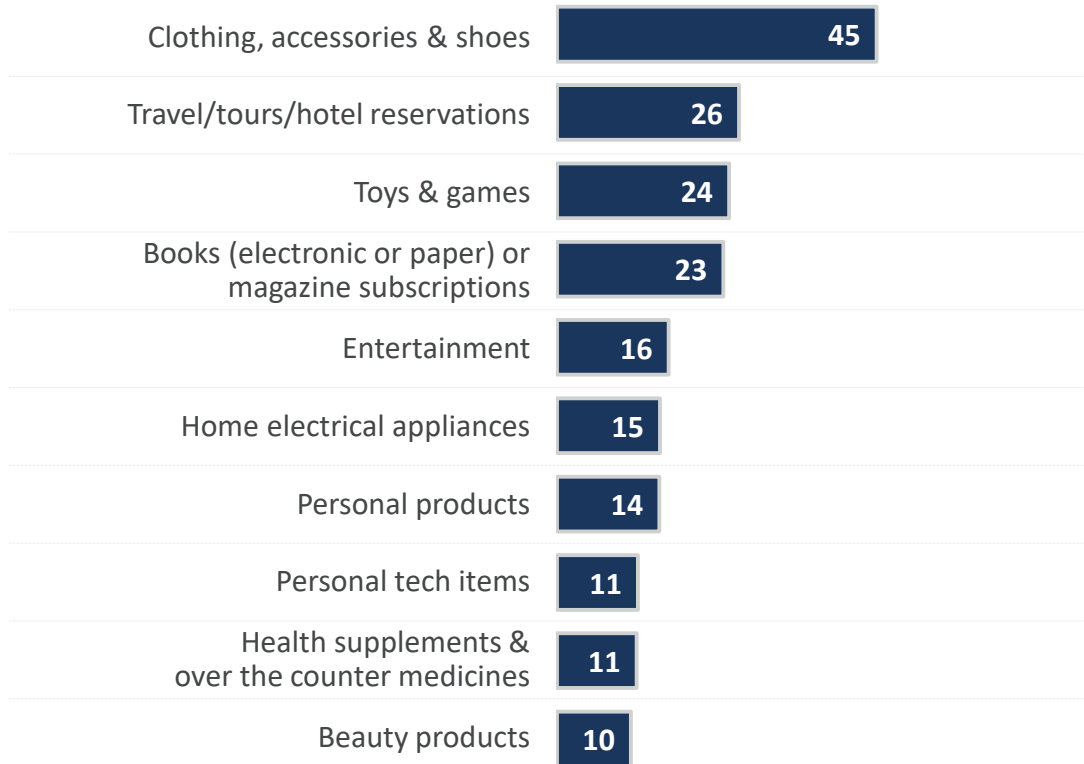
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

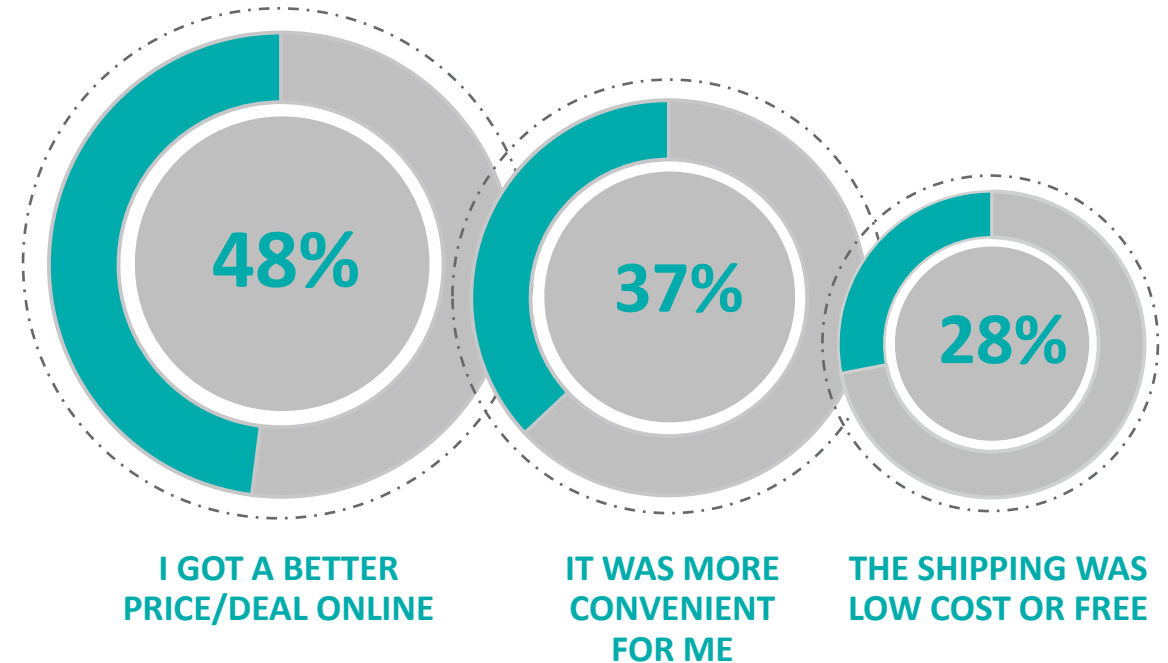


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

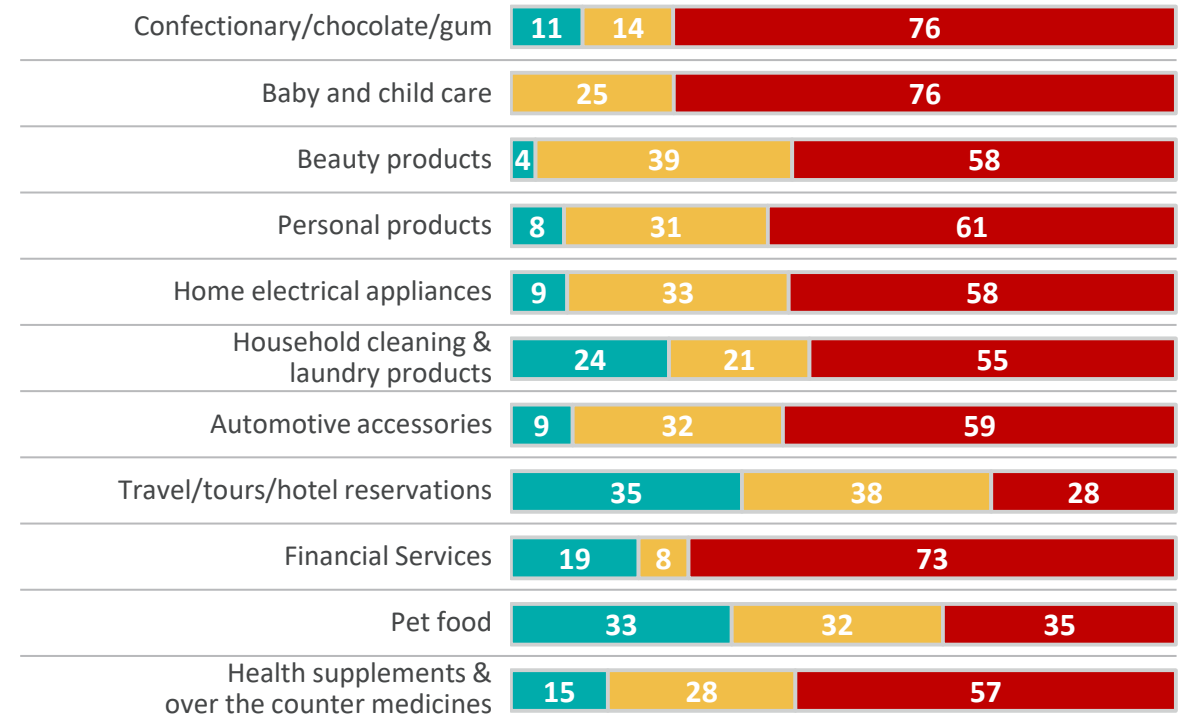
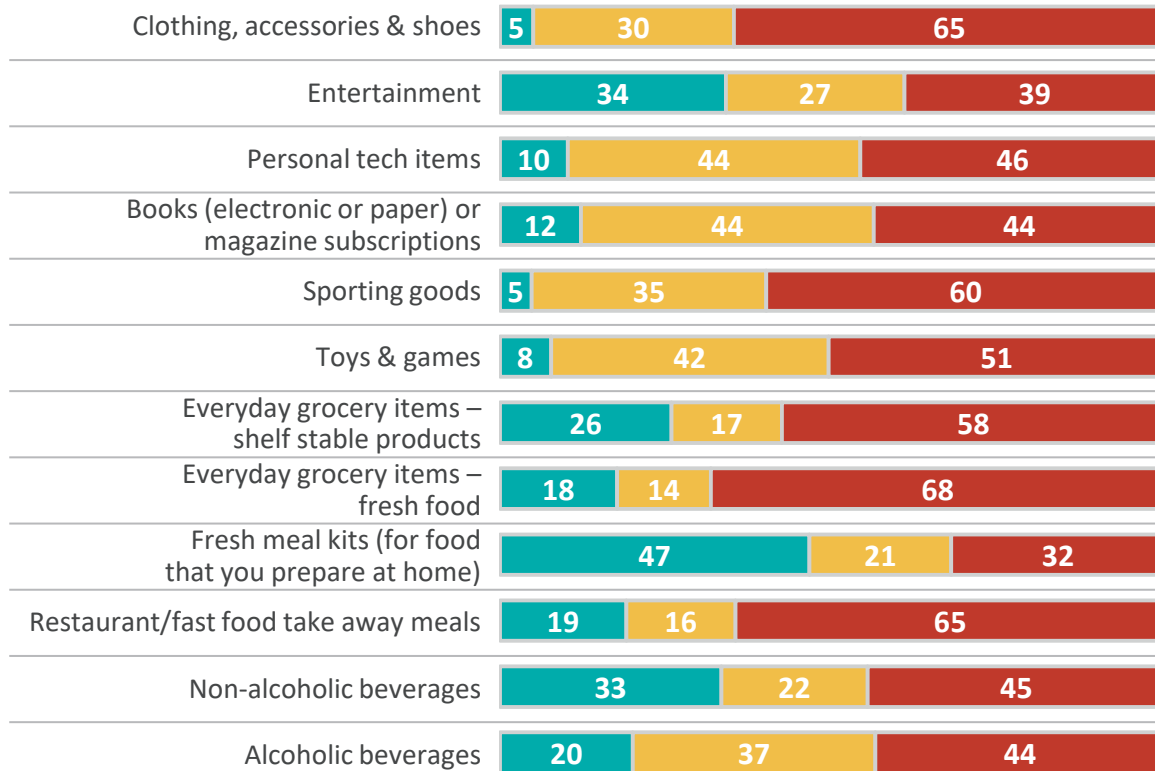
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=13 to n=224

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online



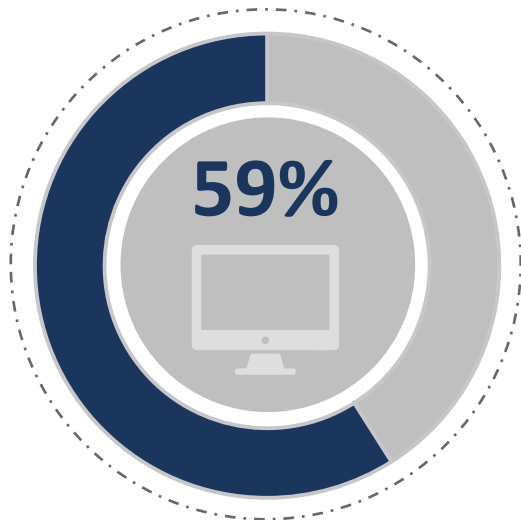


BRAZIL

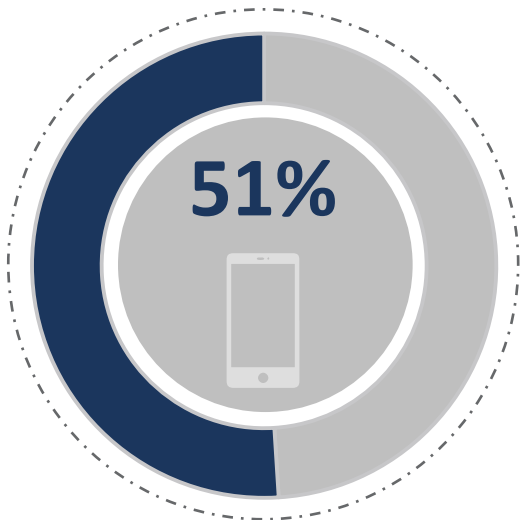


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

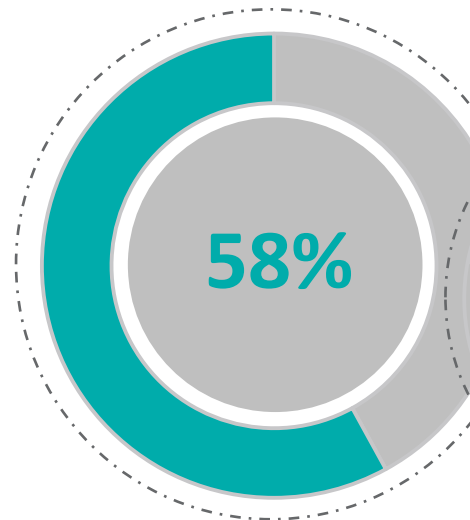


**COMPUTER/
LAPTOP**

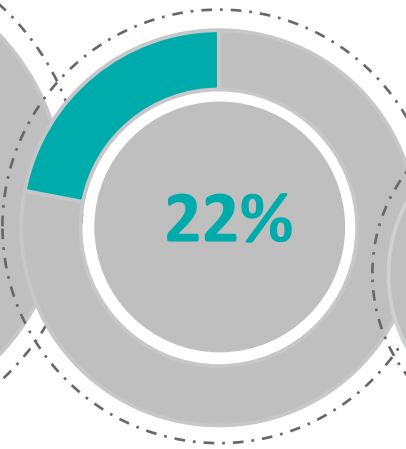


MOBILE

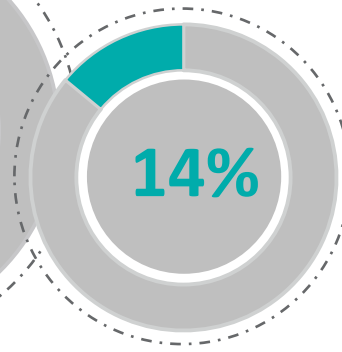
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**DIRECTLY FROM A
RETAILER'S APP**



**A 3RD PARTY APP
BASED DELIVERY
SERVICE (THAT OFFERS
PRODUCTS OR ITEMS
FROM MULTIPLE
SOURCES)**

Base: All Respondents, n=500

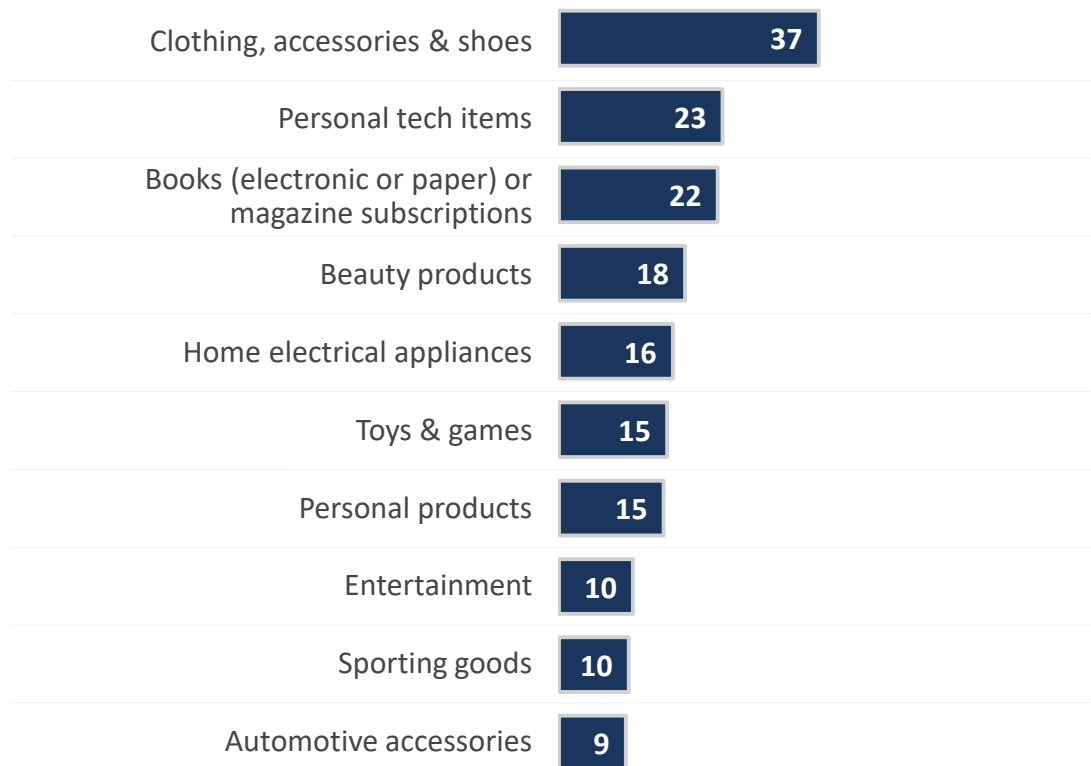
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

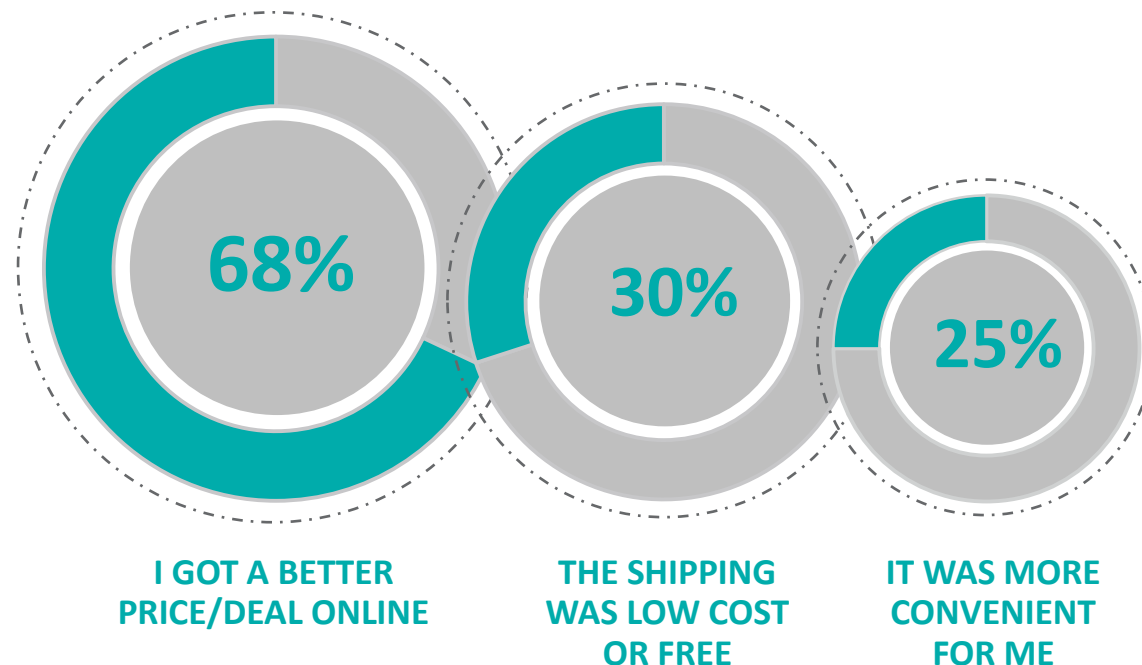


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



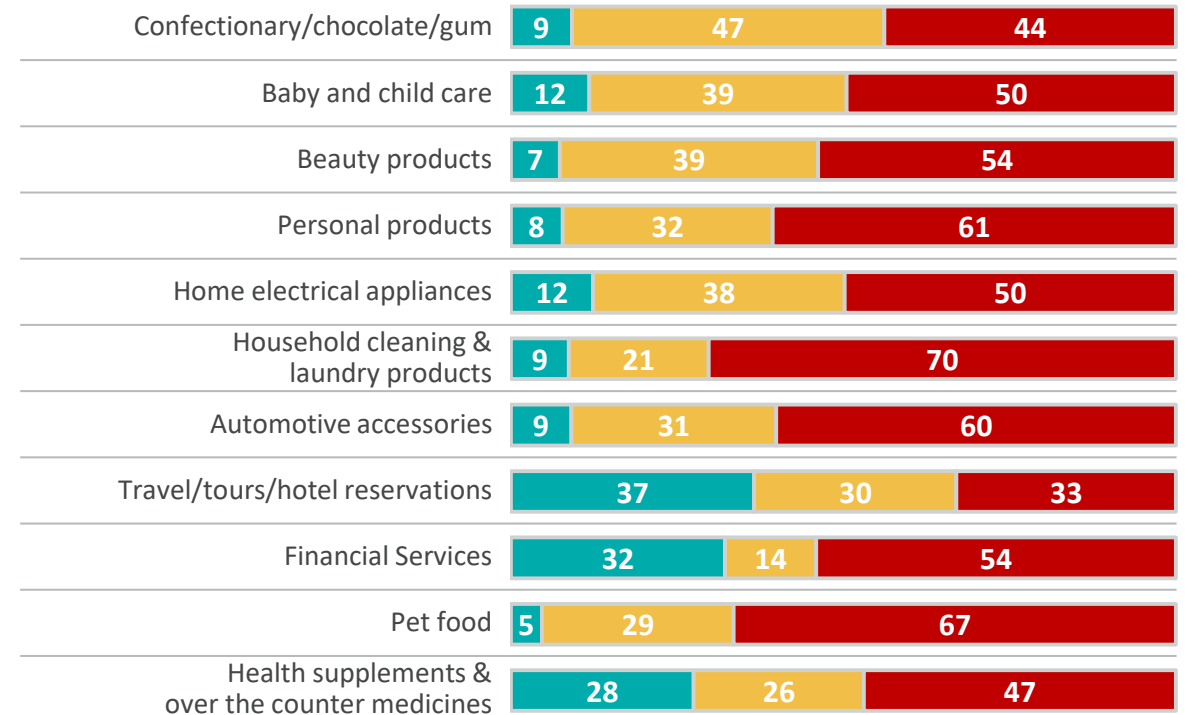
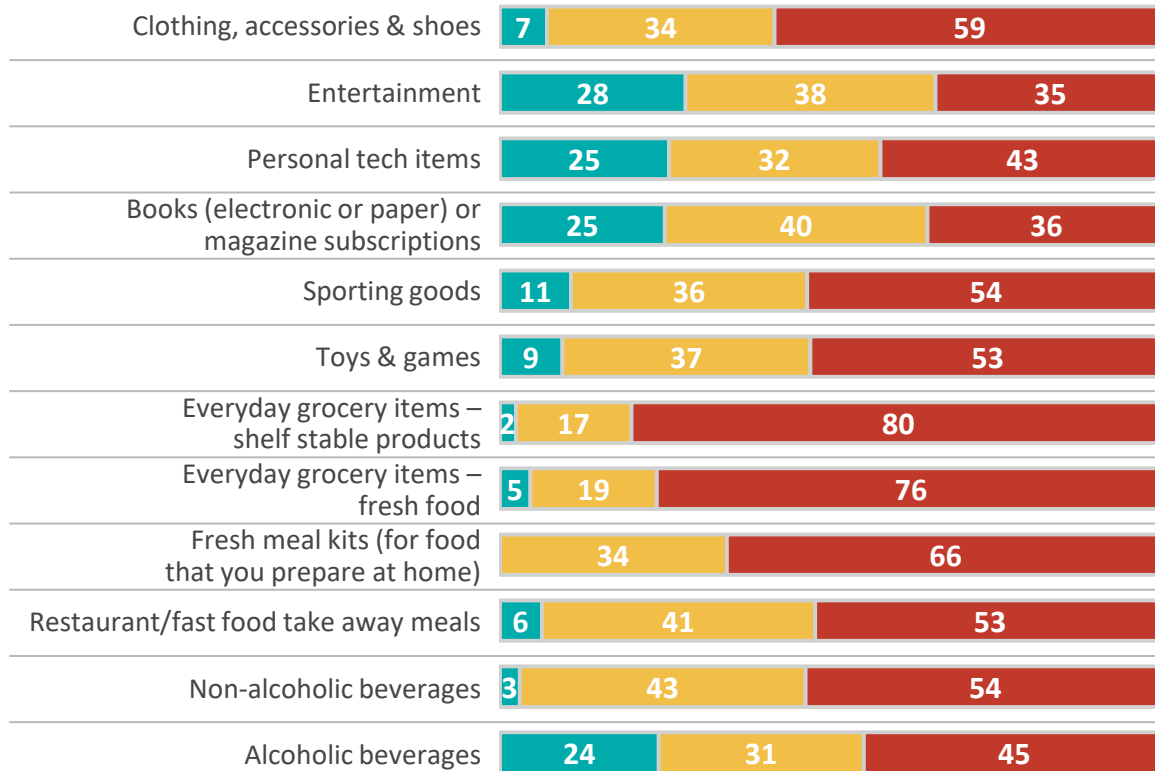
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=14 to n=182

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online

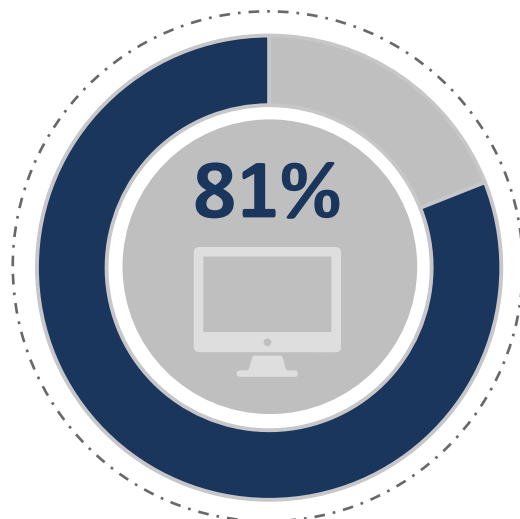


CANADA

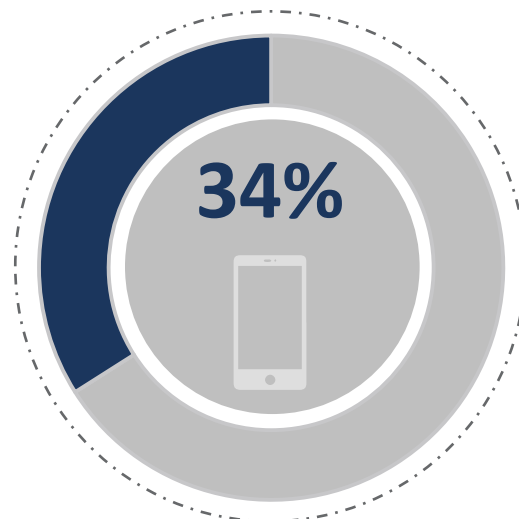


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

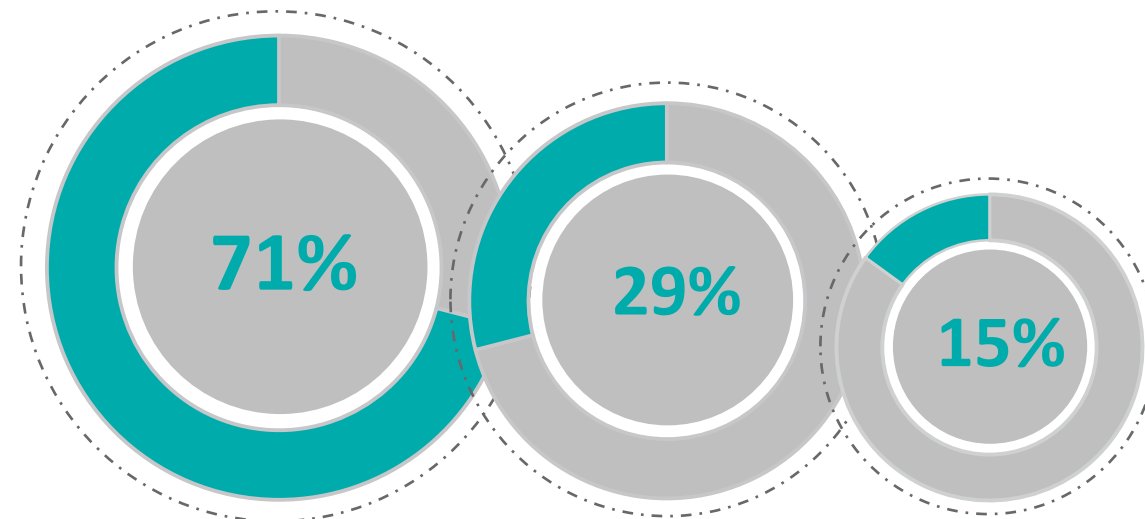


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

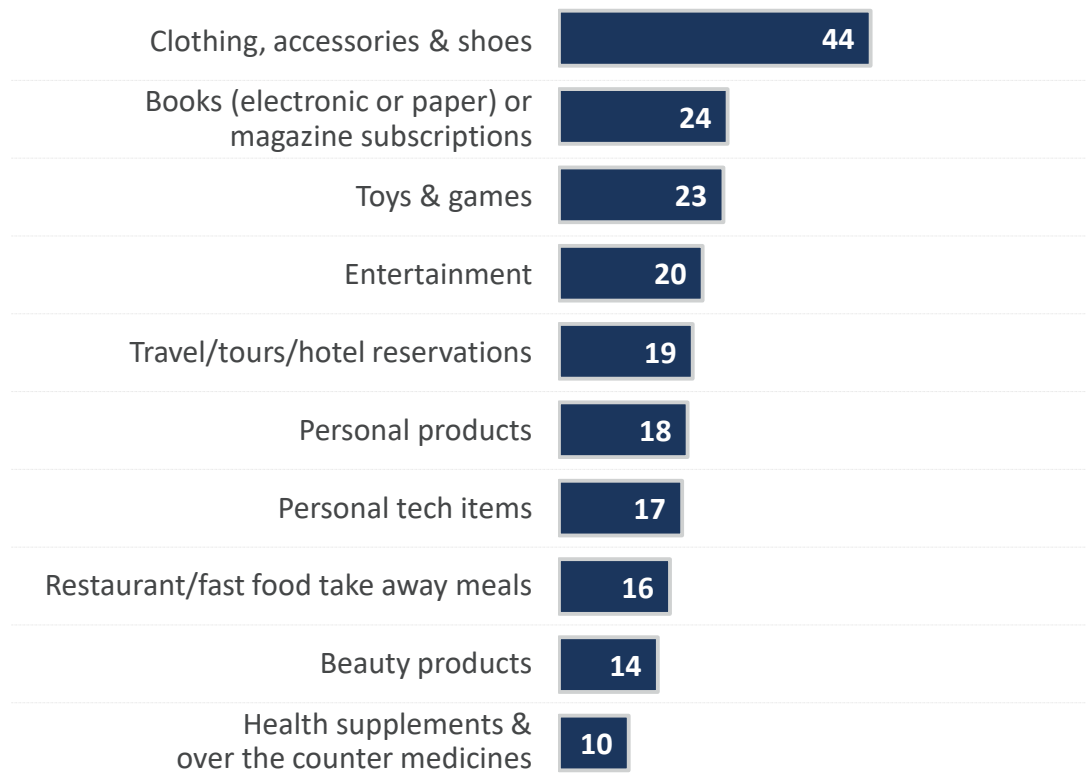
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

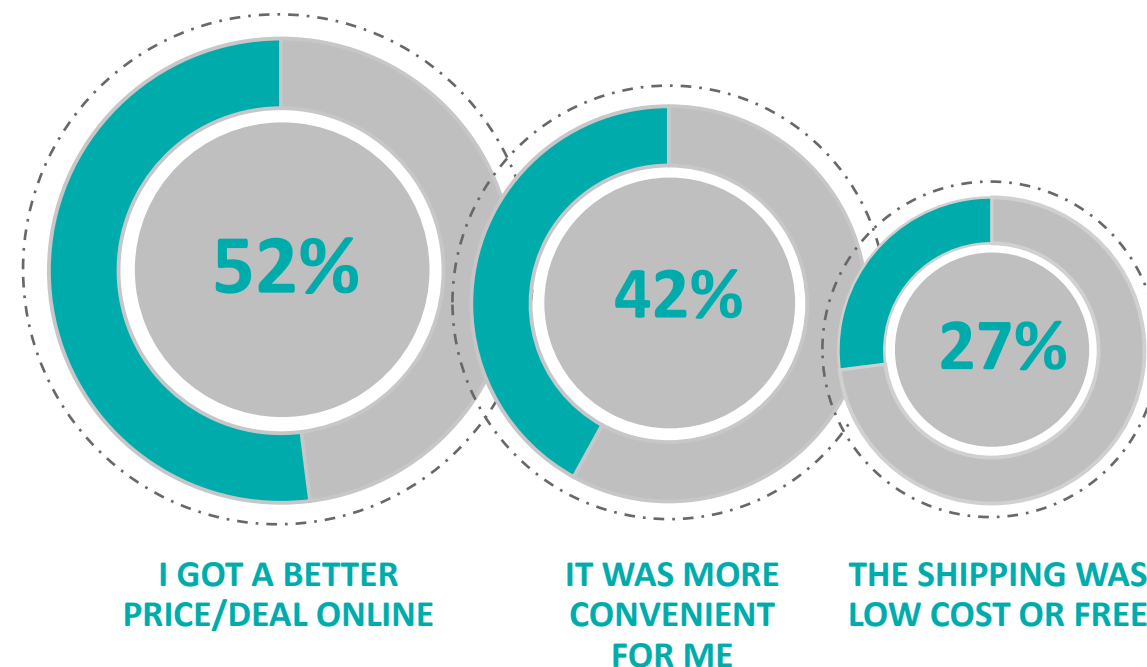


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

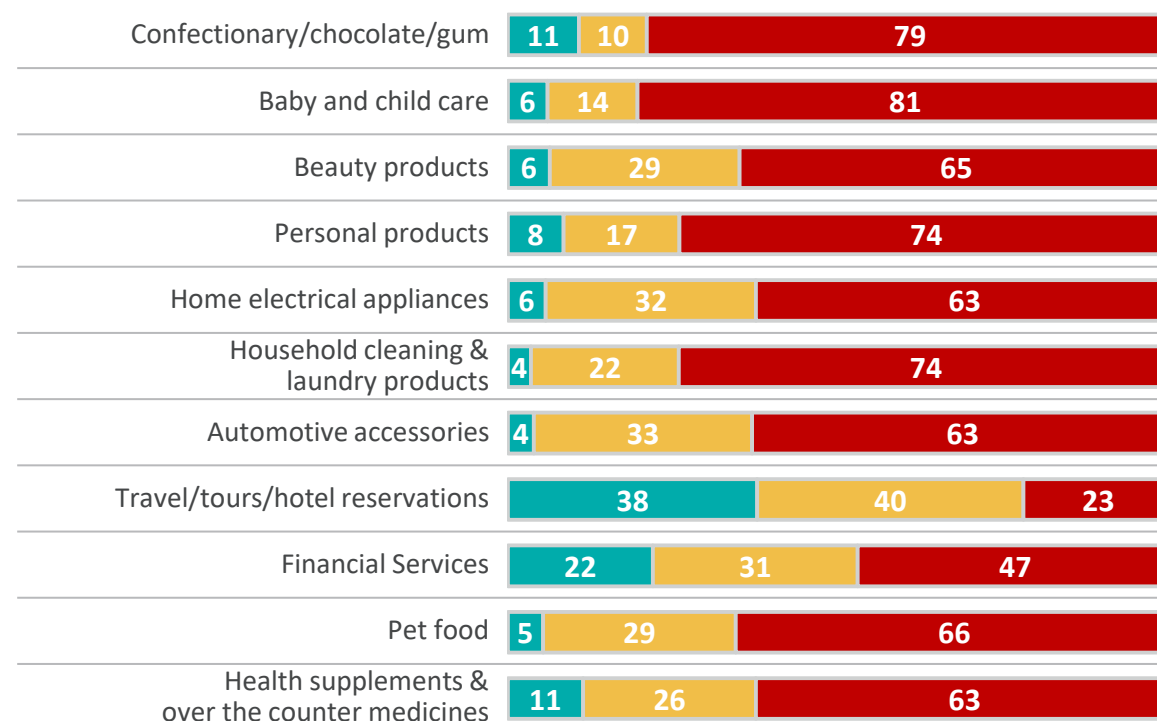
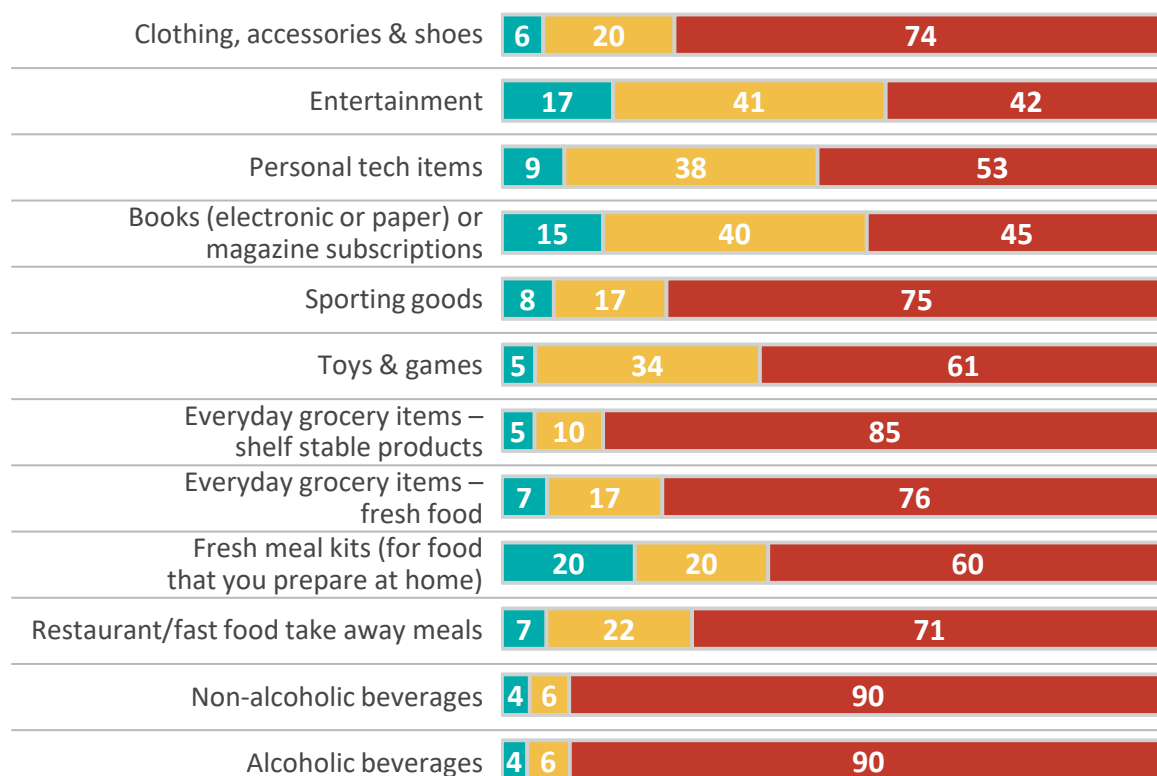
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=12 to n=219

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online

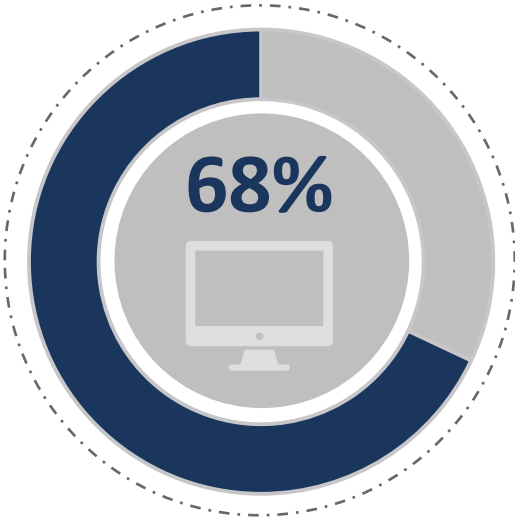




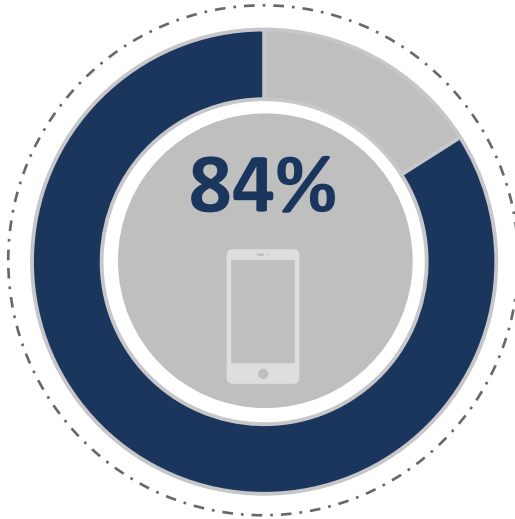
CHINA

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

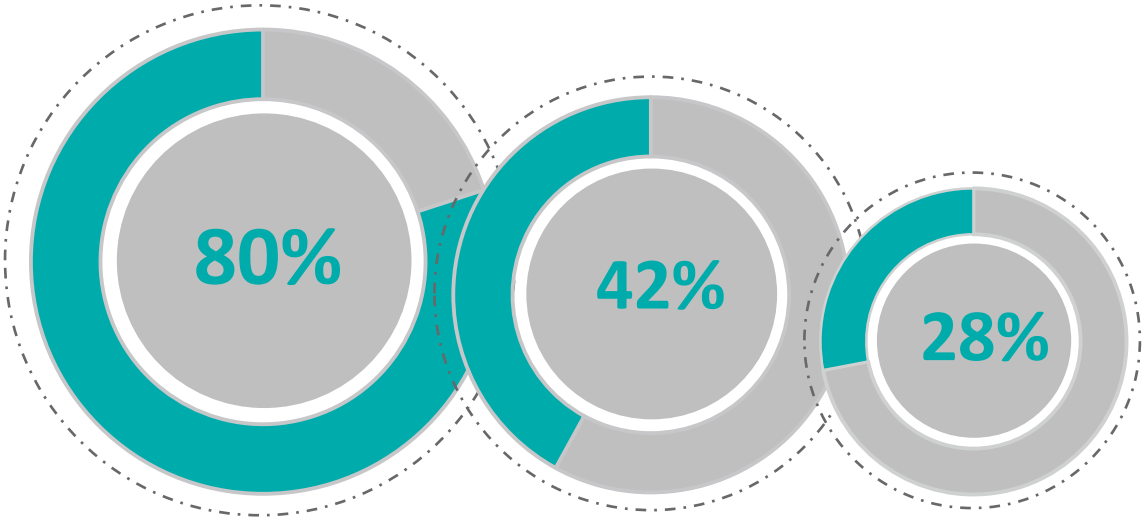


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**FROM A MARKETPLACE
SUCH AS EBAY, TMALL
ETC.**

**DIRECTLY FROM A
RETAILER'S WEBSITE**

**DIRECTLY FROM A
RETAILER'S APP**

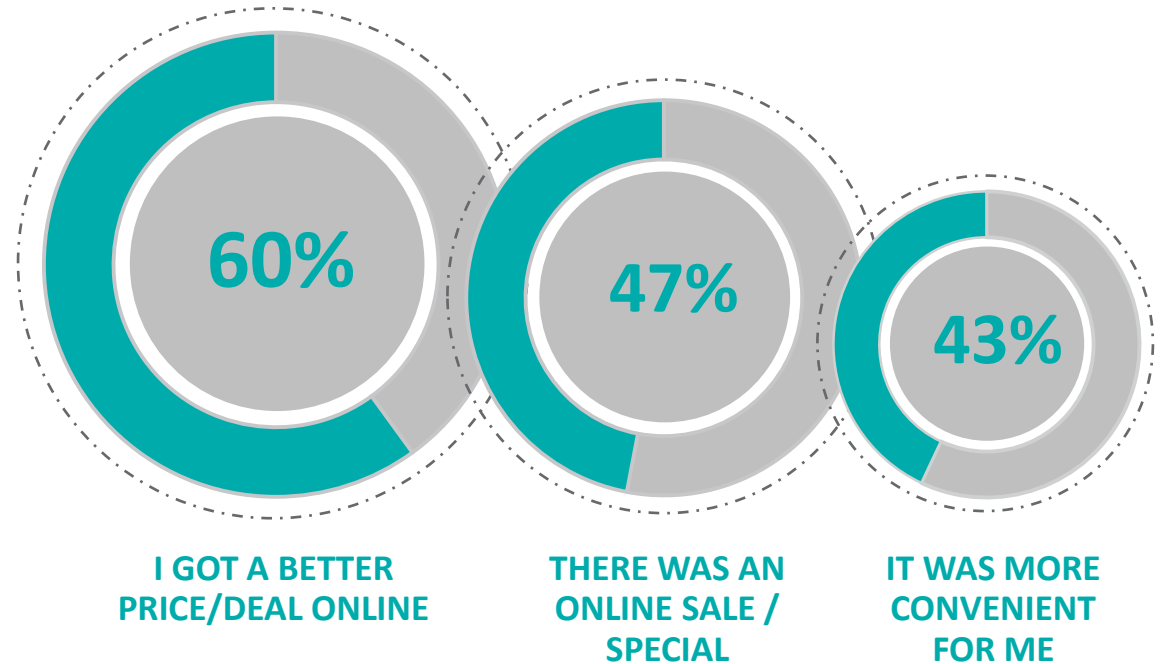
Base: All Respondents, n=500
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



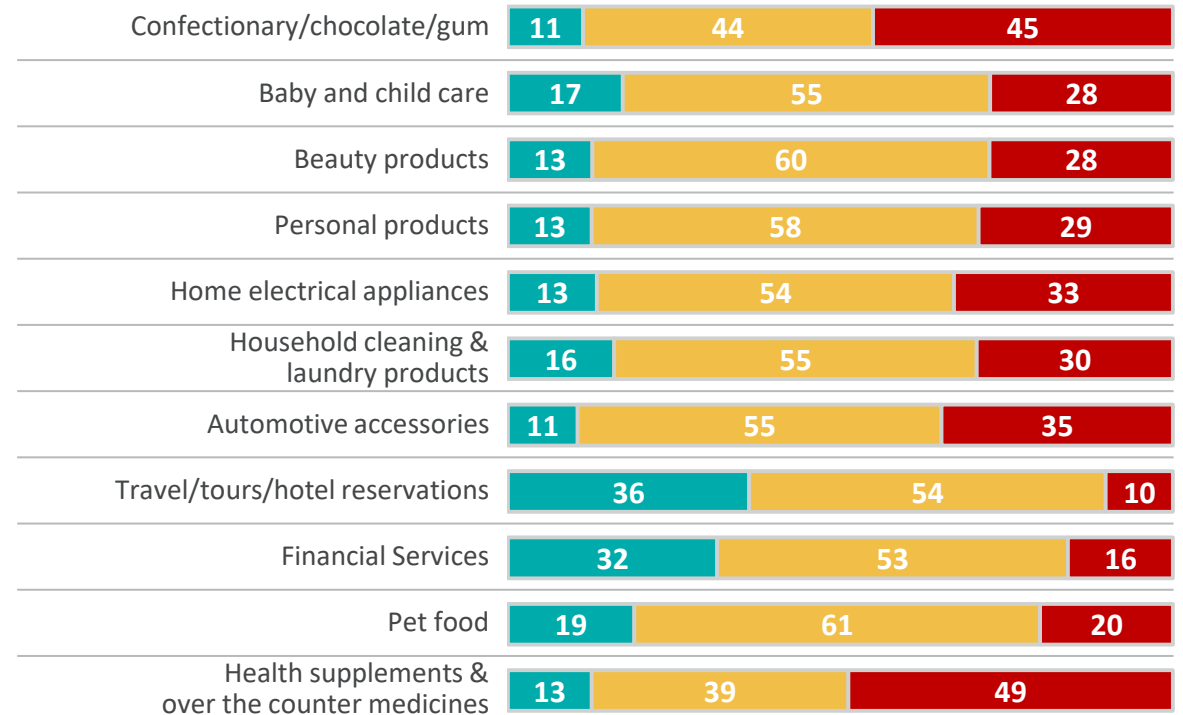
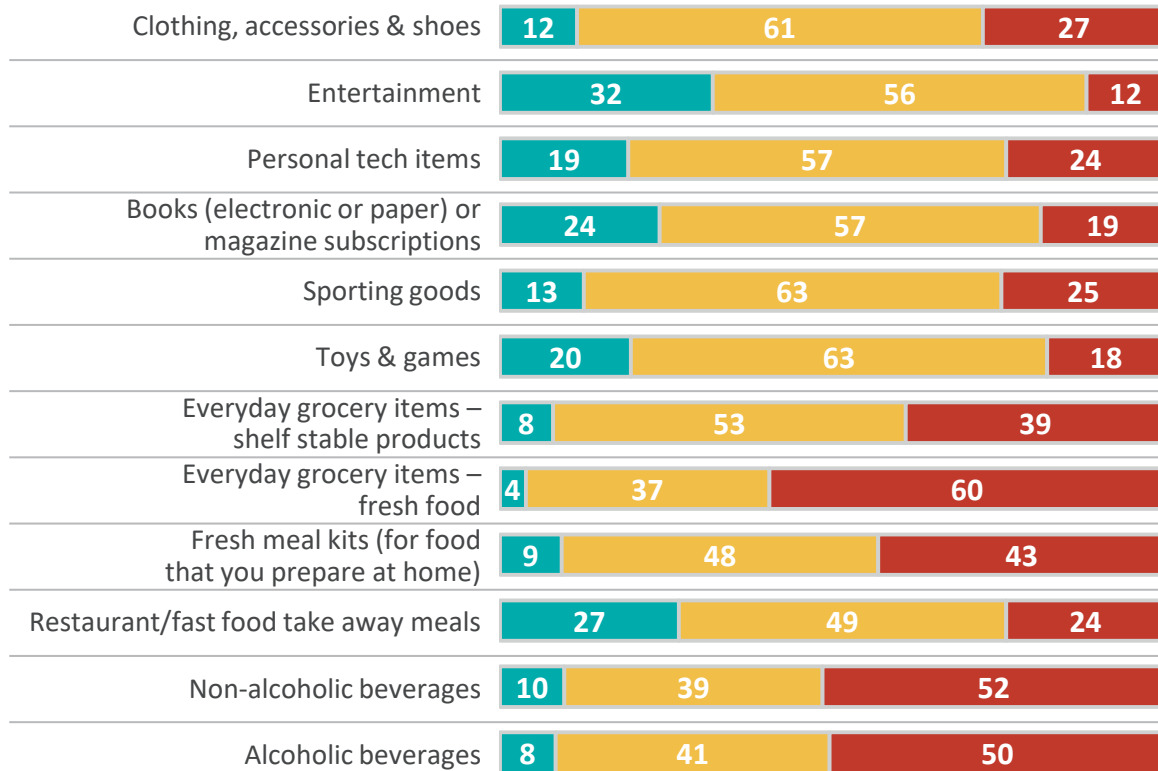
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=42 to n=302

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online

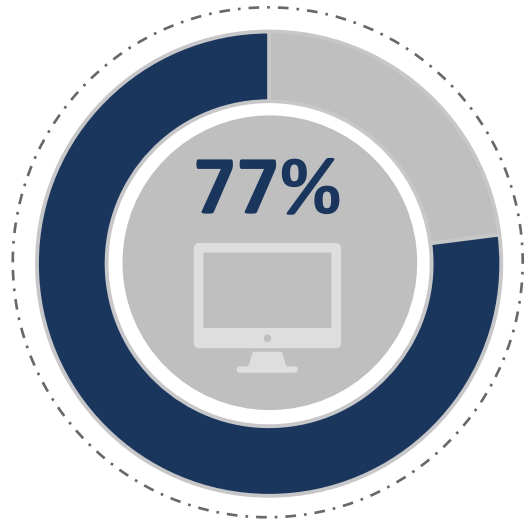


FRANCE

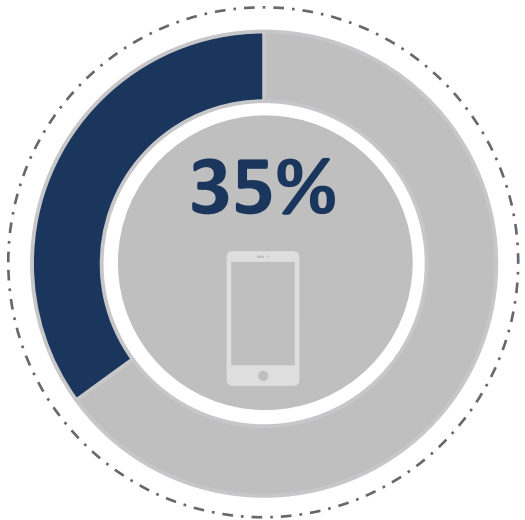
The marketplace “made in France“, a great opportunity for retailers: Marketplaces such as Cdiscount, LaRedoute, Fnac (...) are one of the main methods used to purchase online in France.



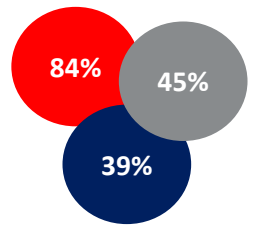
DEVICES USED TO PURCHASE ONLINE P3M



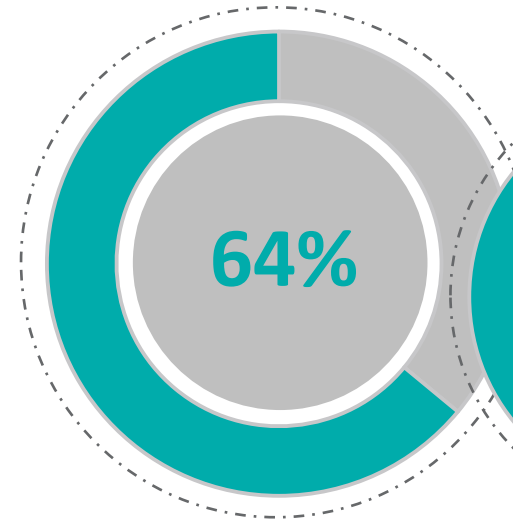
**COMPUTER/
LAPTOP**



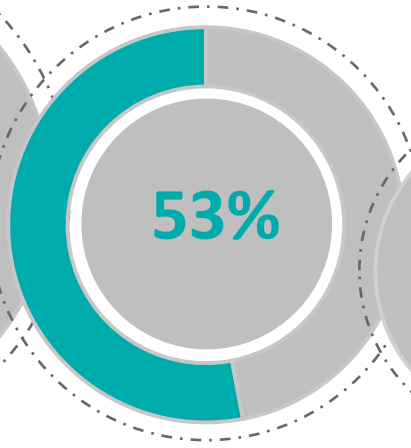
MOBILE



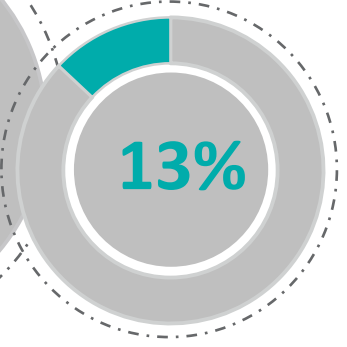
METHODS USED TO PURCHASE ONLINE P3M



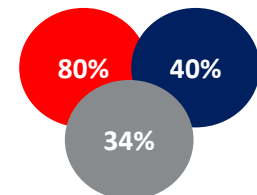
**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

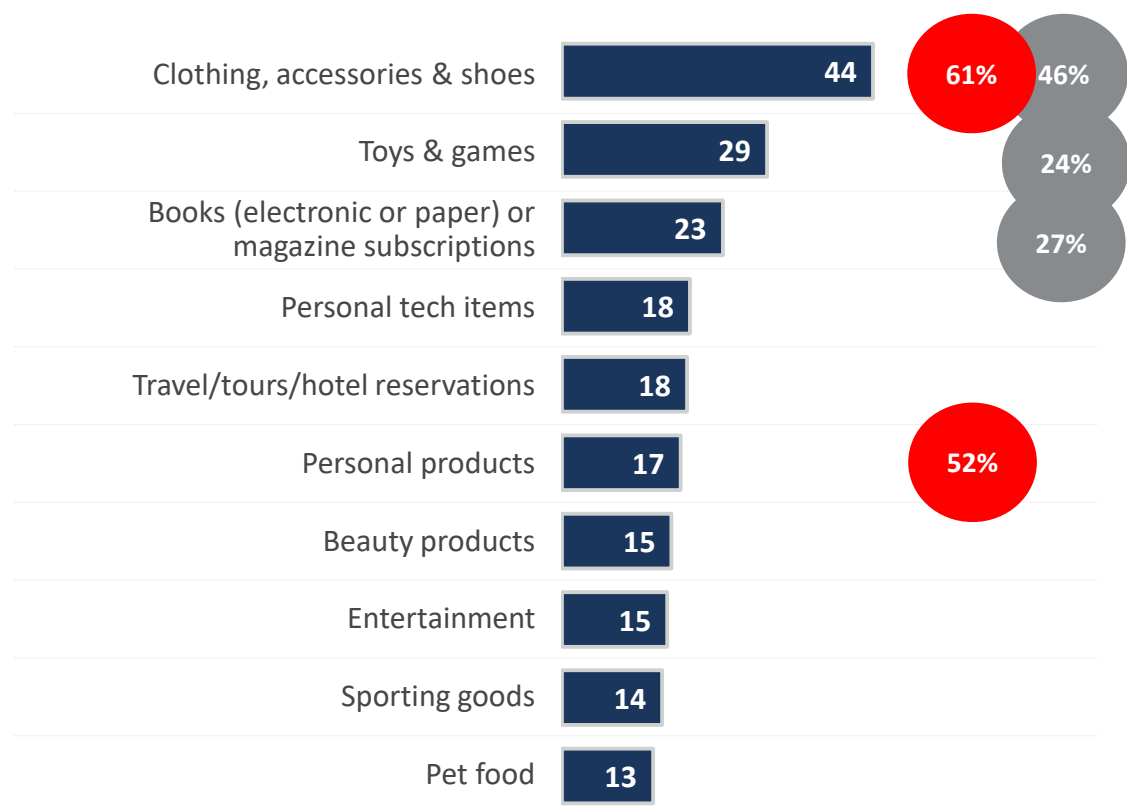


Base: All Respondents, n=500
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?
 ● China ● Great Britain ● Japan ● Europe

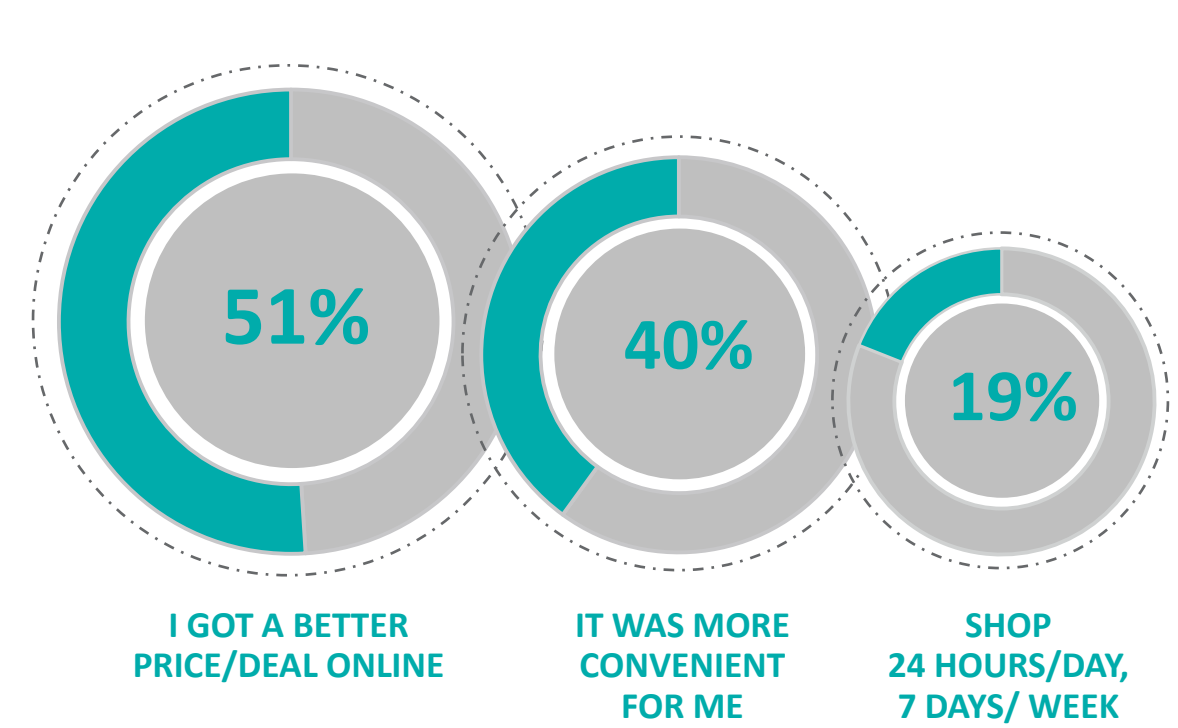


Price and convenience are the main reasons why French are buying online.

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



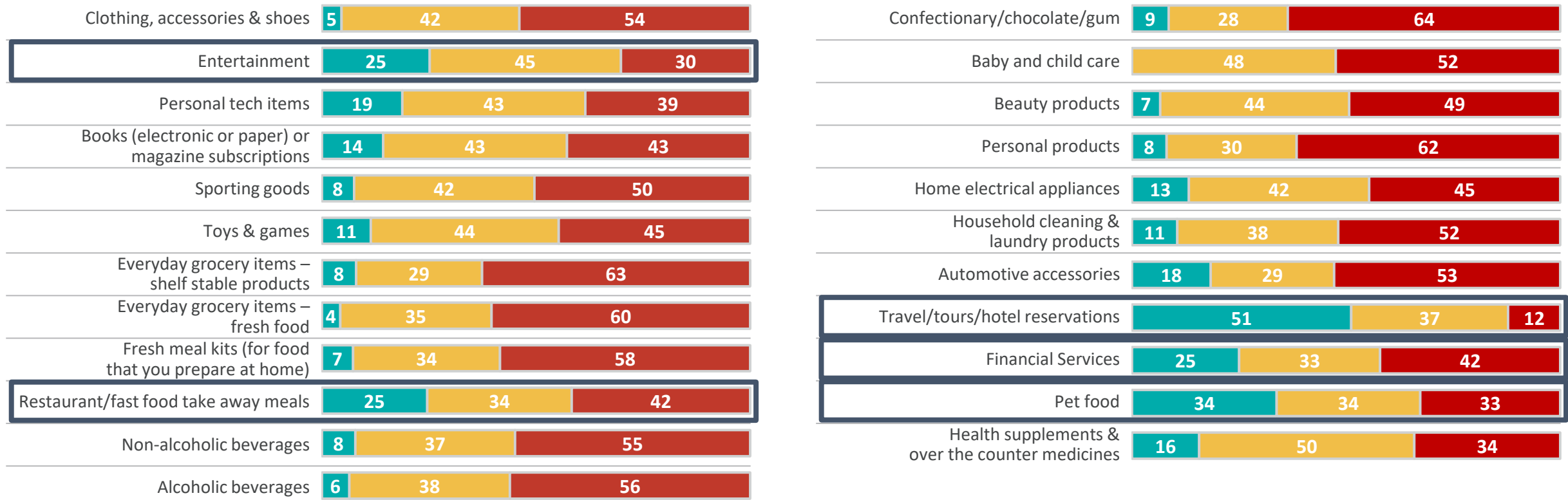
47% There was an online sale/special

Base: All Respondents, n=500
 Q3. Which of the following have you purchased online in the last 6 months?
 Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



If “Clothing, accesories & shoes“ is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or even pet food.

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=15 to n=218

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online



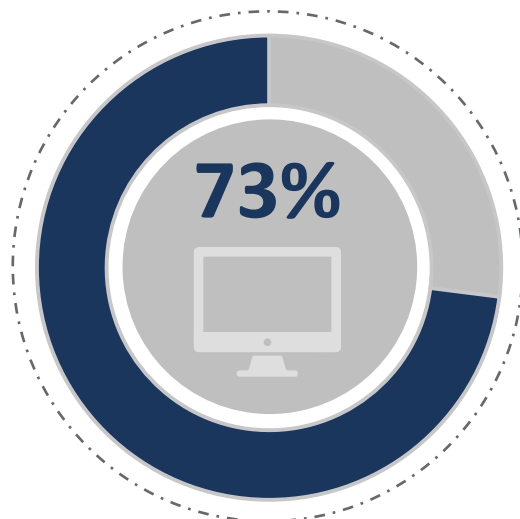


GERMANY

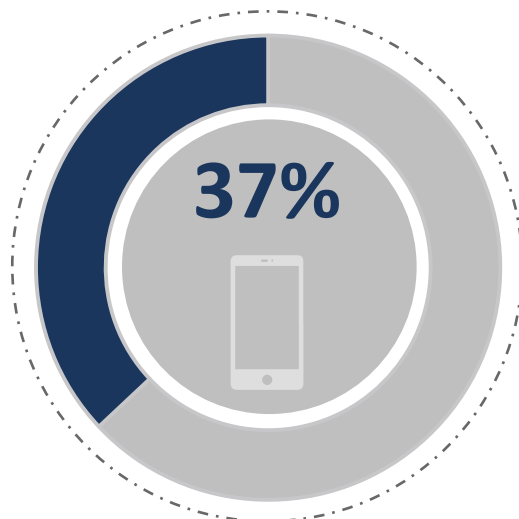


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

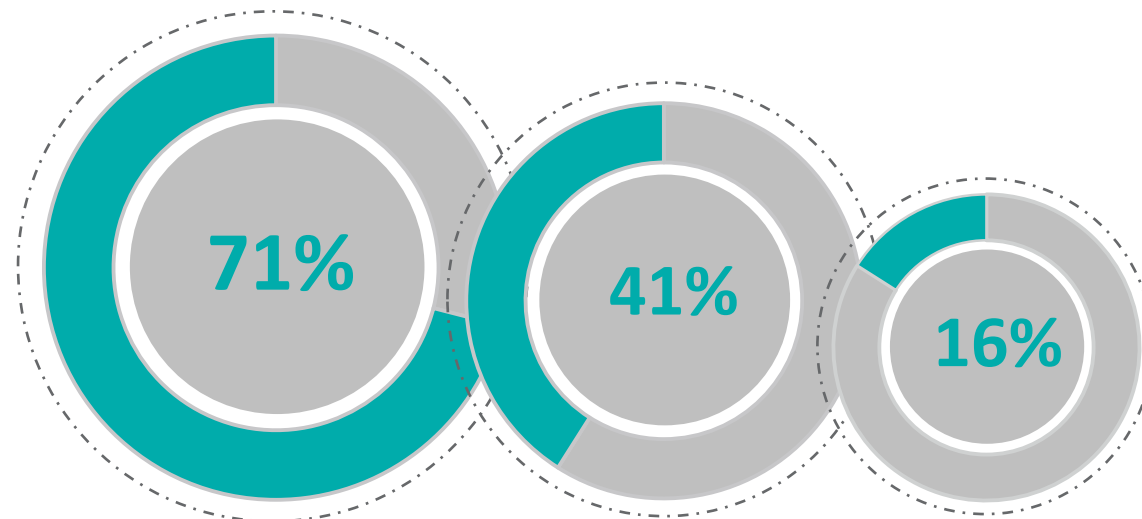


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

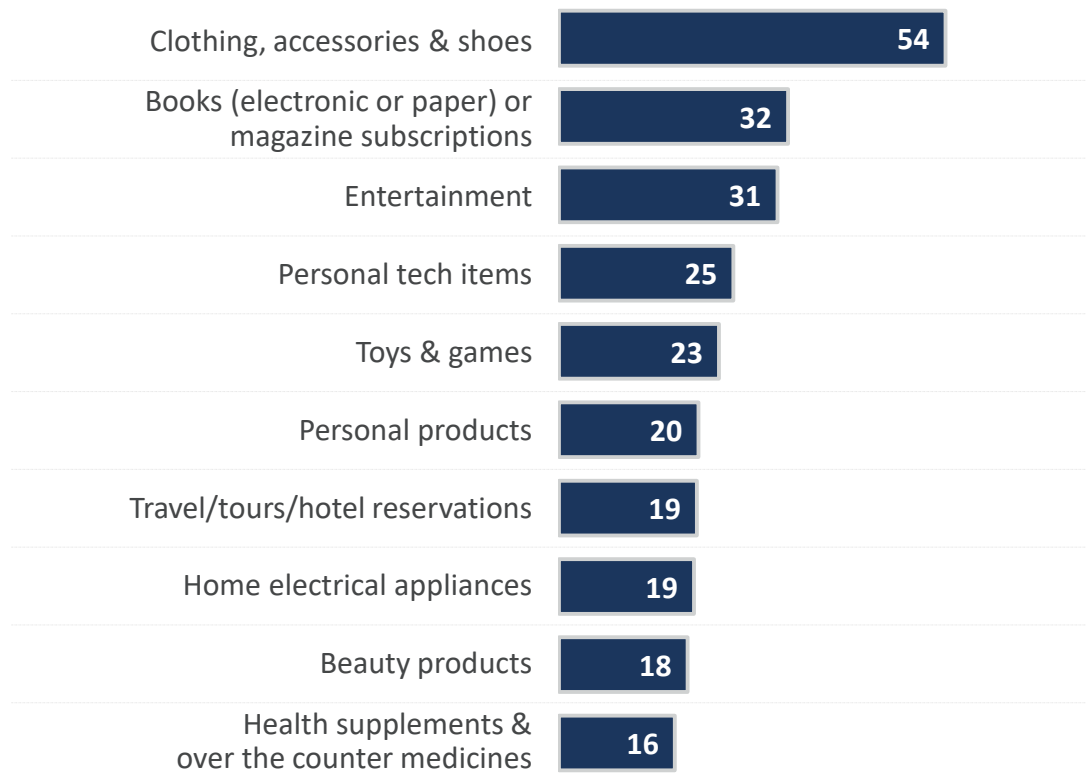
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

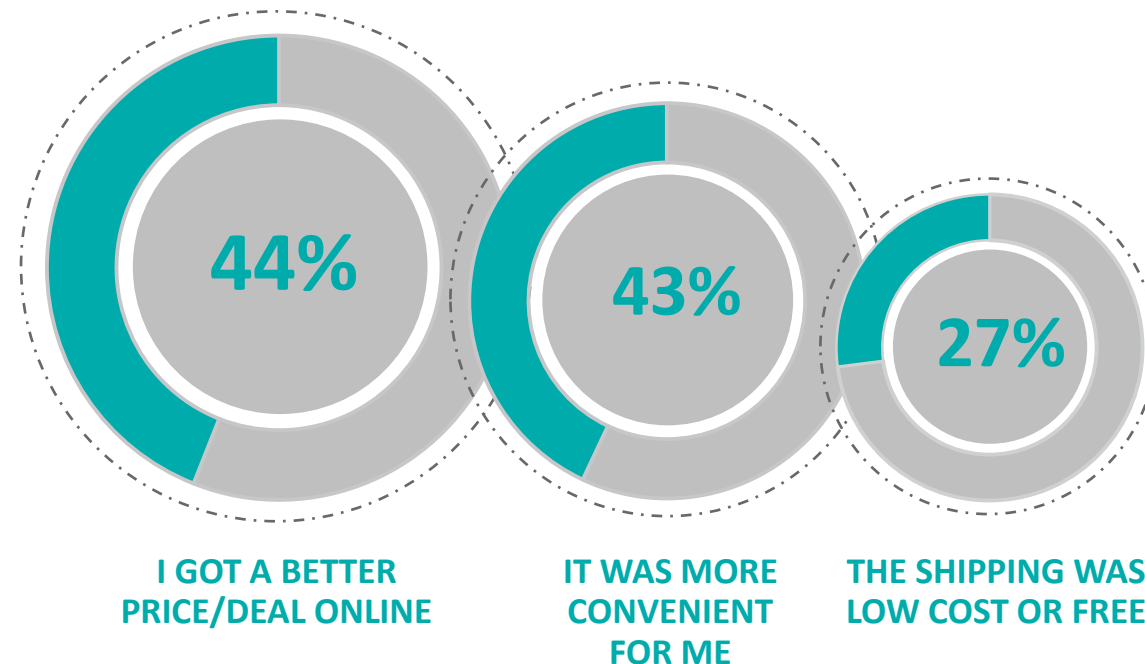


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

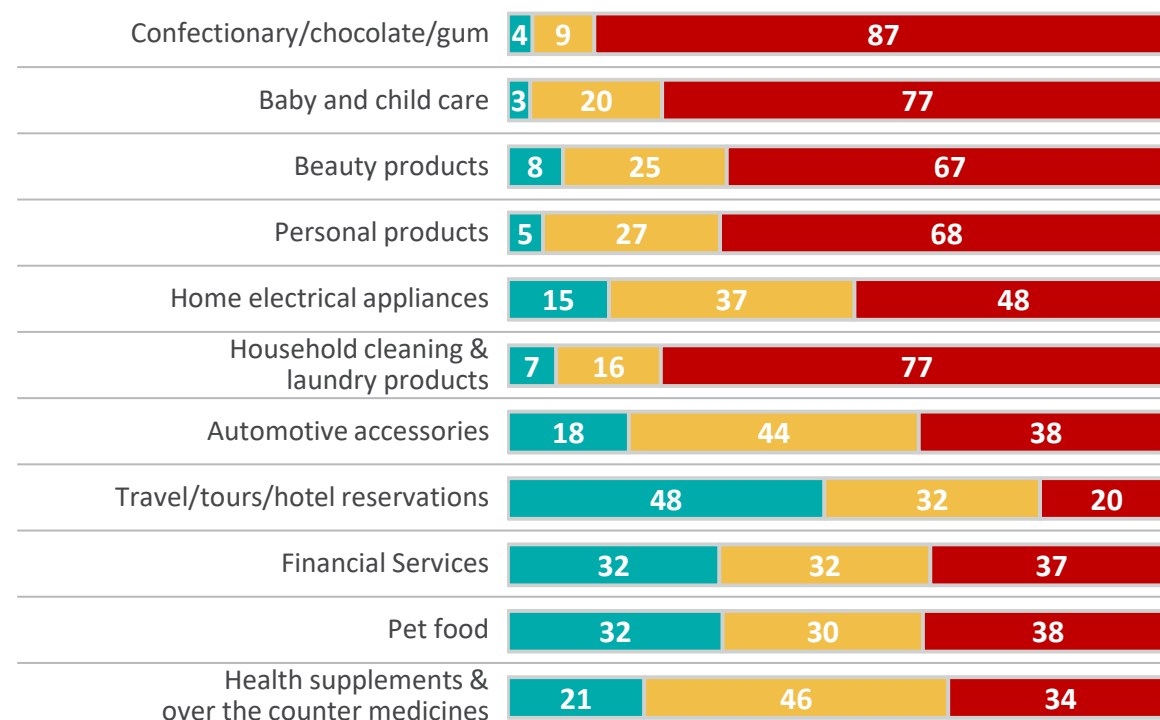
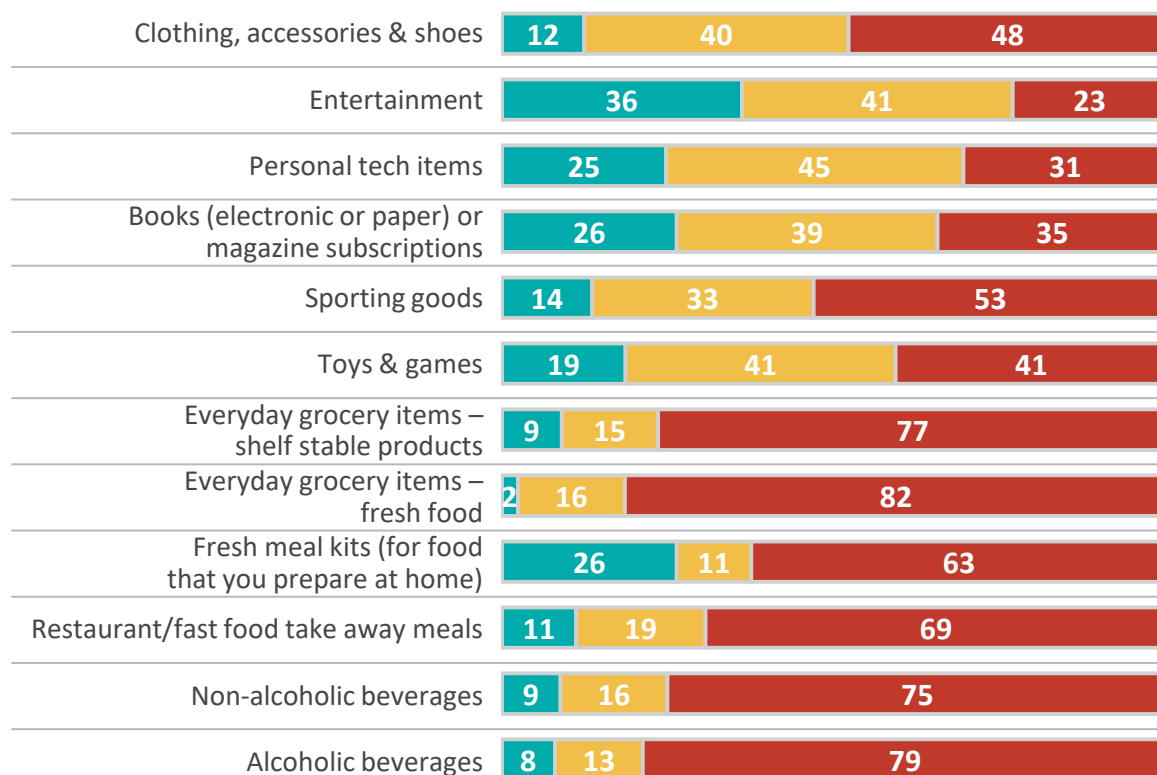
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=271

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



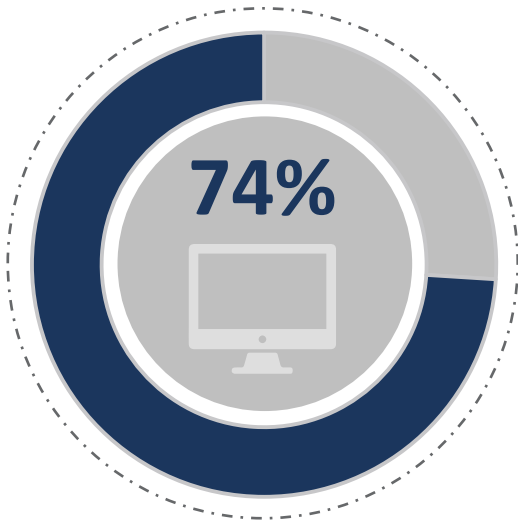


GREAT BRITAIN

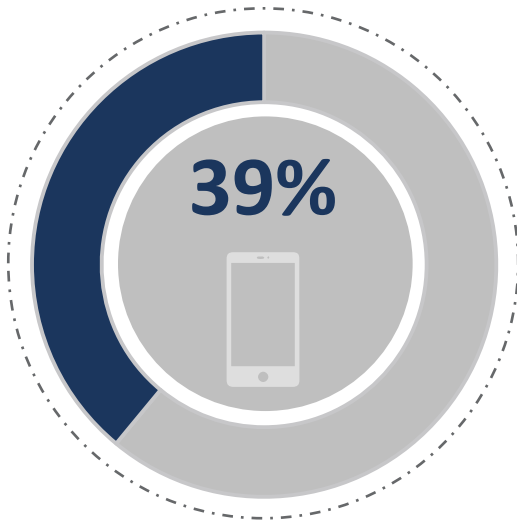


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

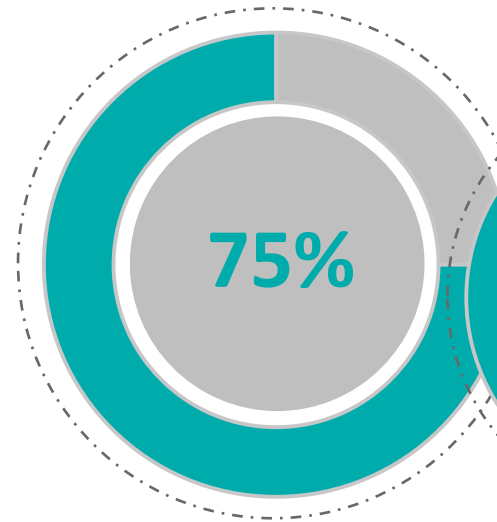


**COMPUTER/
LAPTOP**

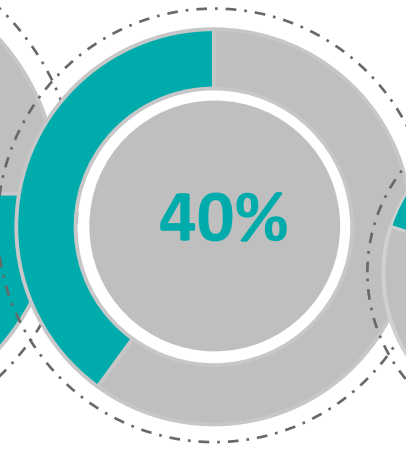


MOBILE

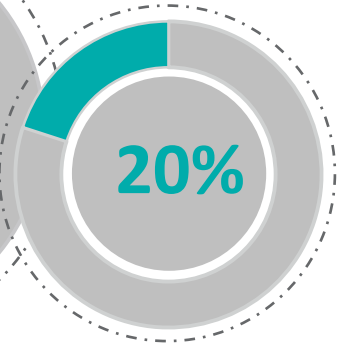
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

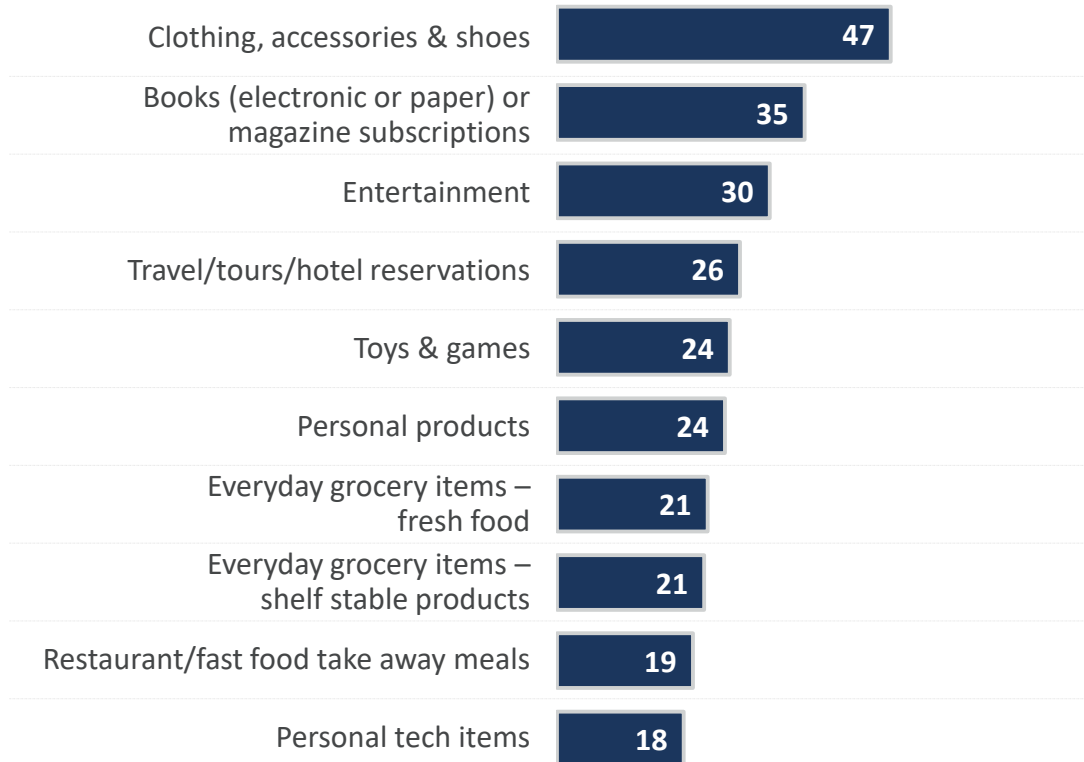
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

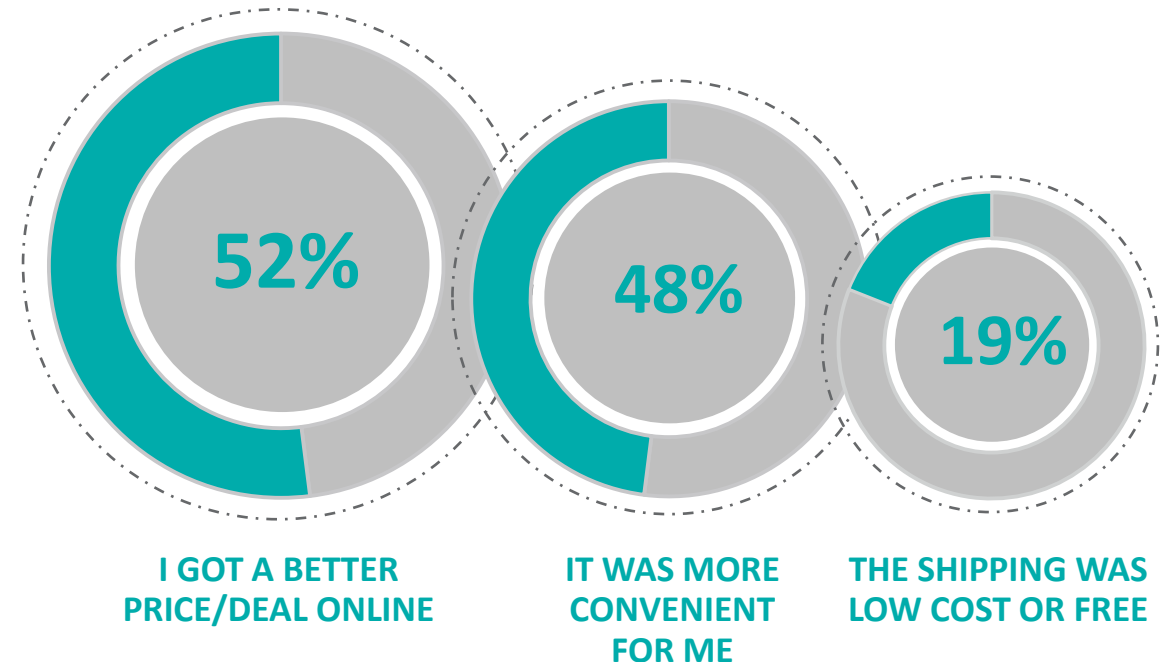


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

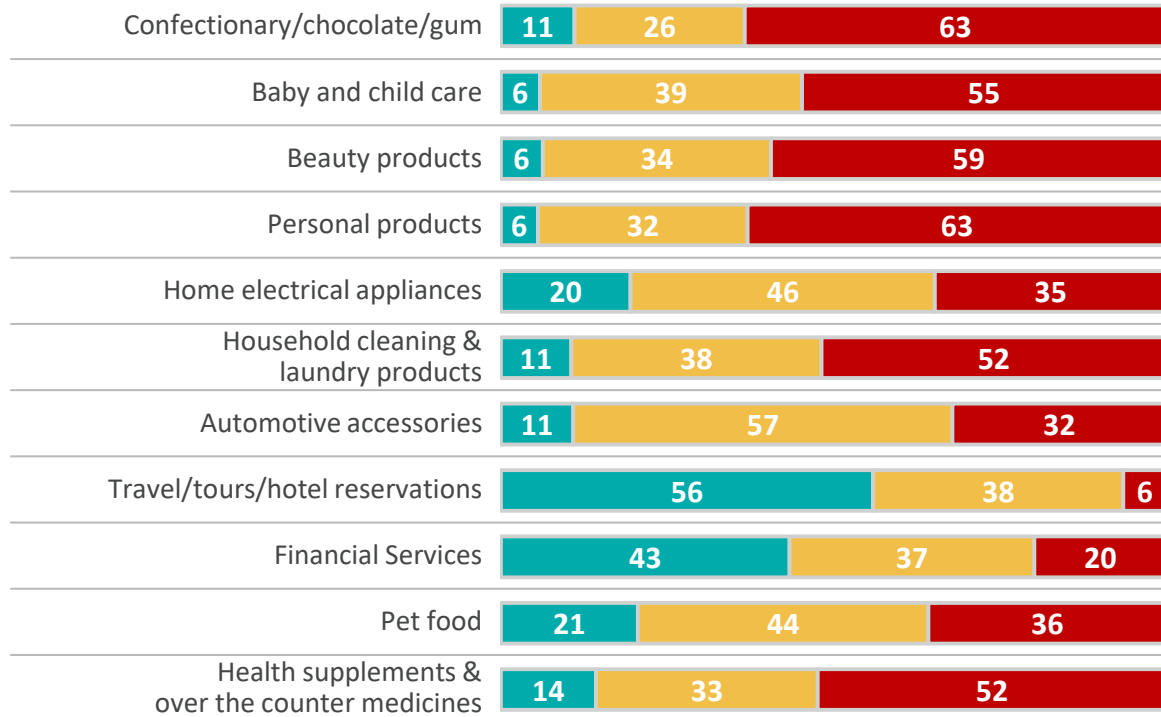
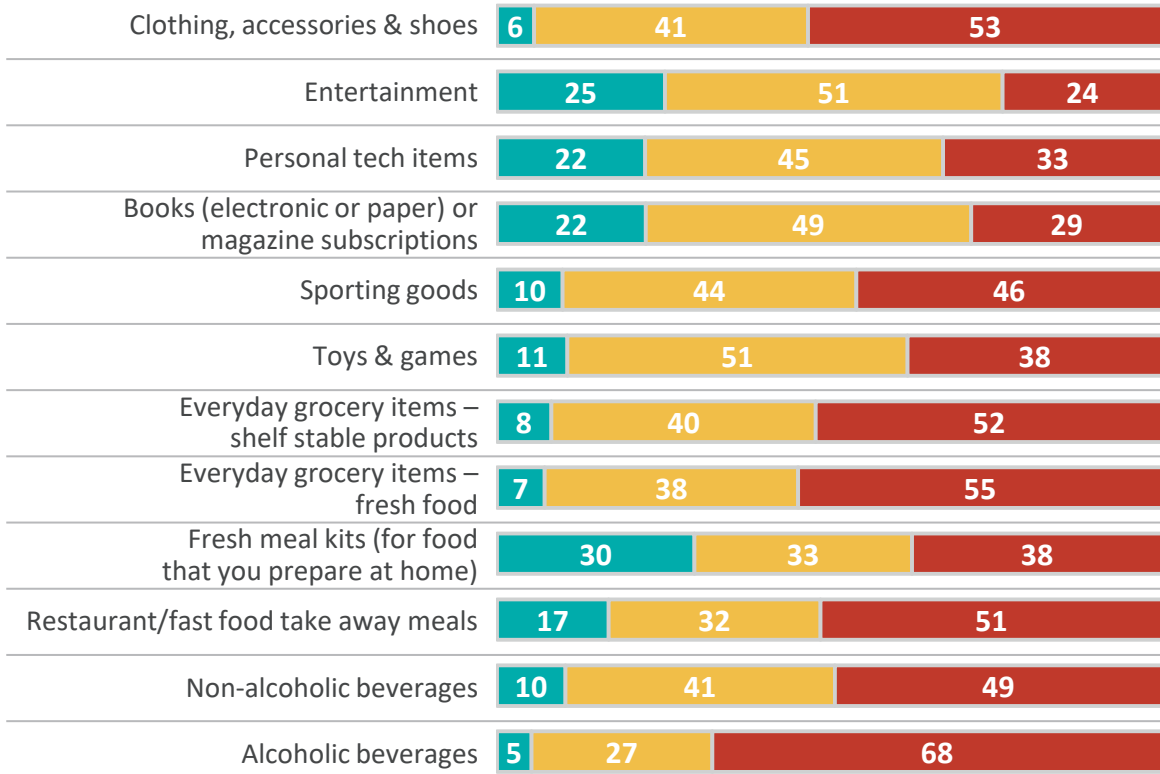
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



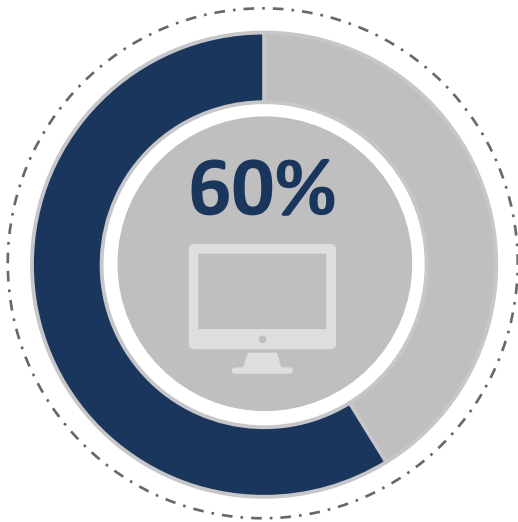
66 Base: Per category, range from n=19 to n=234
 Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?



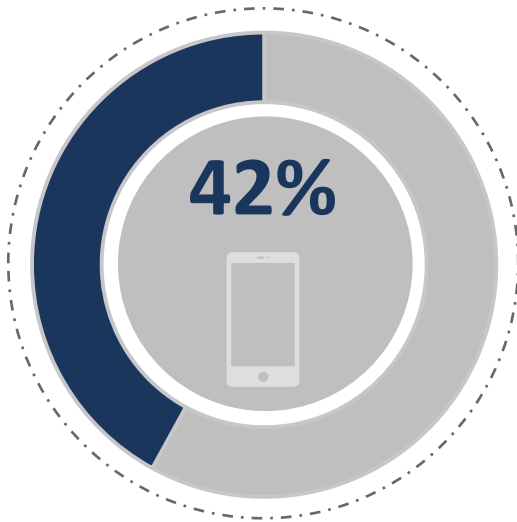
HUNGARY

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

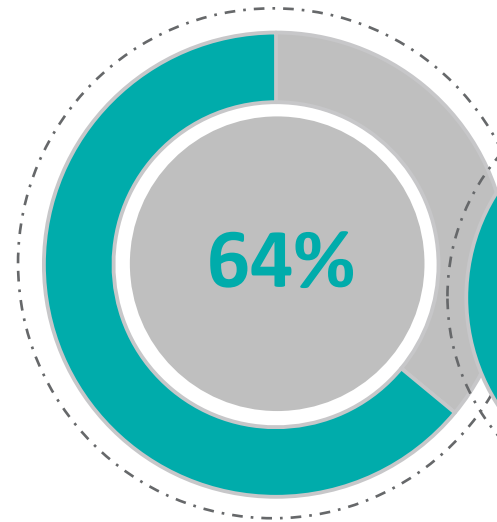


**COMPUTER/
LAPTOP**

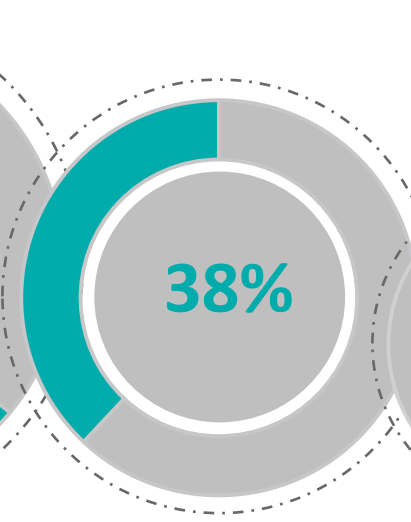


MOBILE

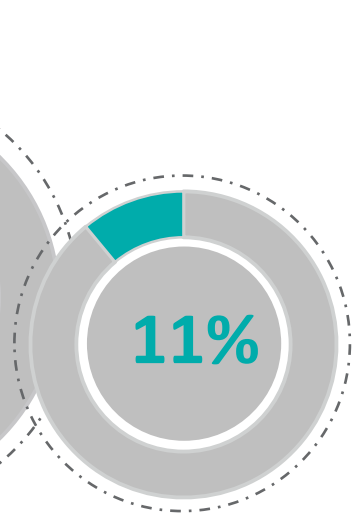
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

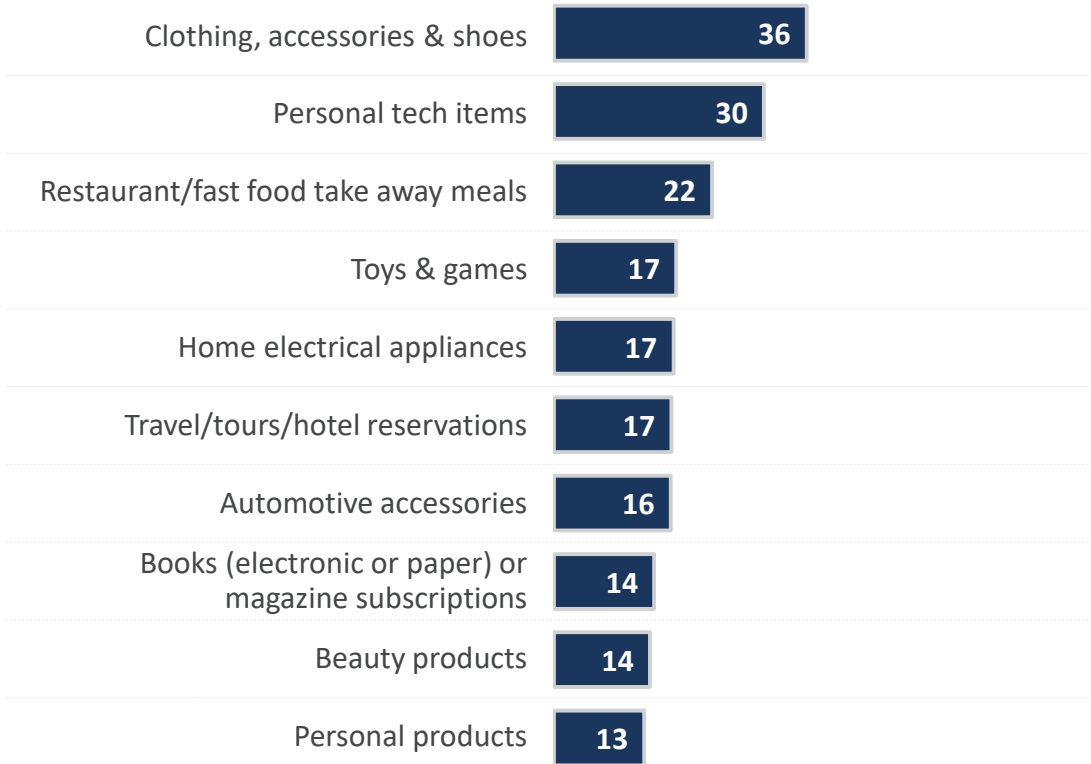
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

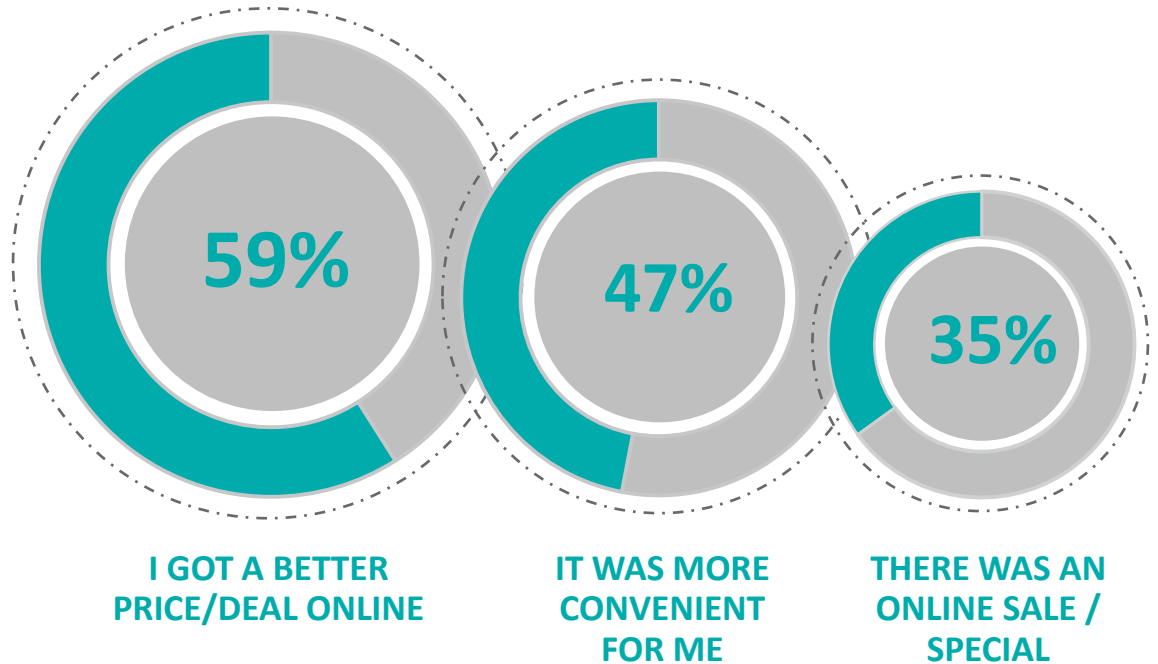
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

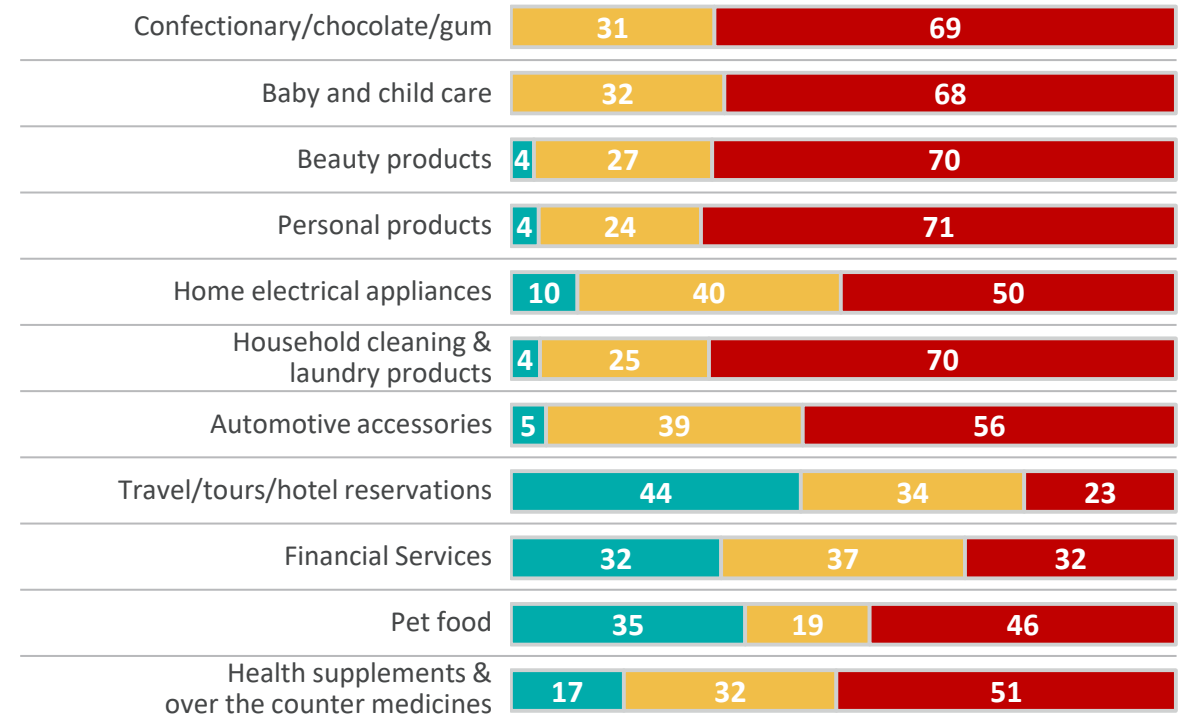
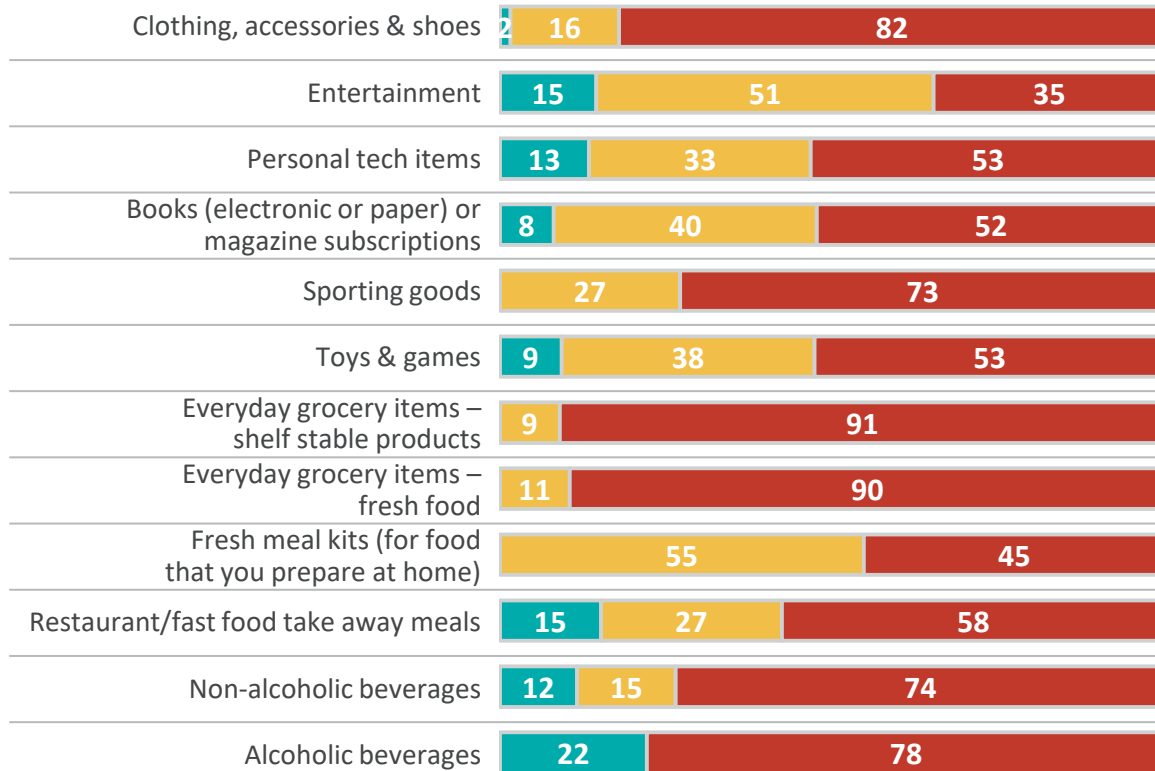
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=177

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online

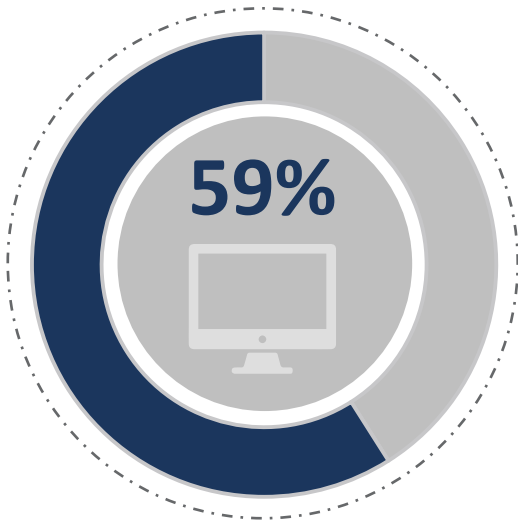




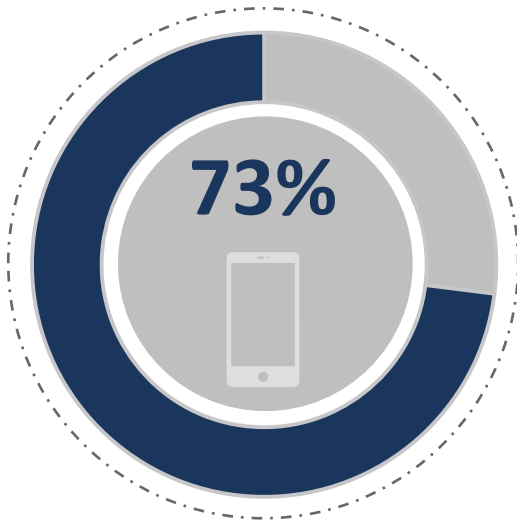
INDIA

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

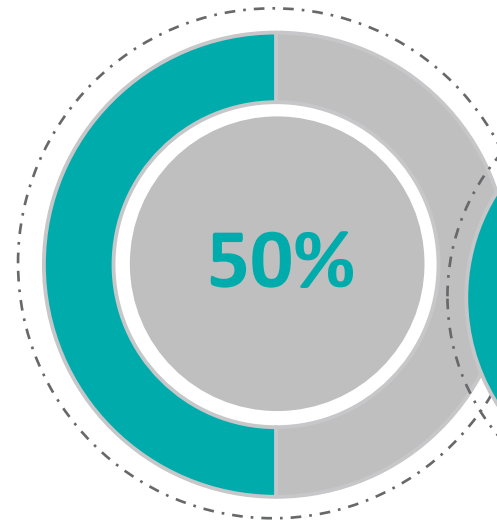


**COMPUTER/
LAPTOP**

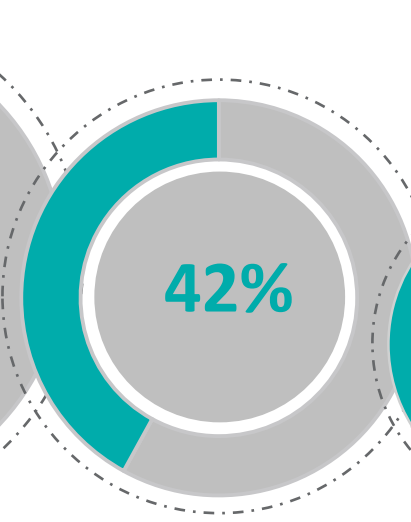


MOBILE

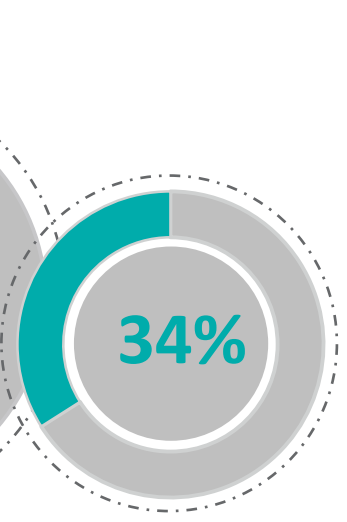
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

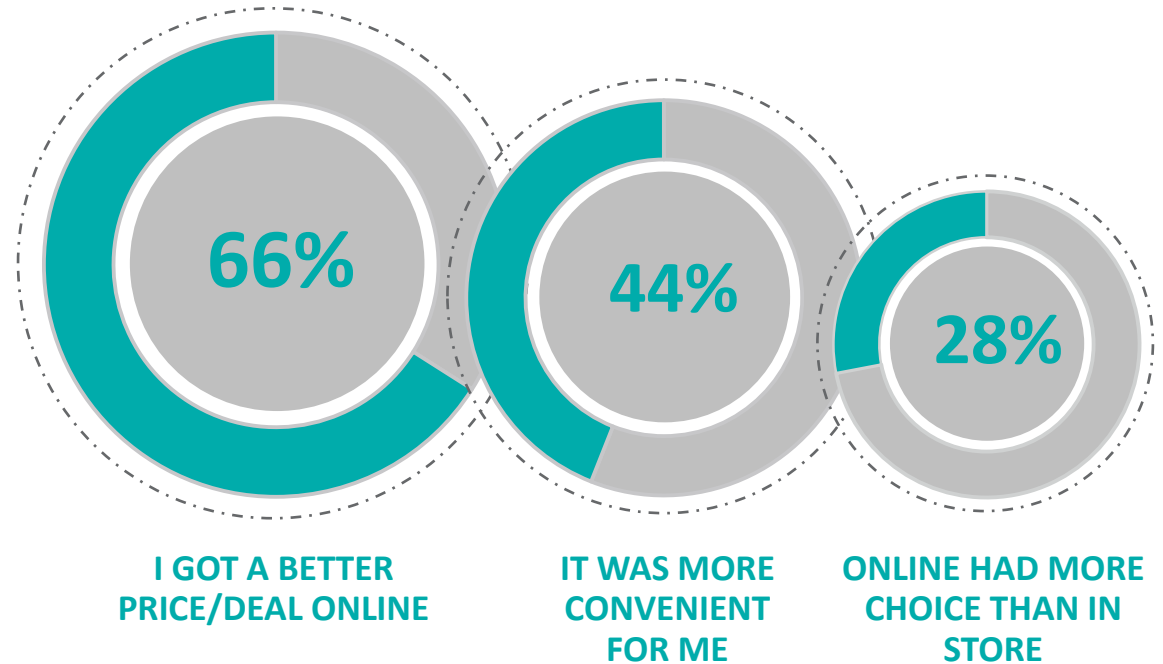
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



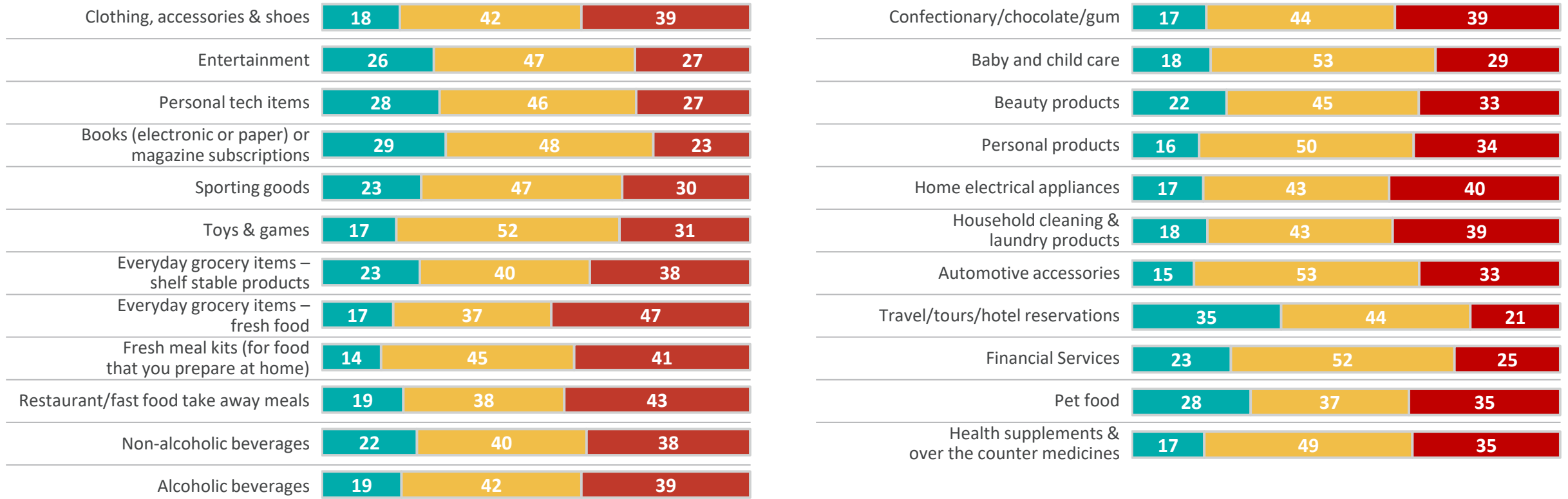
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=42 to n=287

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

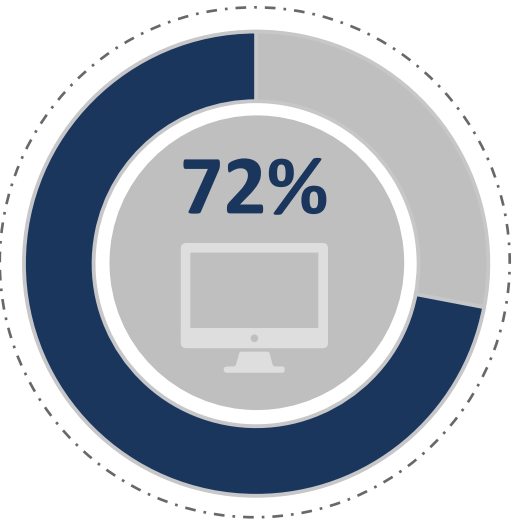
■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



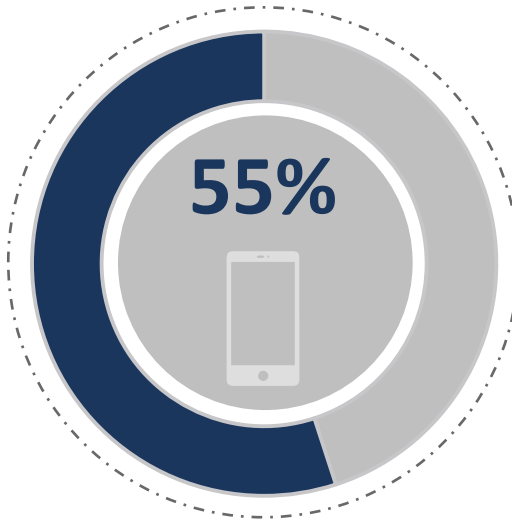
ITALY

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

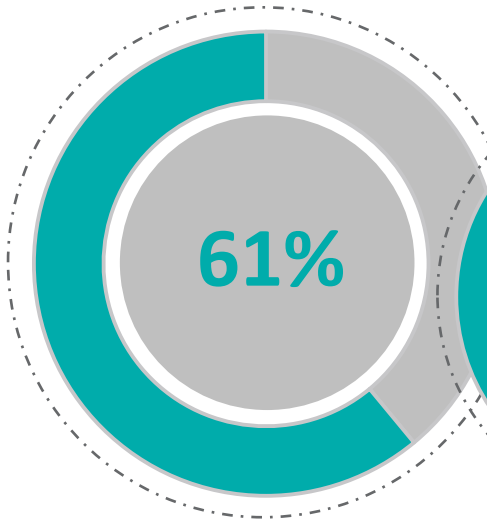


**COMPUTER/
LAPTOP**

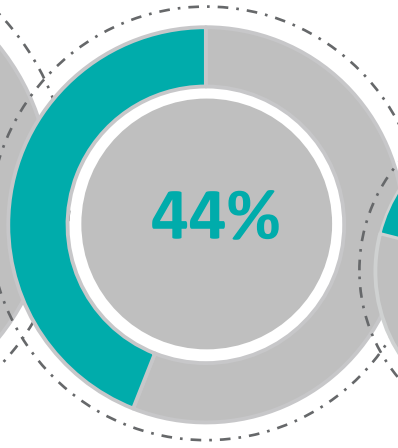


MOBILE

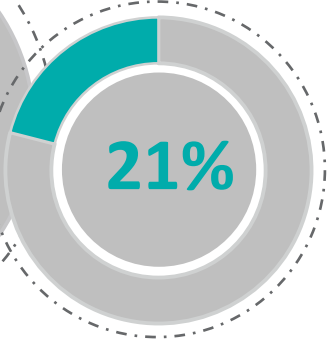
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

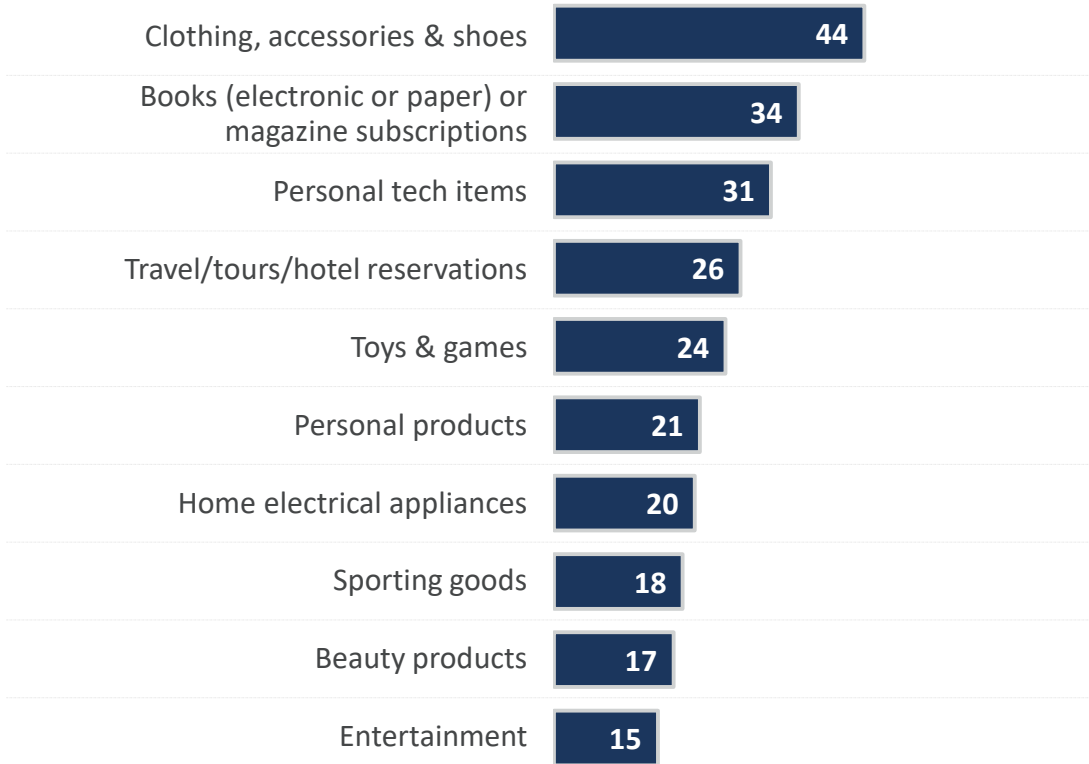


**DIRECTLY FROM A
RETAILER'S APP**

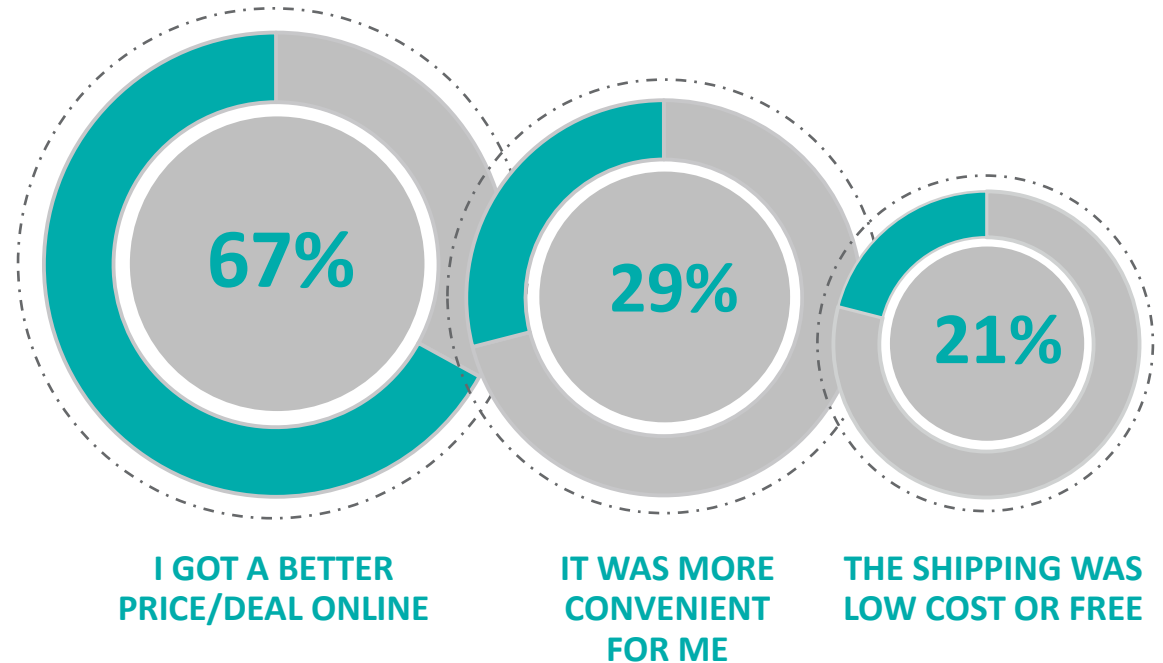
Base: All Respondents, n=500
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



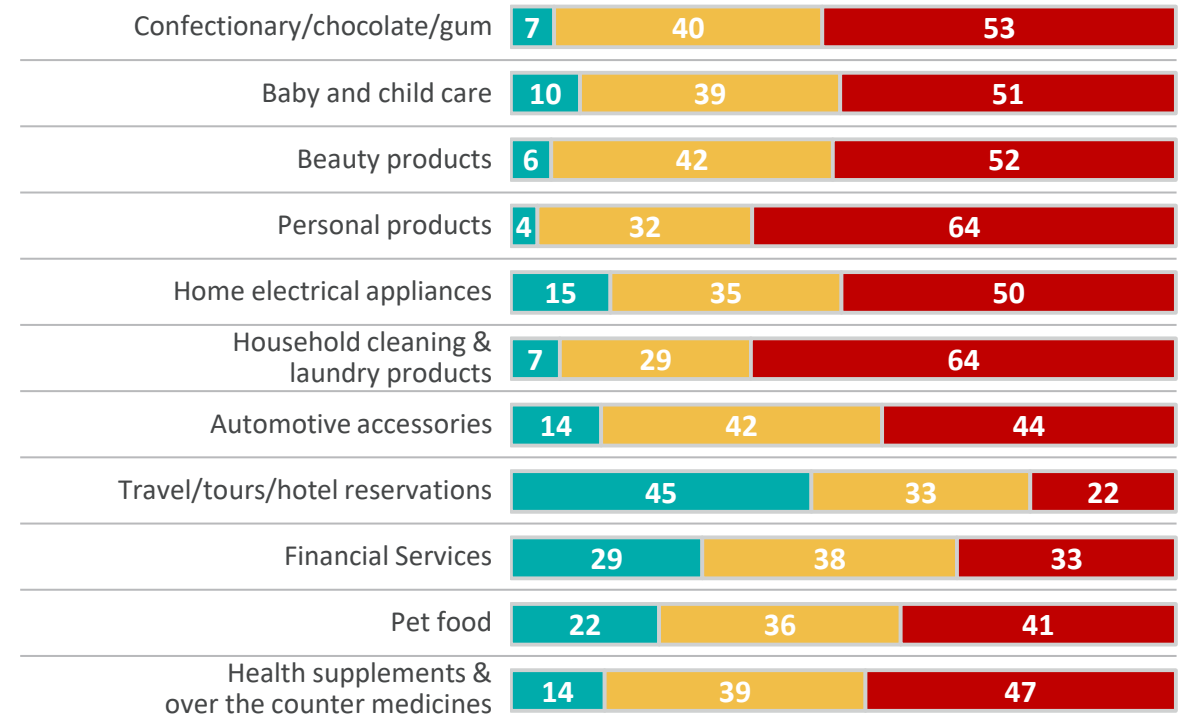
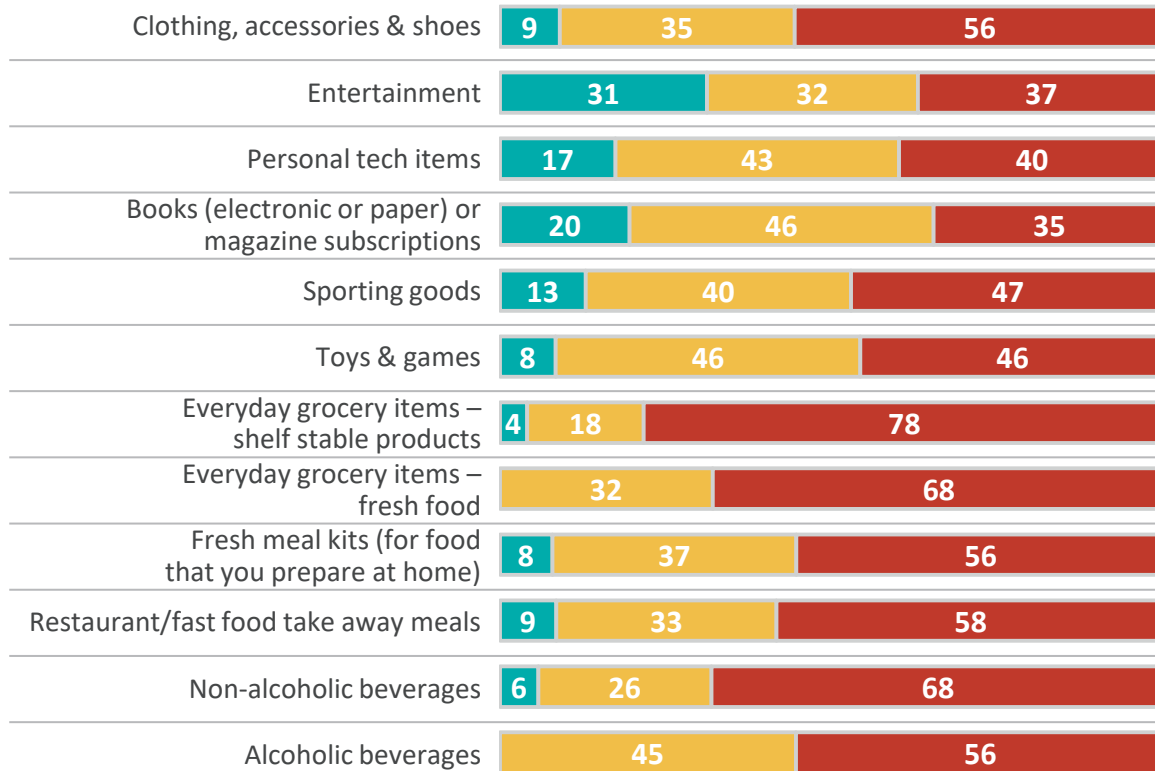
Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=13 to n=218

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

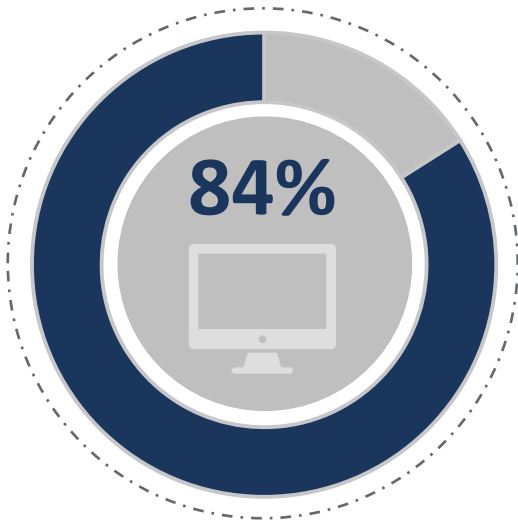
■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



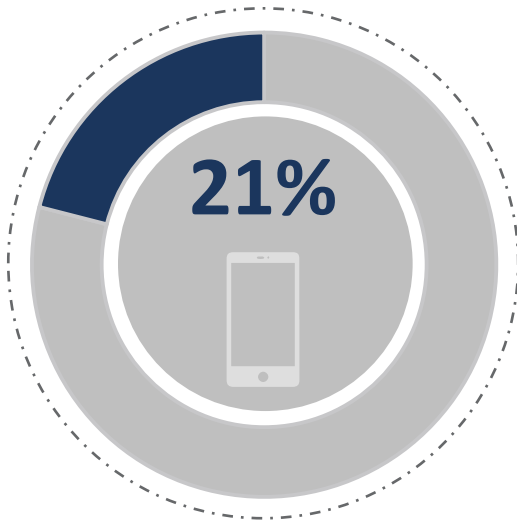


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

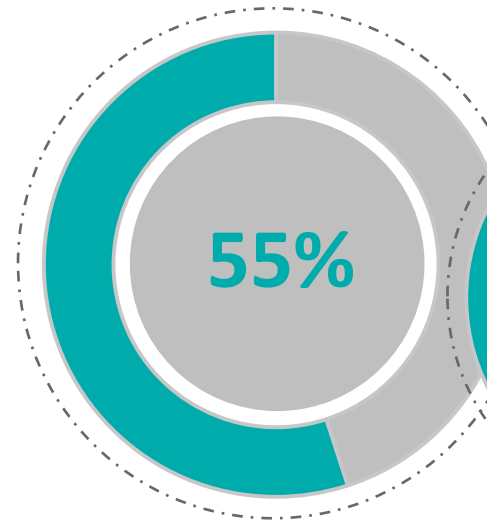


**COMPUTER/
LAPTOP**

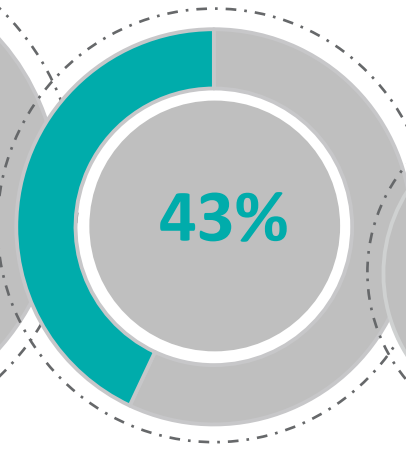


MOBILE

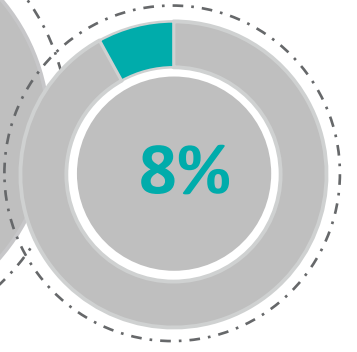
METHODS USED TO PURCHASE ONLINE P3M



**FROM A MARKETPLACE
SUCH AS EBAY, TMALL
ETC.**



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**A 3RD PARTY APP
BASED DELIVERY
SERVICE (THAT OFFERS
PRODUCTS OR ITEMS
FROM MULTIPLE
SOURCES)**

Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

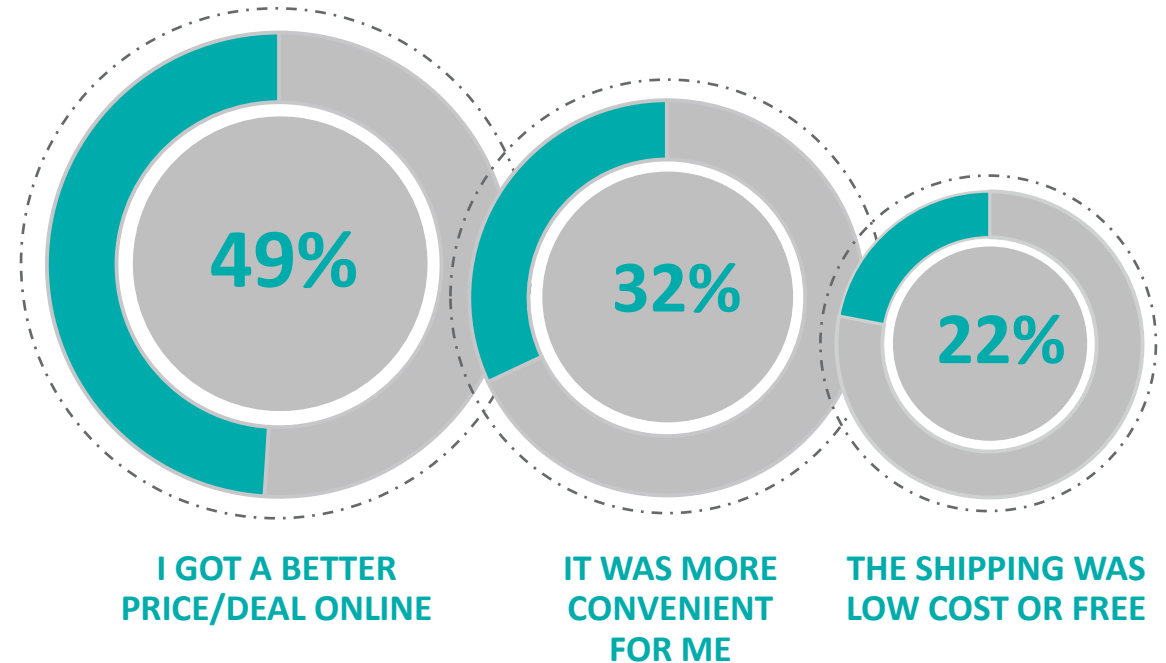


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE

Books (electronic or paper) or magazine subscriptions	29
Clothing, accessories & shoes	27
Health supplements & over the counter medicines	17
Entertainment	16
Home electrical appliances	15
Travel/tours/hotel reservations	15
Everyday grocery items – fresh food	14
Toys & games	14
Everyday grocery items – shelf stable products	14
Confectionary/chocolate/gum	12

TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

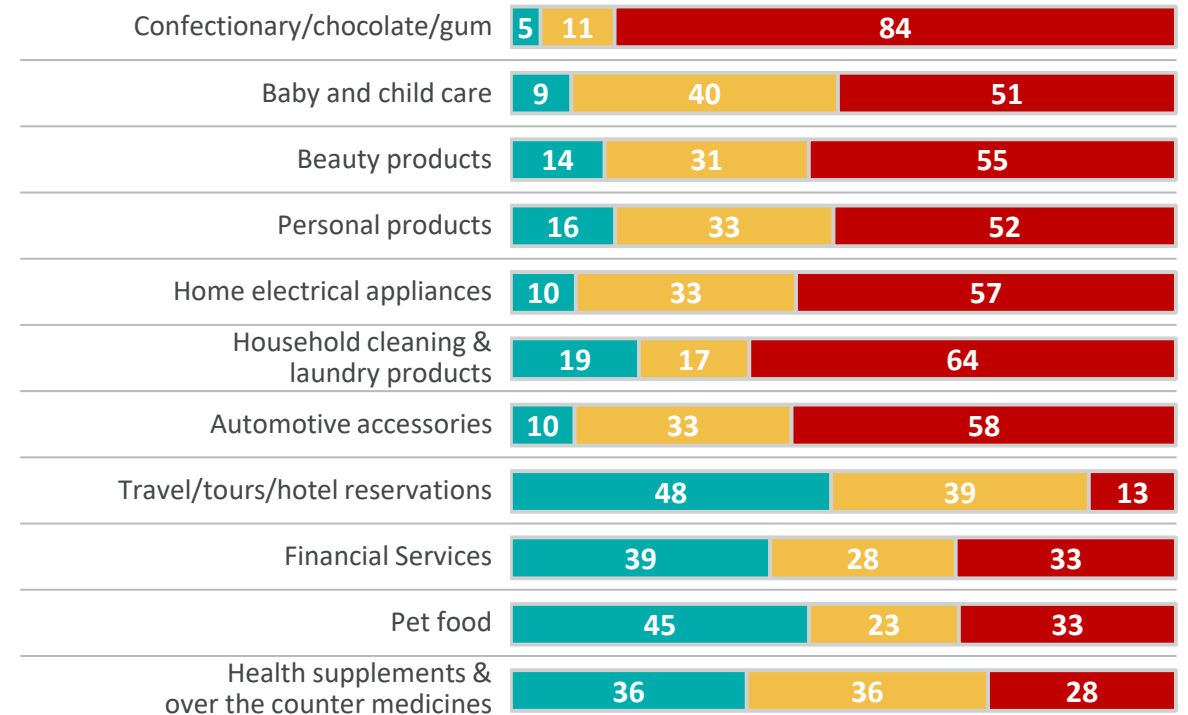
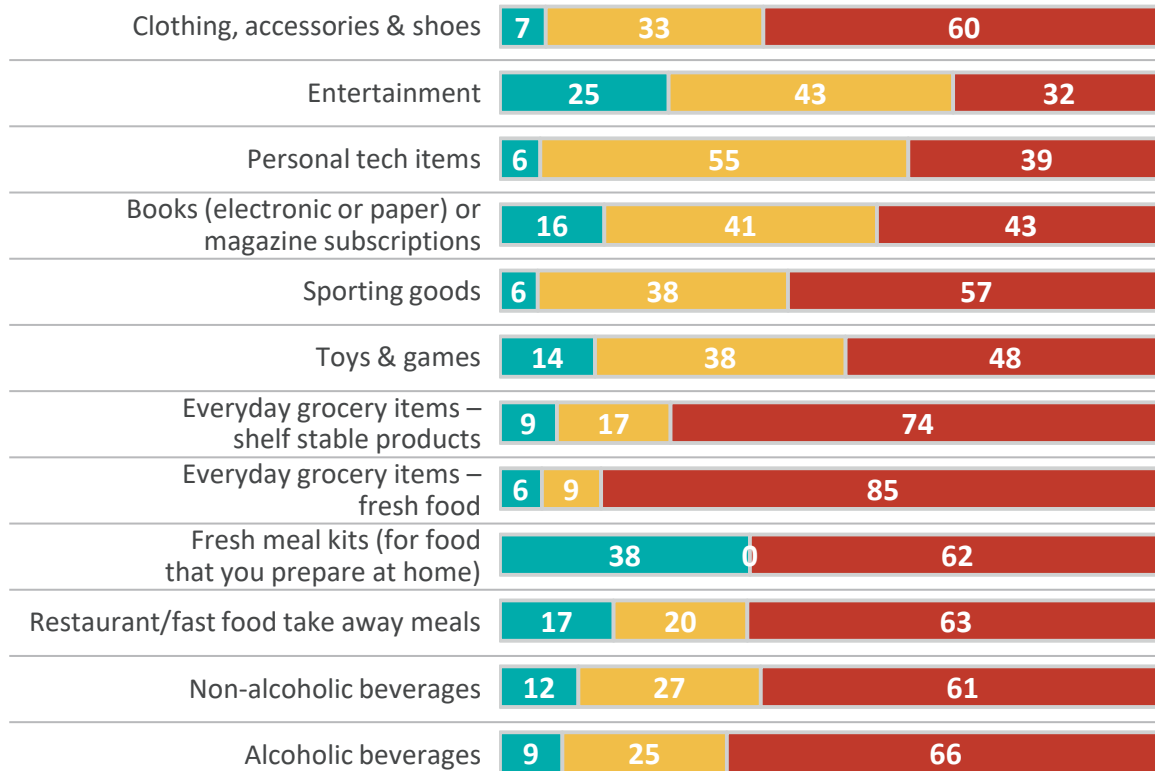
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=6 to n=145

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online

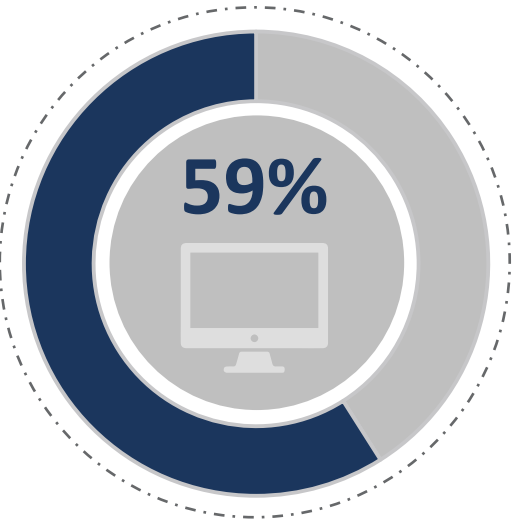




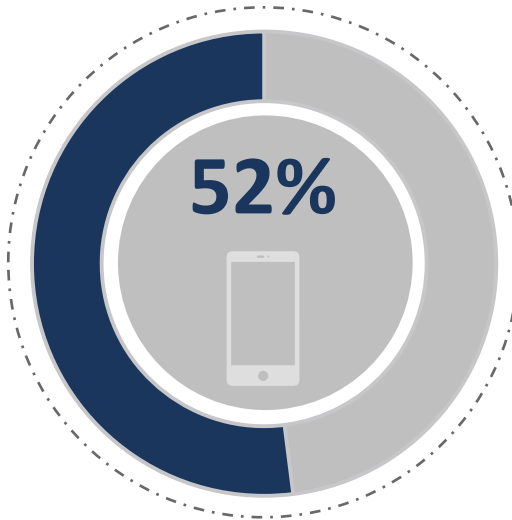
MEXICO

Mexican either use computer or mobile to purchase online

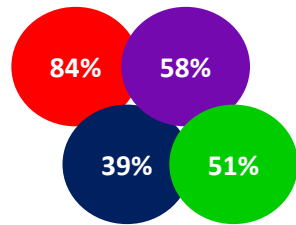
DEVICES USED TO PURCHASE ONLINE P3M



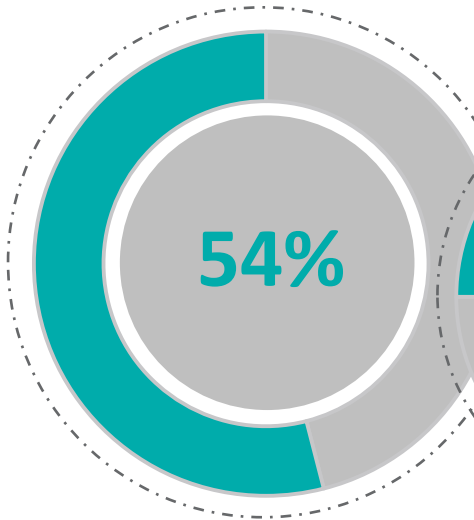
COMPUTER/
LAPTOP



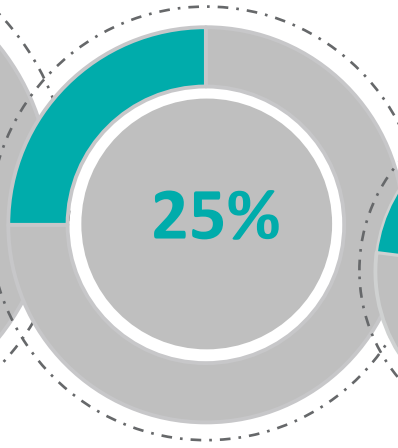
MOBILE



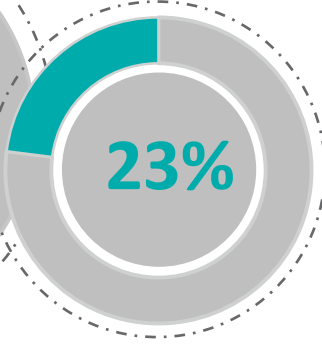
METHODS USED TO PURCHASE ONLINE P3M



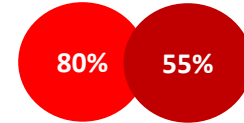
DIRECTLY FROM A
RETAILER'S WEBSITE



FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.



DIRECTLY FROM A
RETAILER'S APP

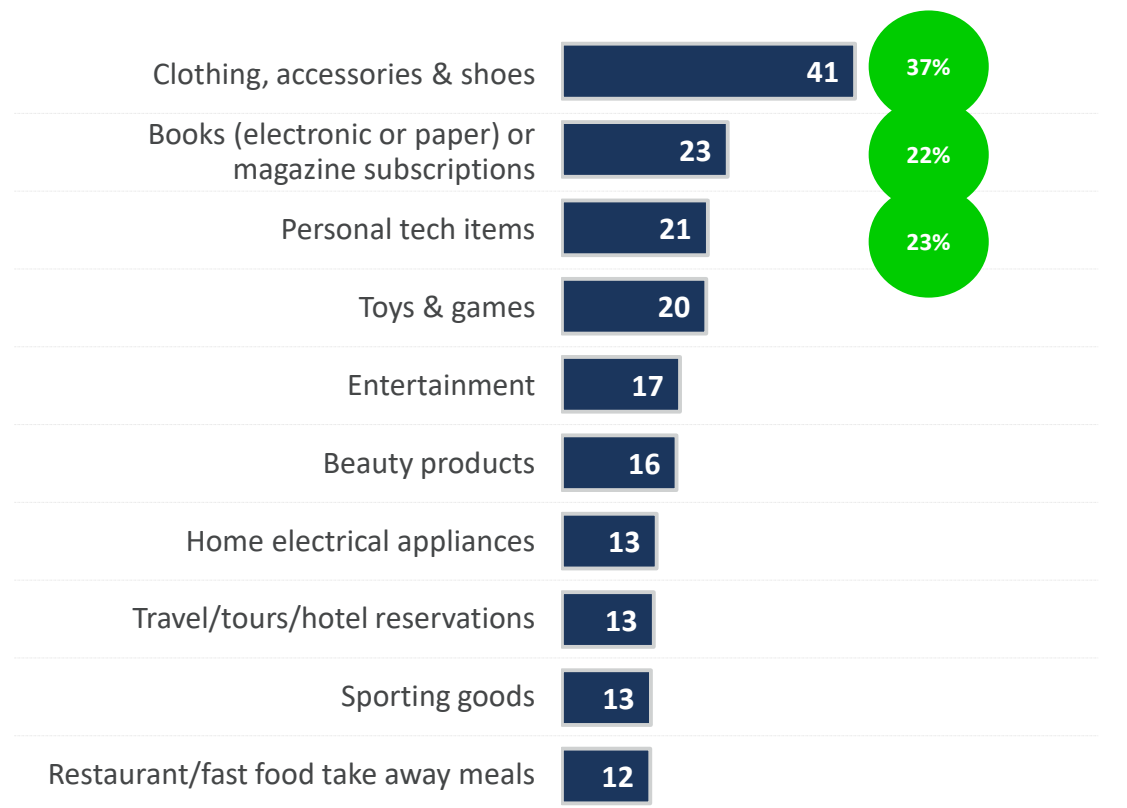


Base: All Respondents, n=500
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?
 ● China ● Turkey ● Great Britain ● Japan ● Brazil

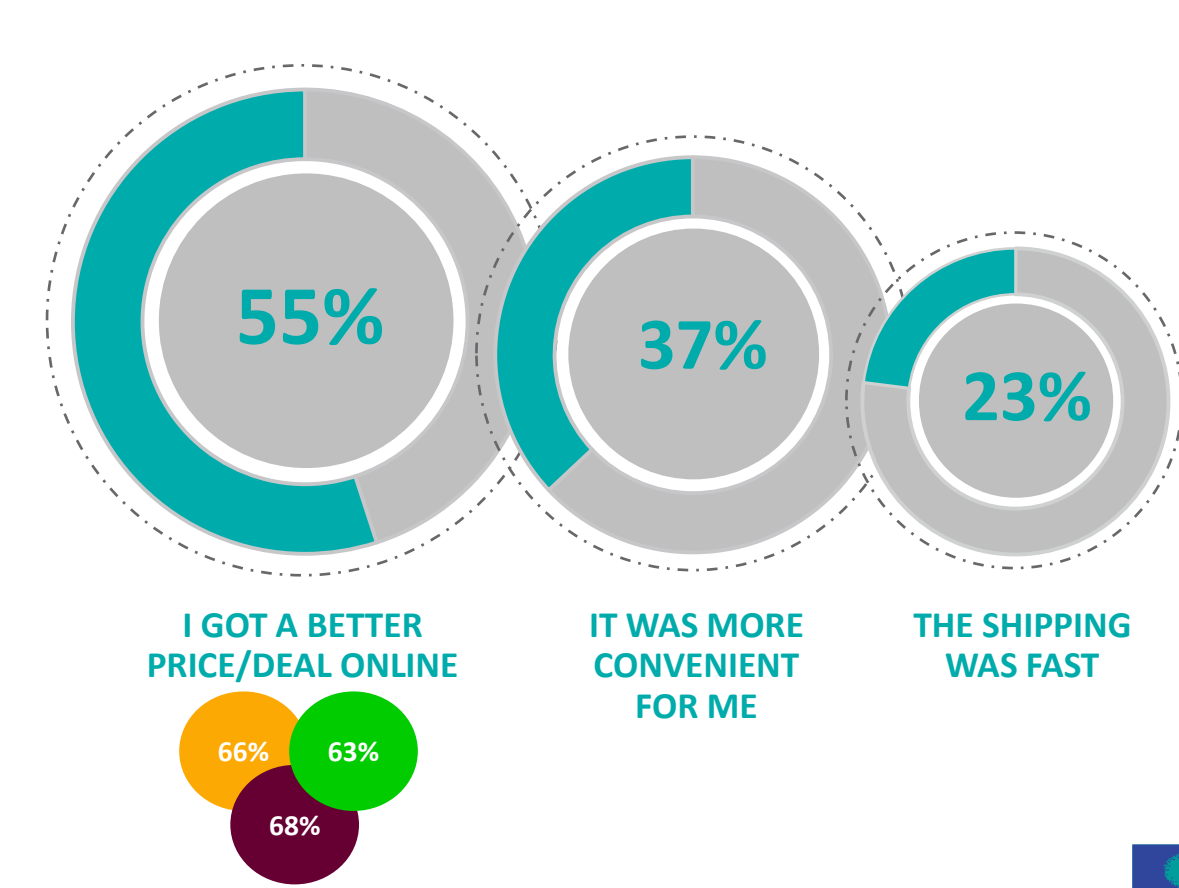
“Clothing, accesories & shoes“ is the highest penetrated category purchase online in Mexico. More than a third of Mexican are purchasing online because it’s more convenient



TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE

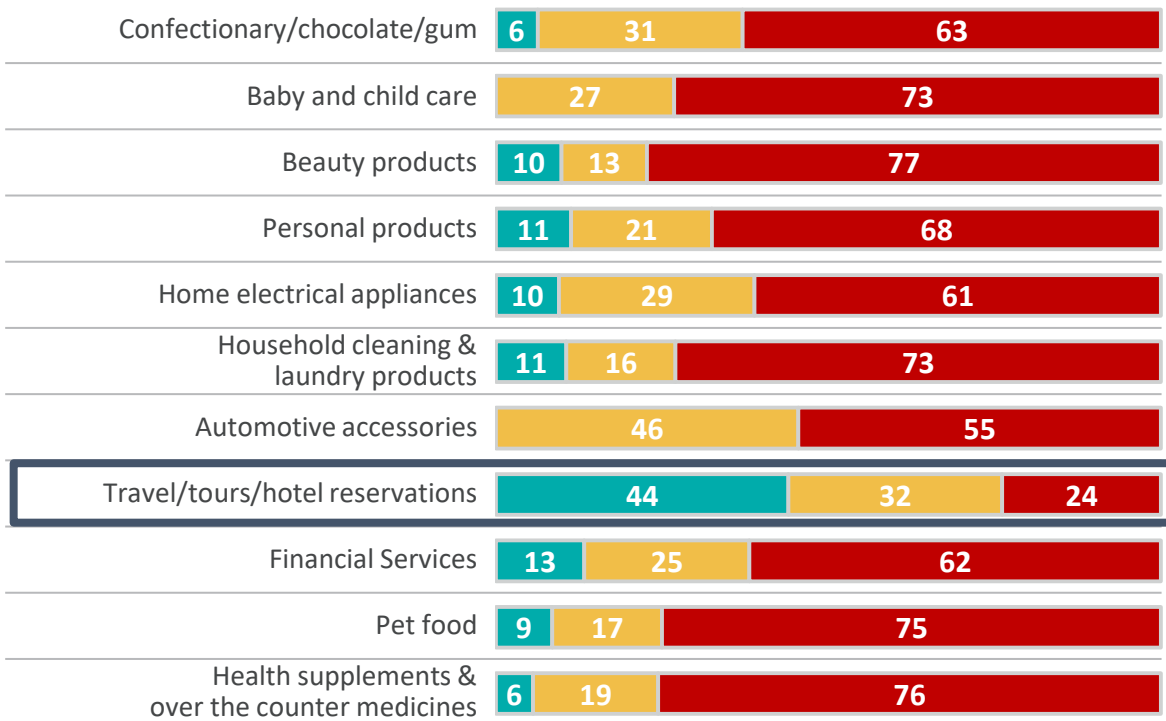
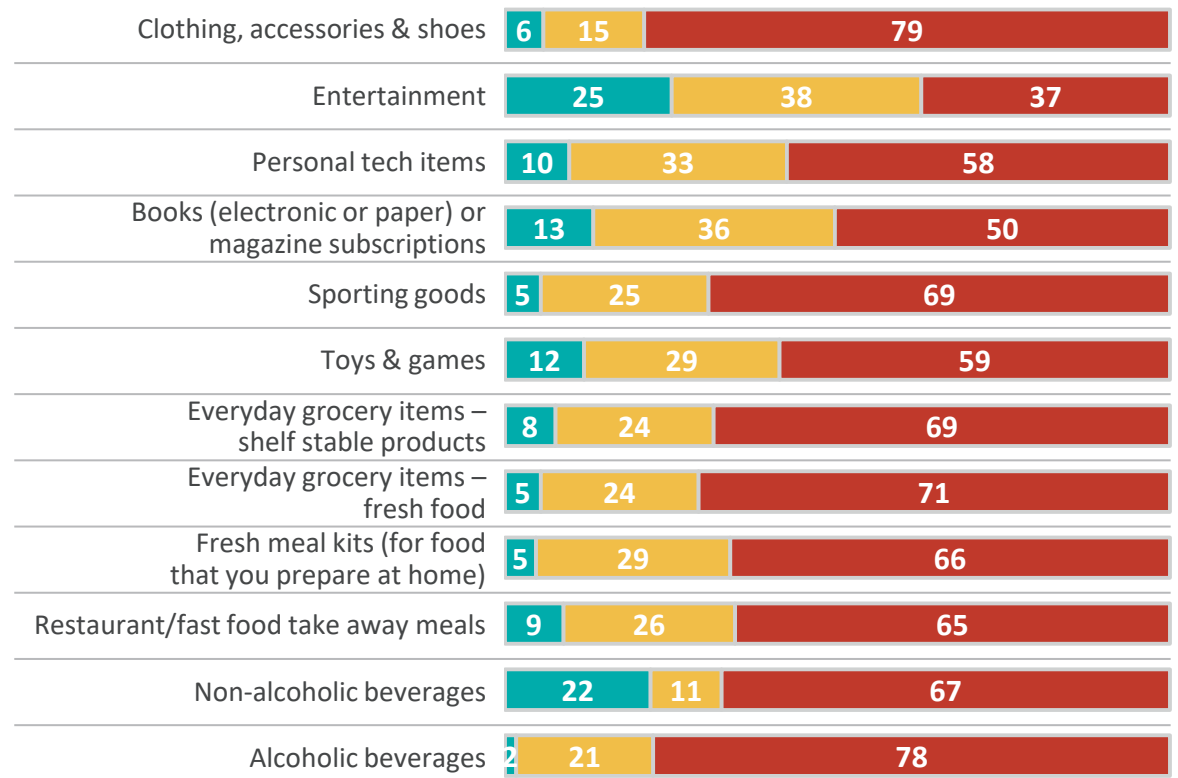


Base: All Respondents, n=500
 Q3. Which of the following have you purchased online in the last 6 months?
 Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?
 ● Brazil ● South Korea ● India



“Travel reservations“ is the most frequently purchased category online in Mexico way ahead the other categories

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



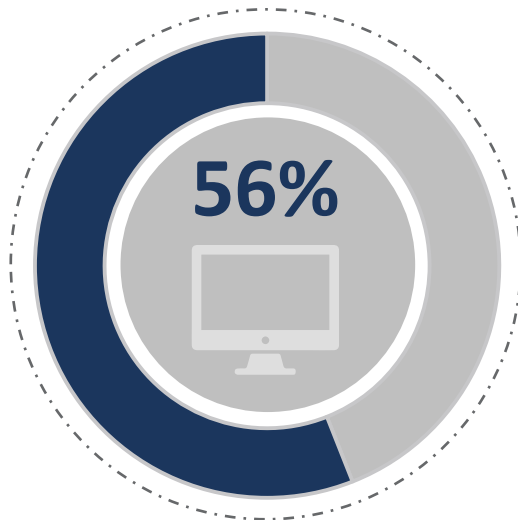


PERU

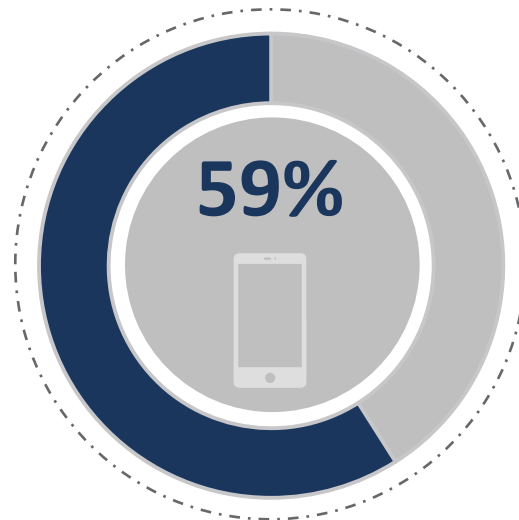


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

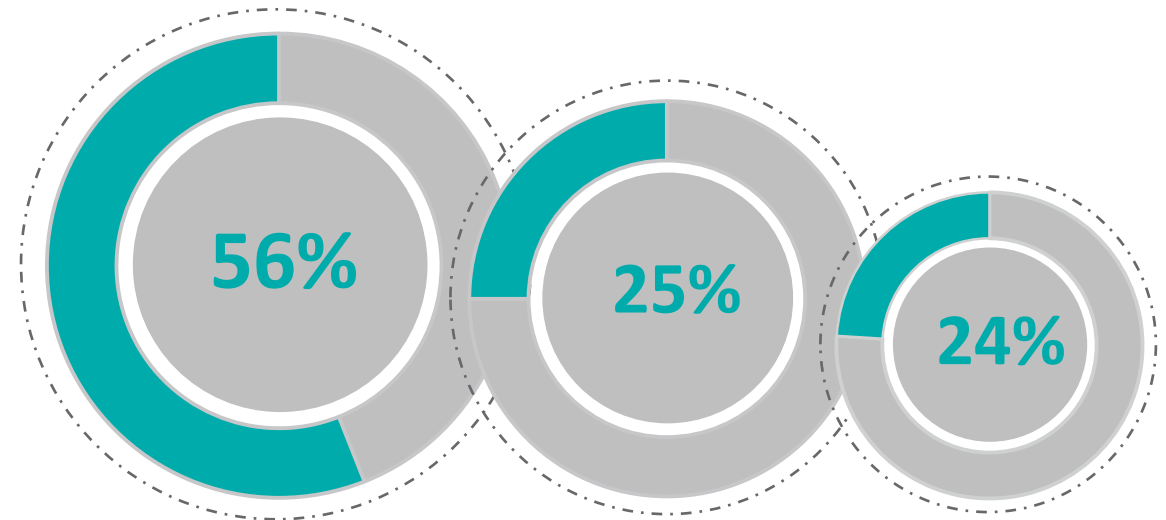


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

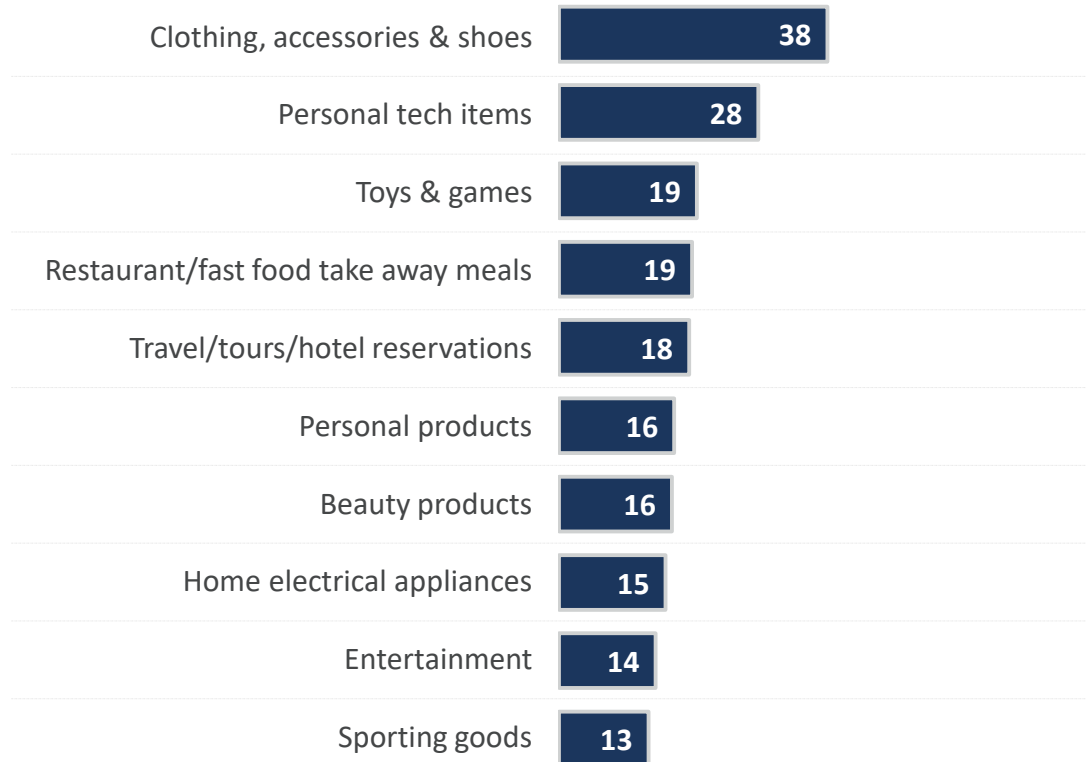
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

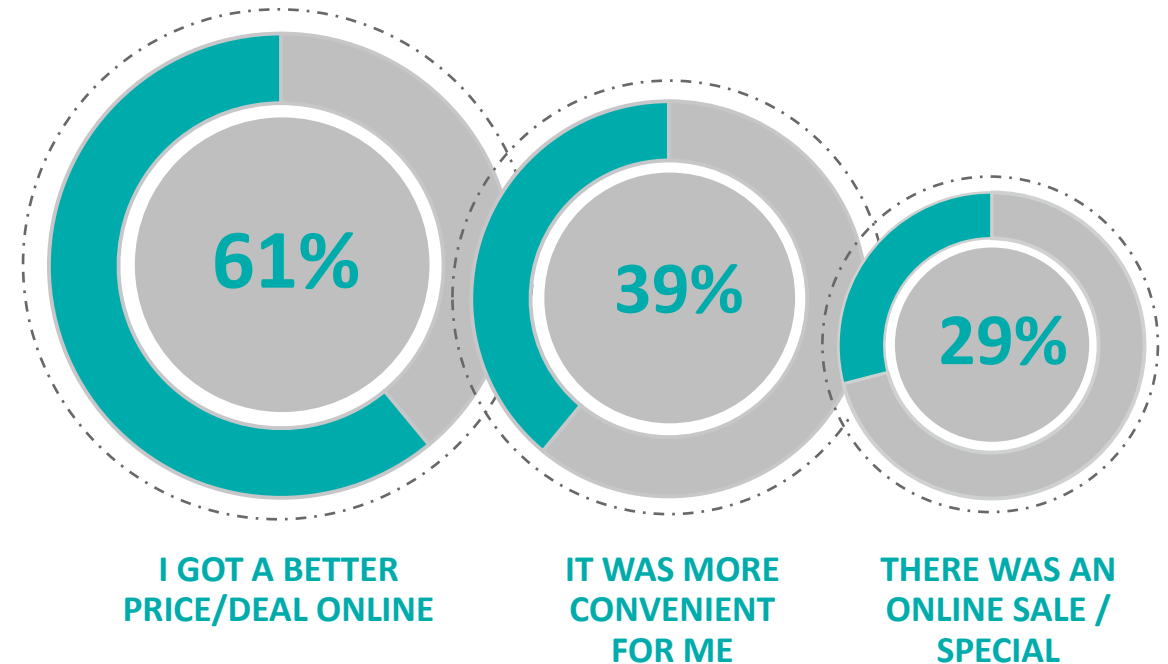


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

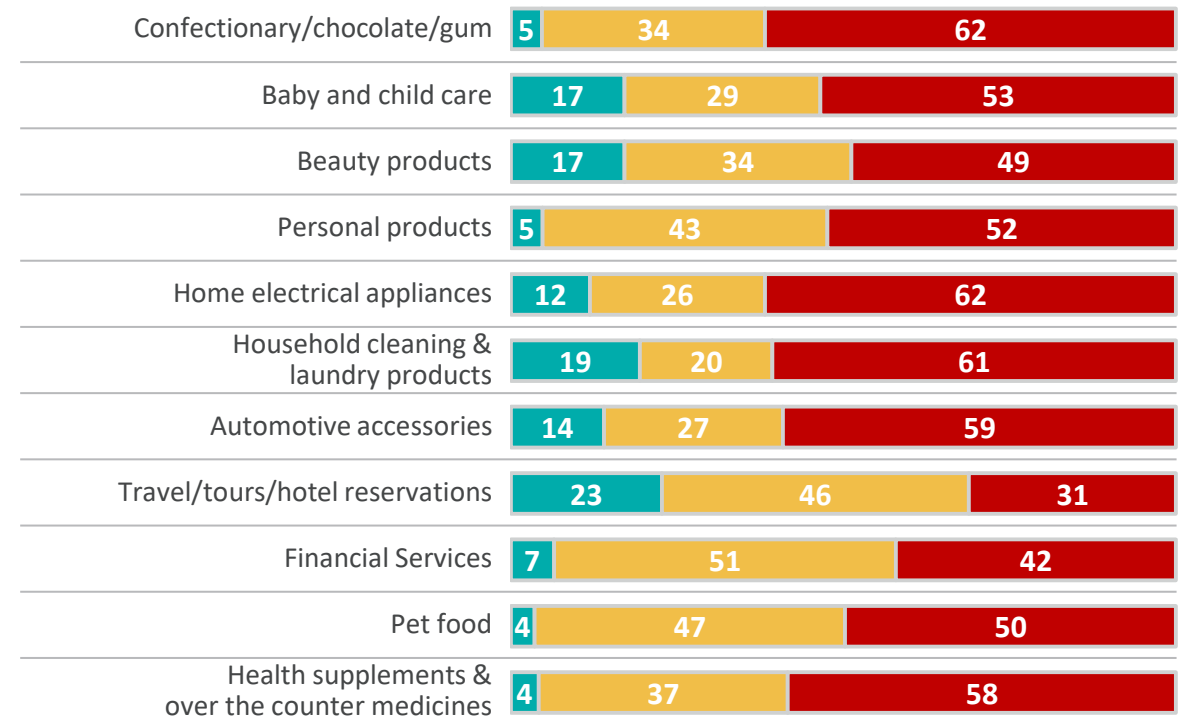
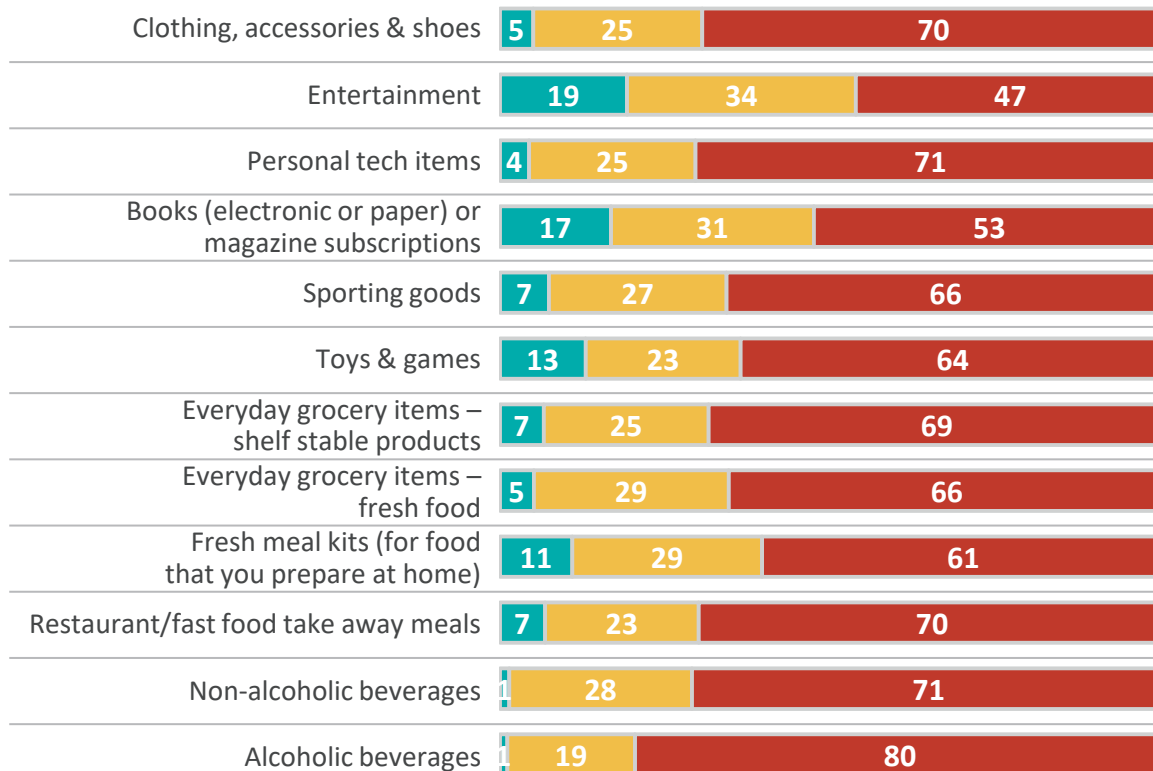
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=189

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



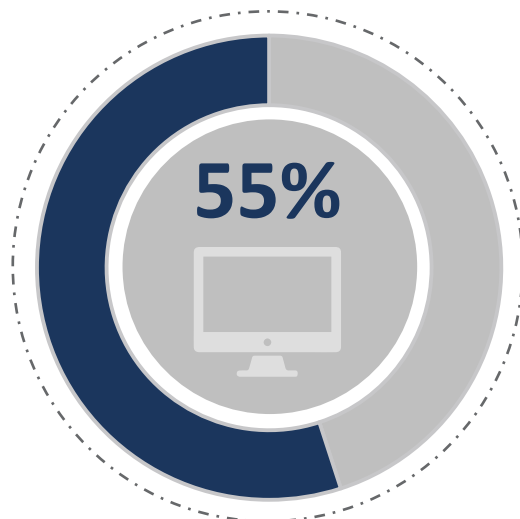


POLAND

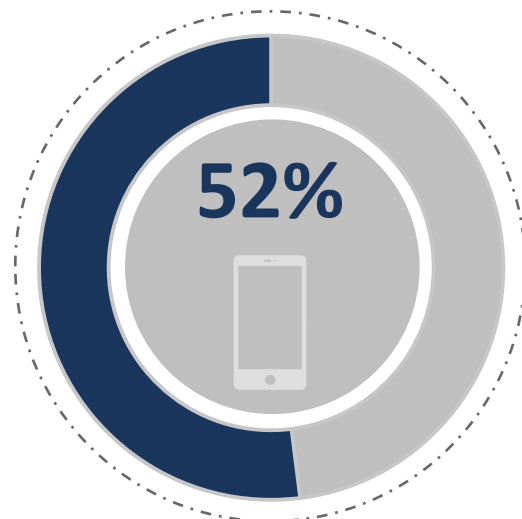


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

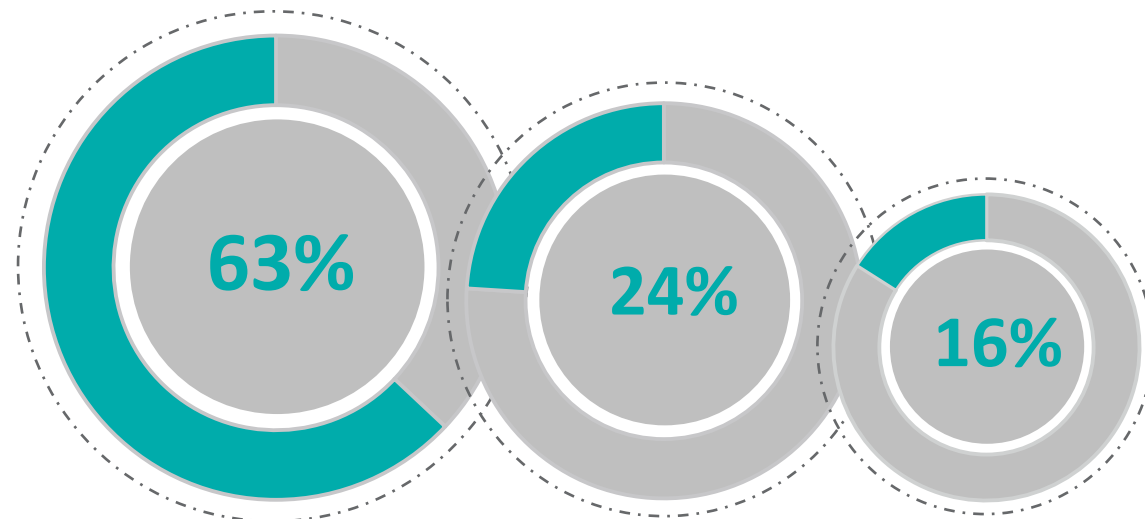


COMPUTER/
LAPTOP



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



DIRECTLY FROM A
RETAILER'S WEBSITE

FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.

DIRECTLY FROM A
RETAILER'S APP

Base: All Respondents, n=500

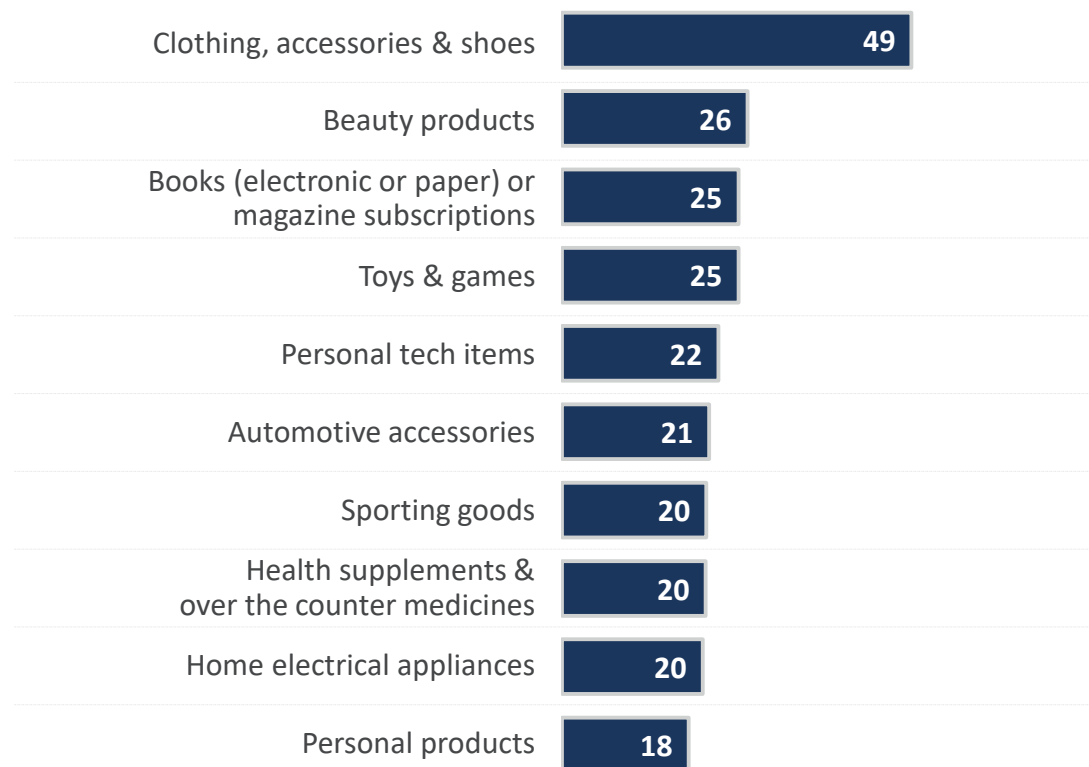
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

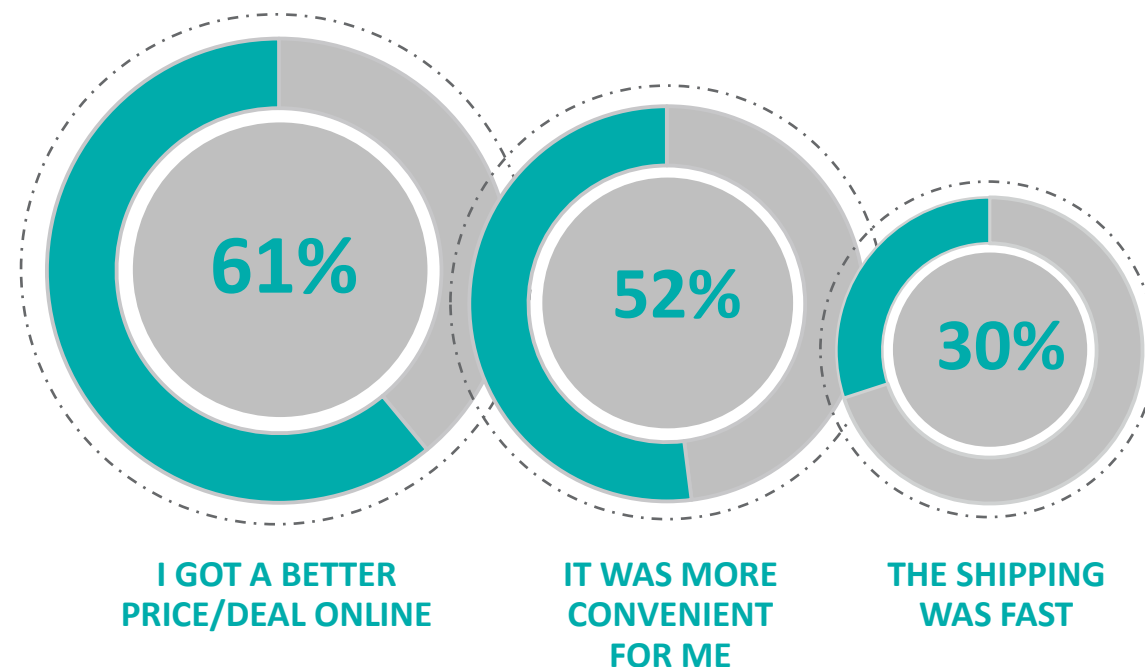


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

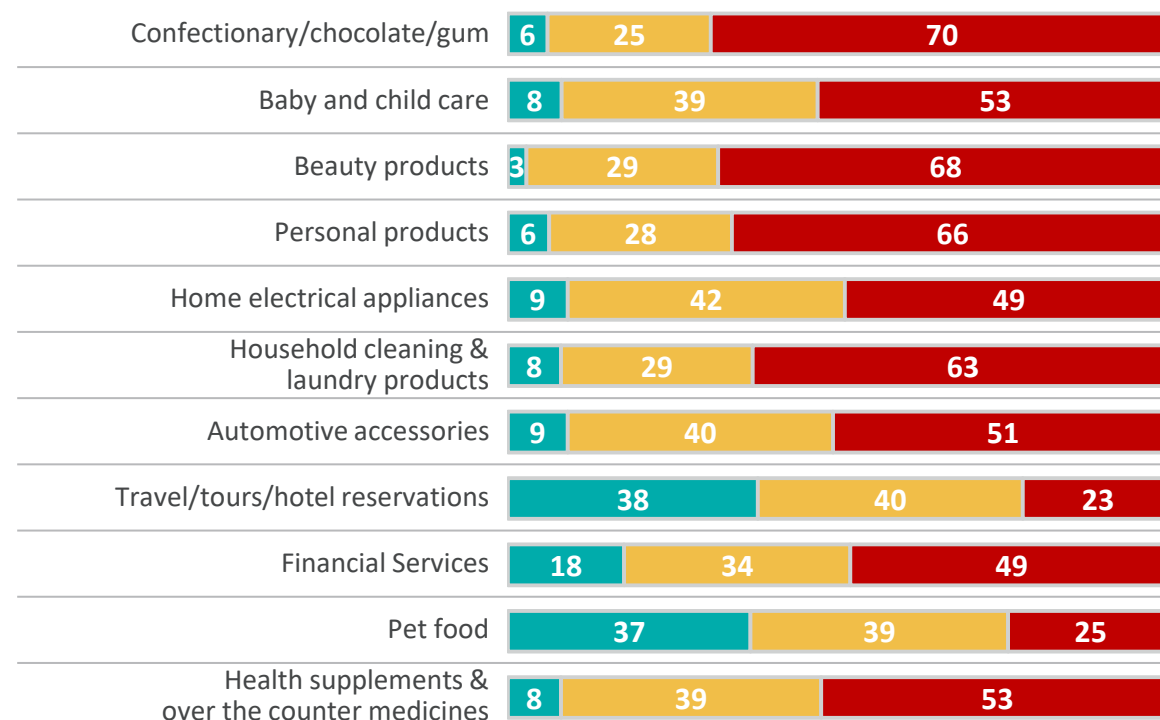
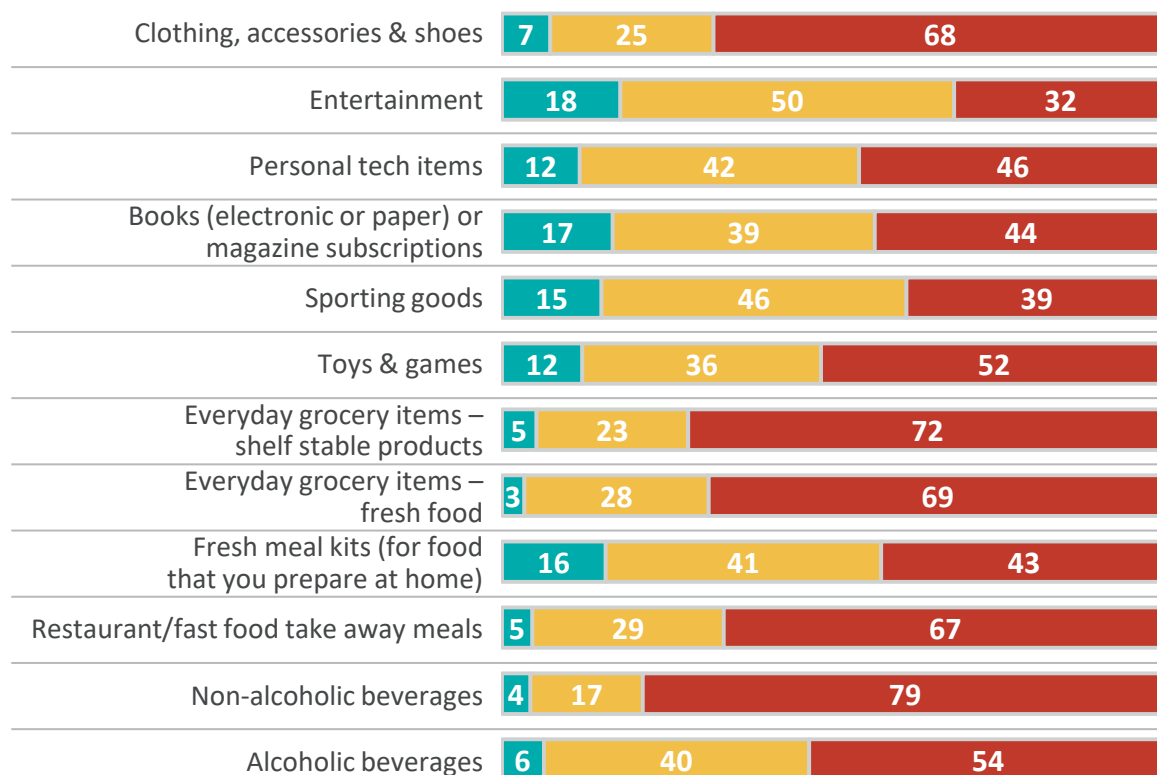
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=19 to n=245

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



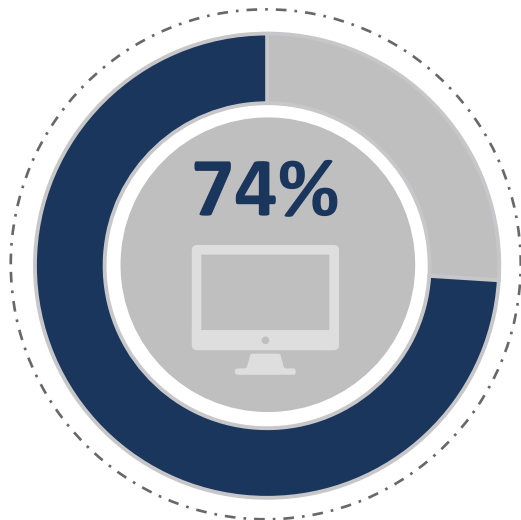


RUSSIA

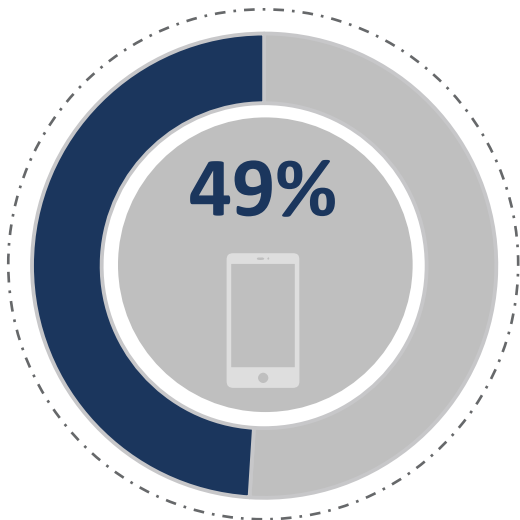


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

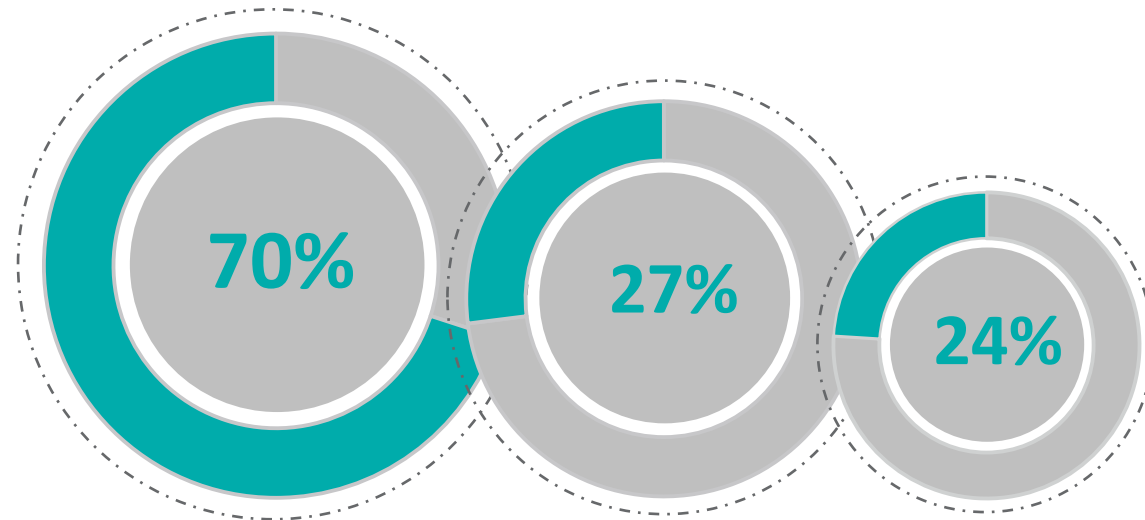


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

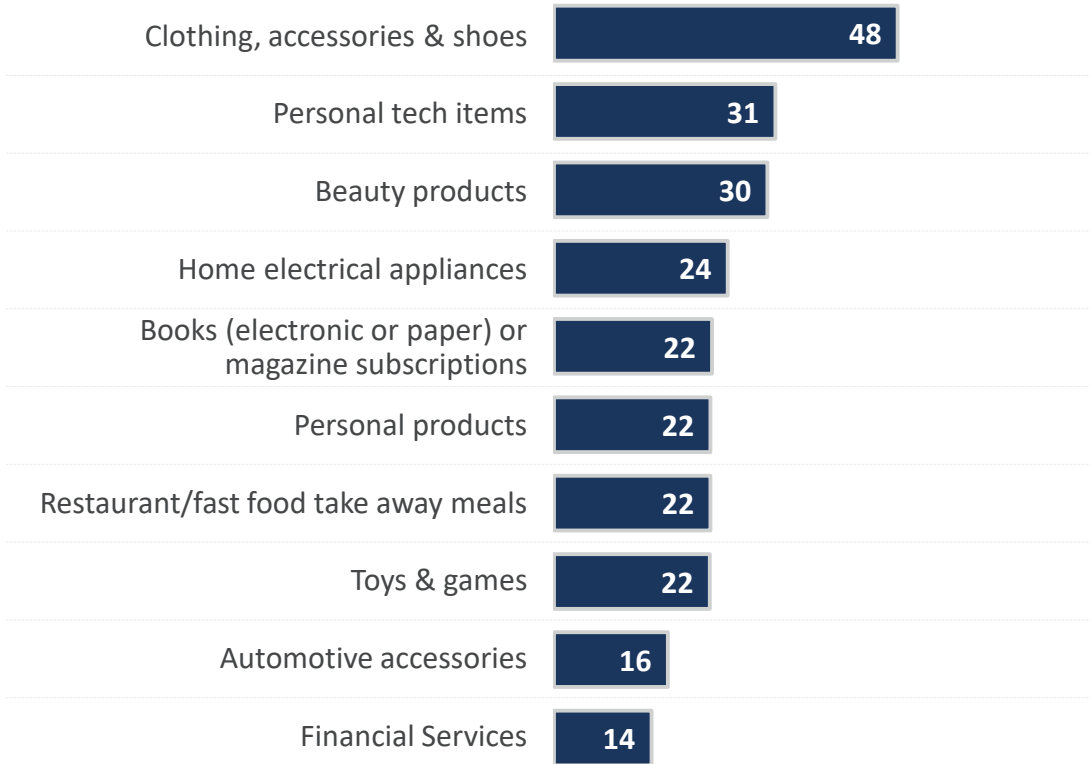
Base: All Respondents, n=500

Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

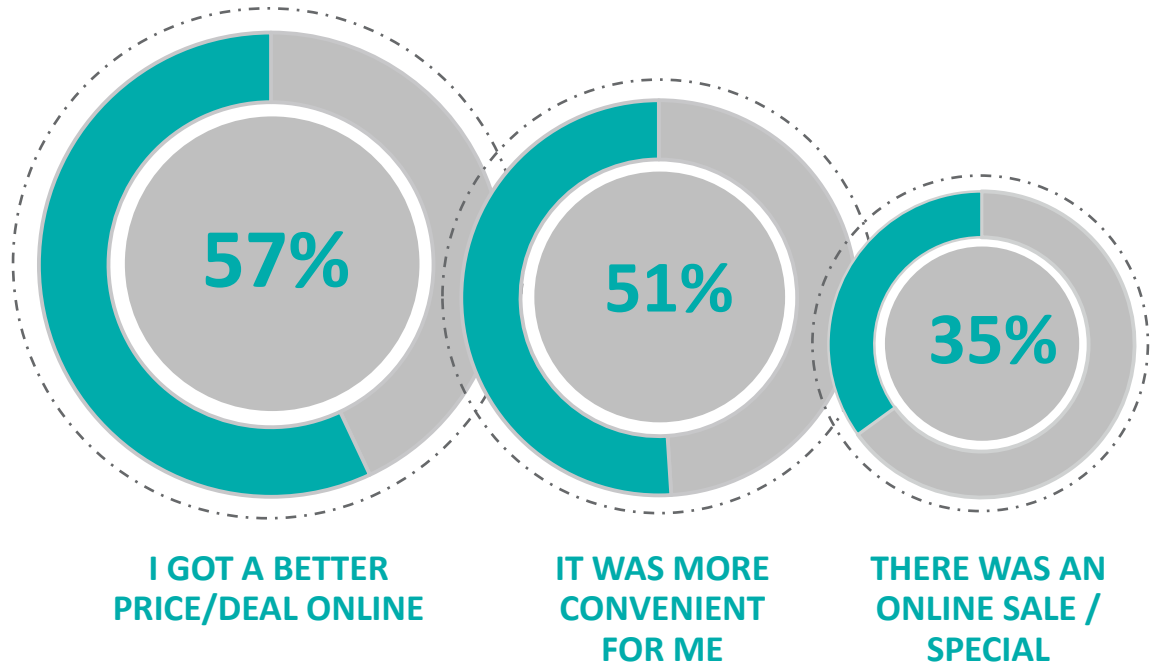
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

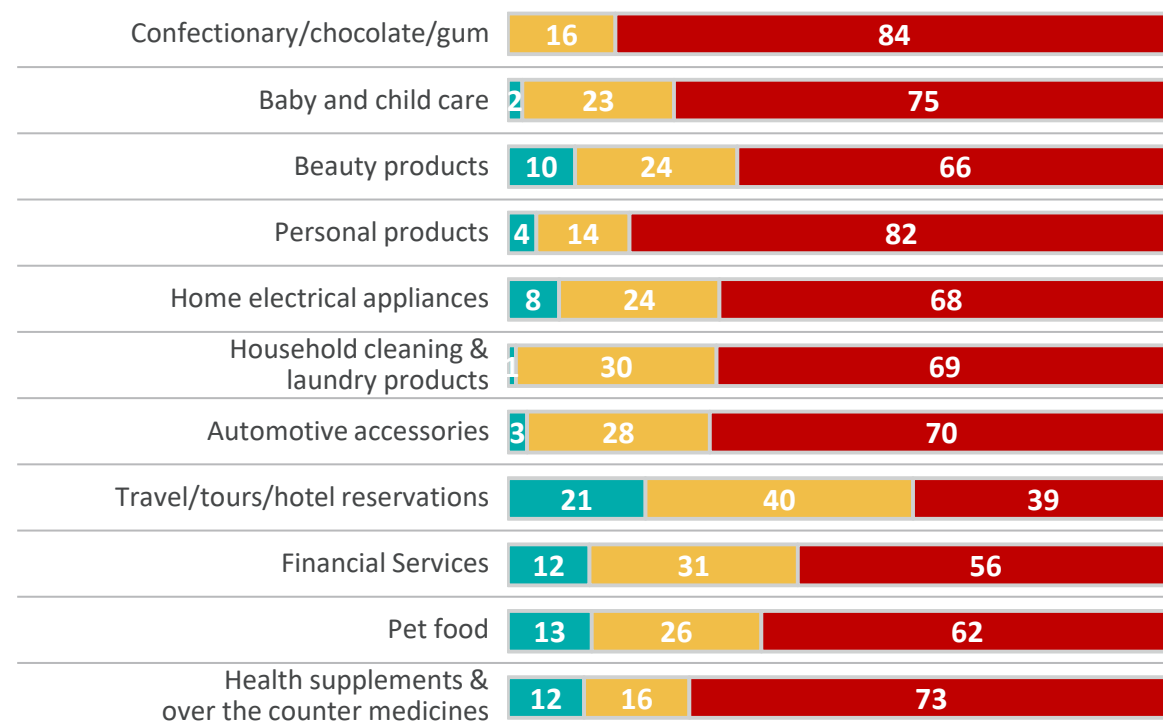
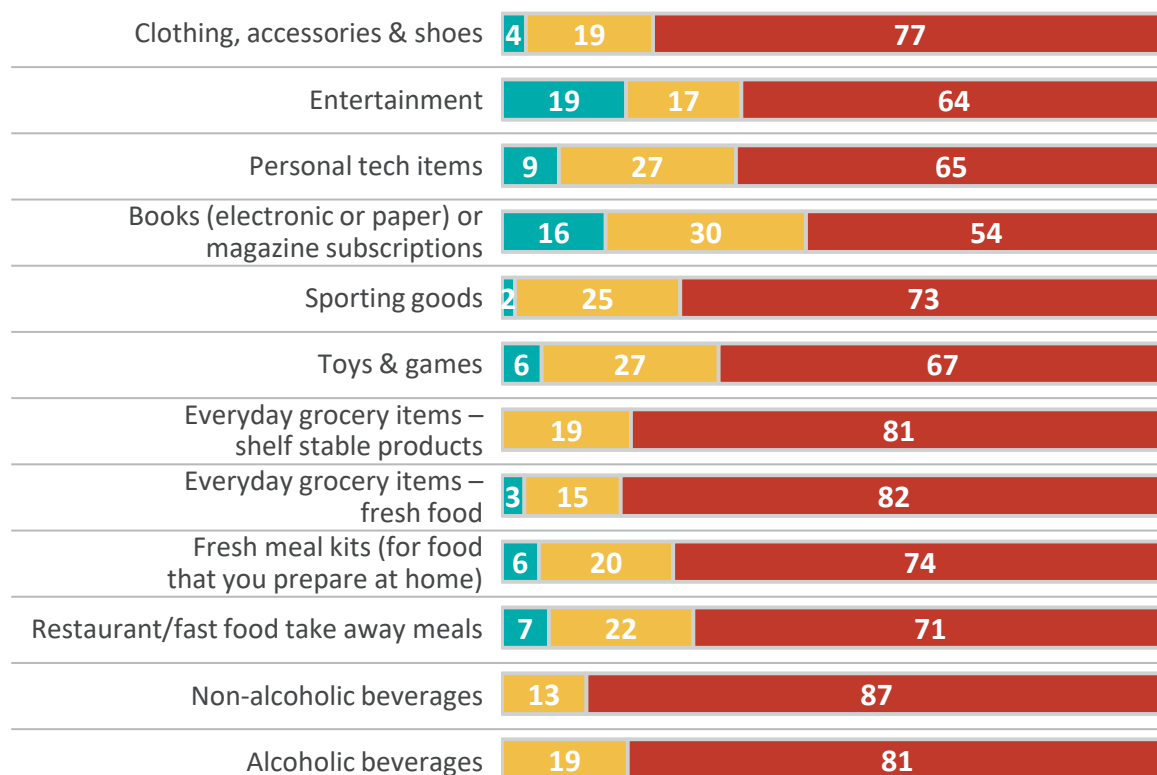
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=19 to n=241

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



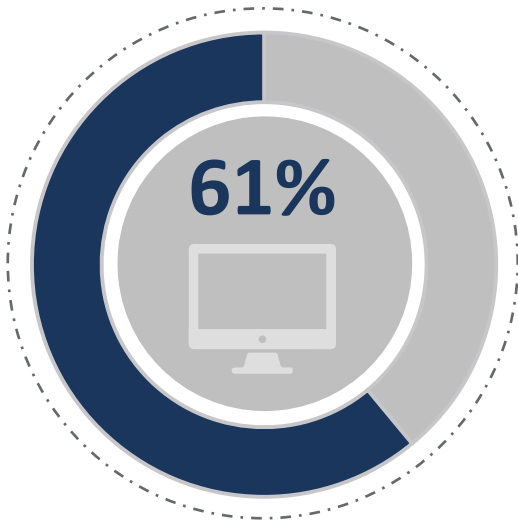


SOUTH AFRICA

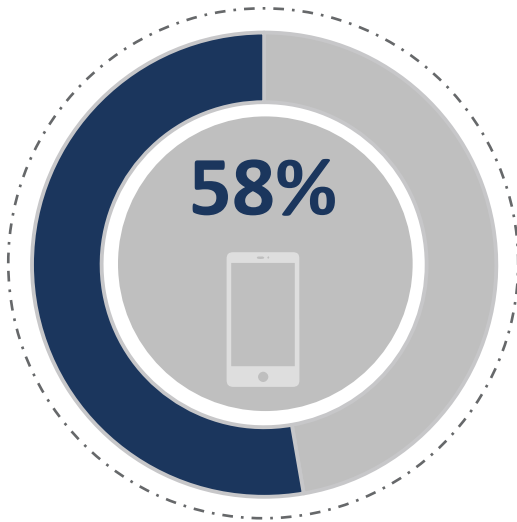


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

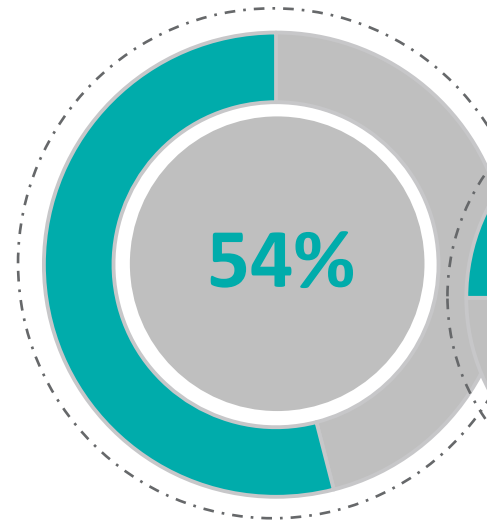


**COMPUTER/
LAPTOP**

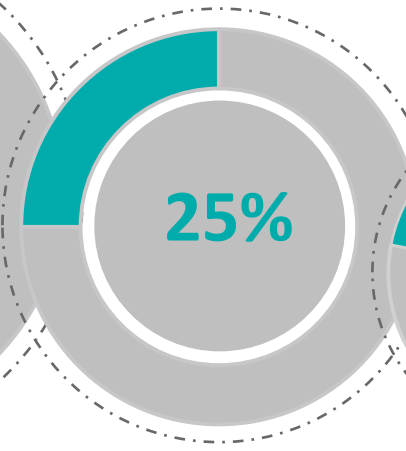


MOBILE

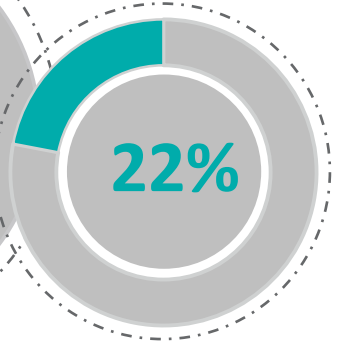
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**DIRECTLY FROM A
RETAILER'S APP**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

Base: All Respondents, n=500

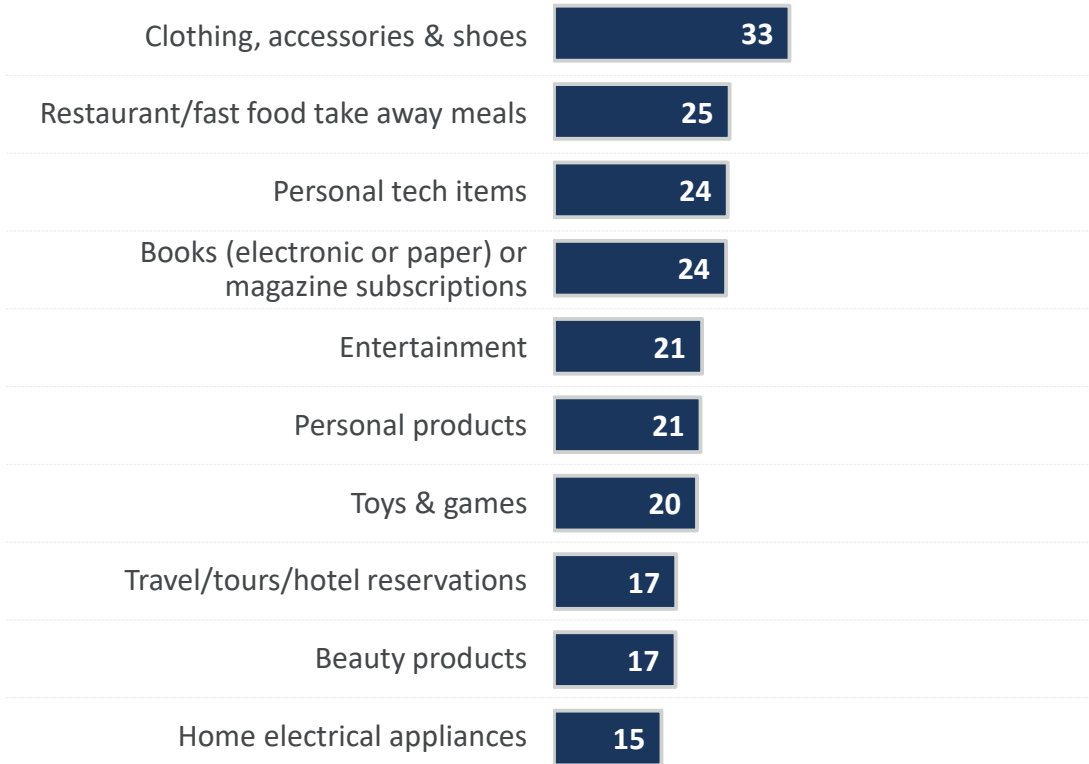
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

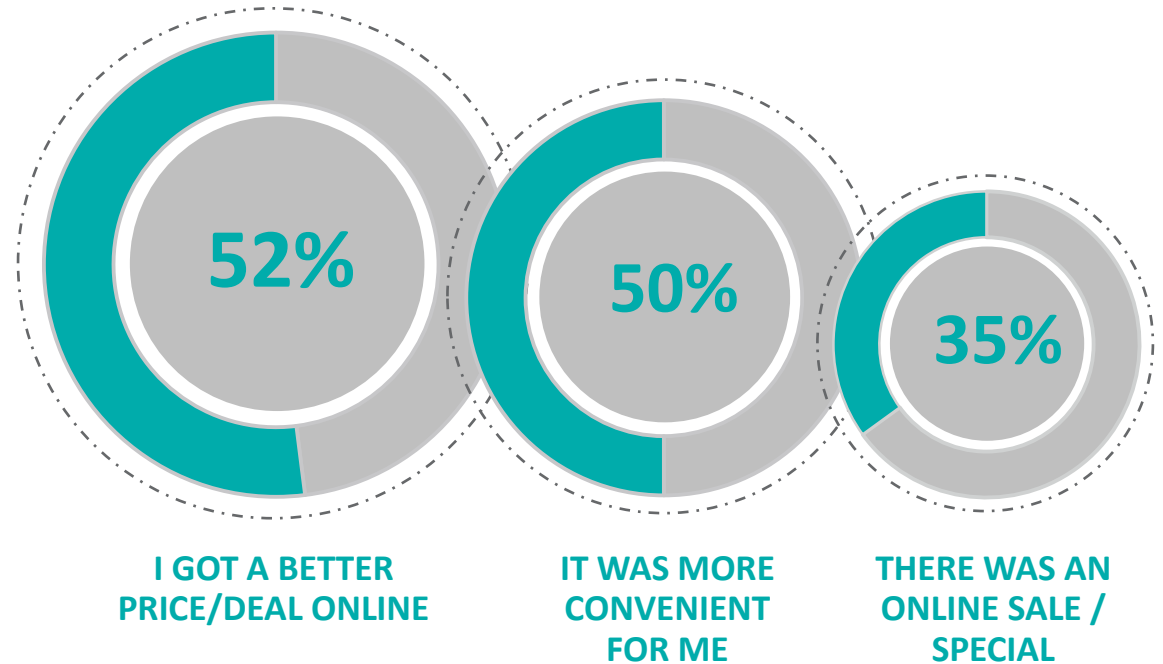


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

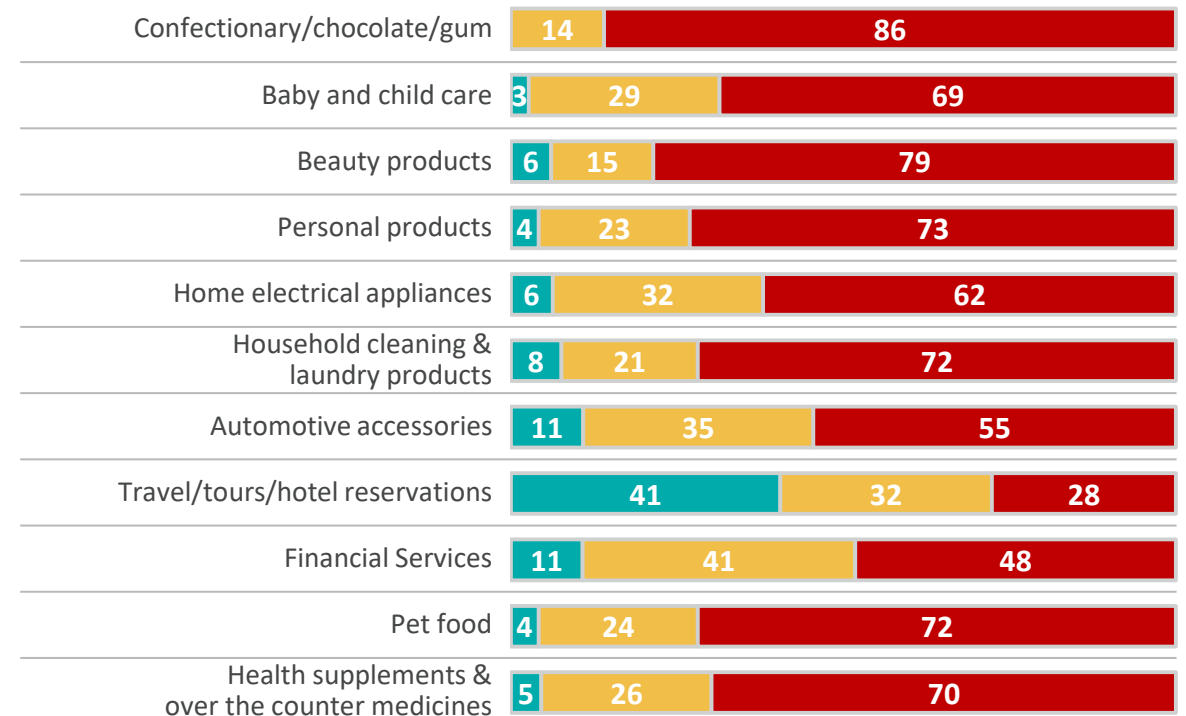
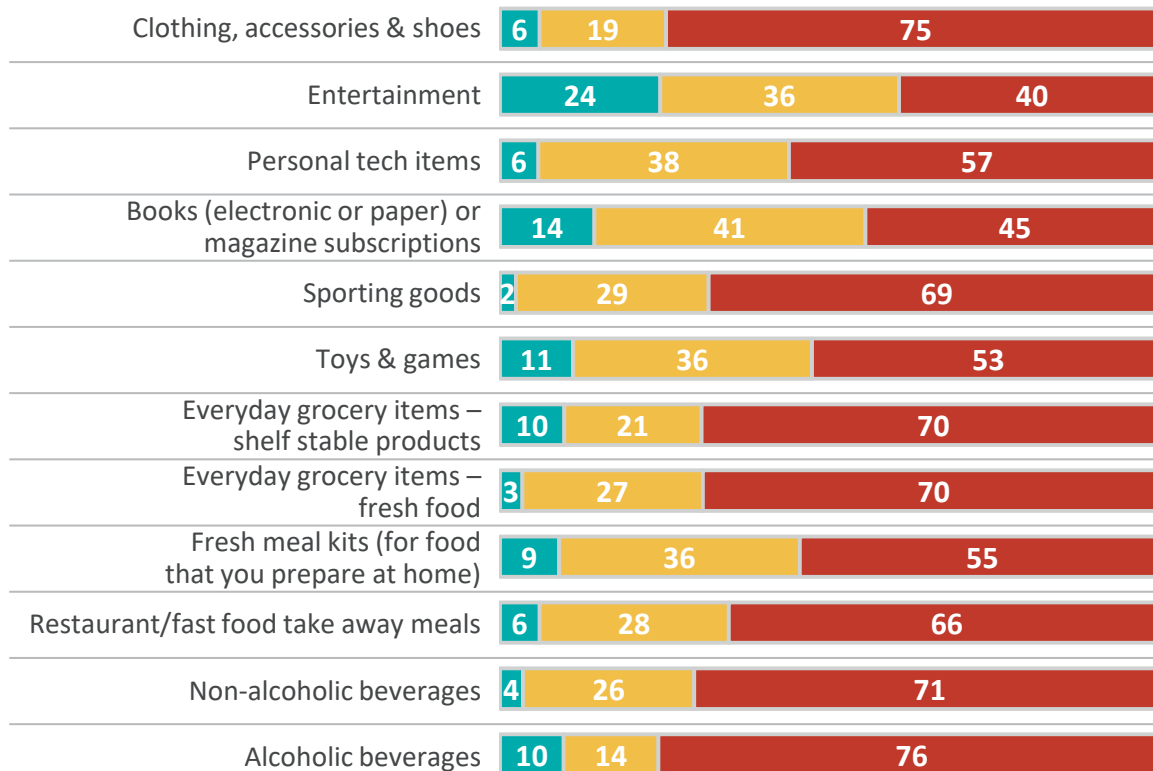
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=17 to n=166

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



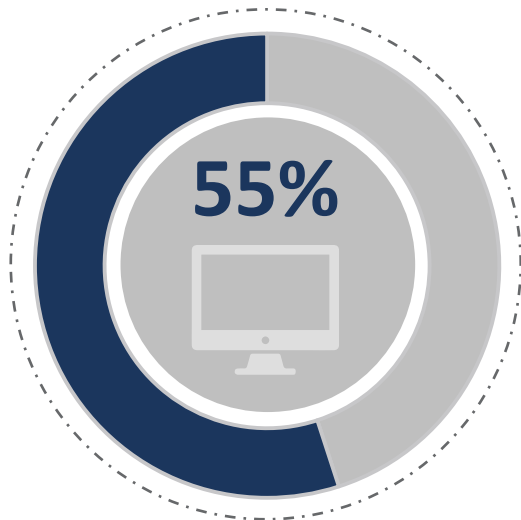


SAUDI ARABIA

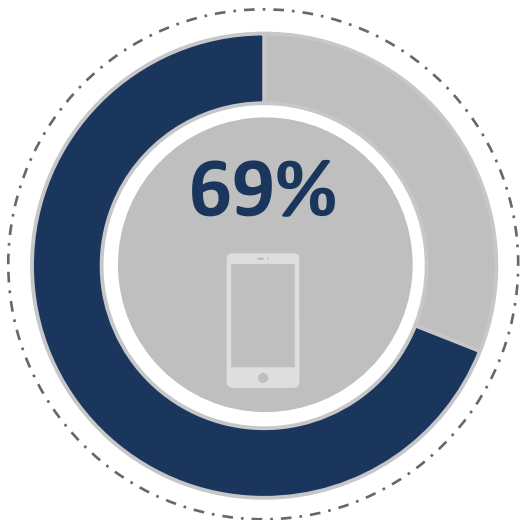


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

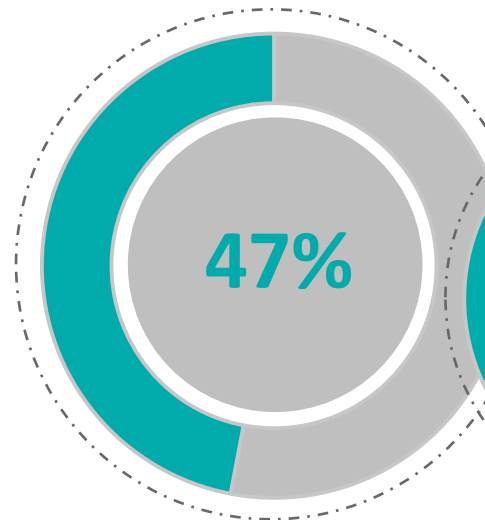


**COMPUTER/
LAPTOP**

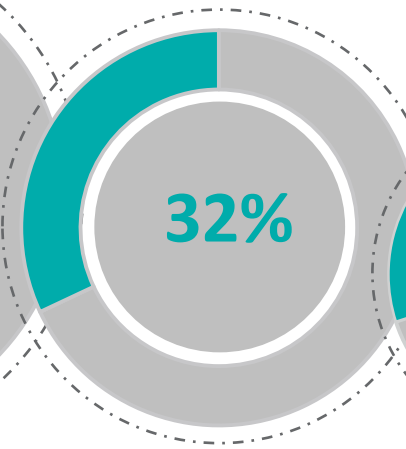


MOBILE

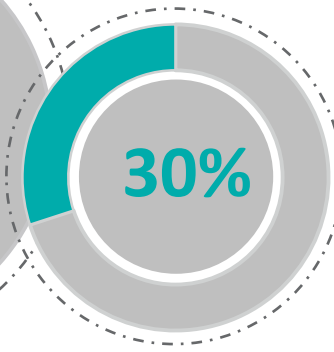
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

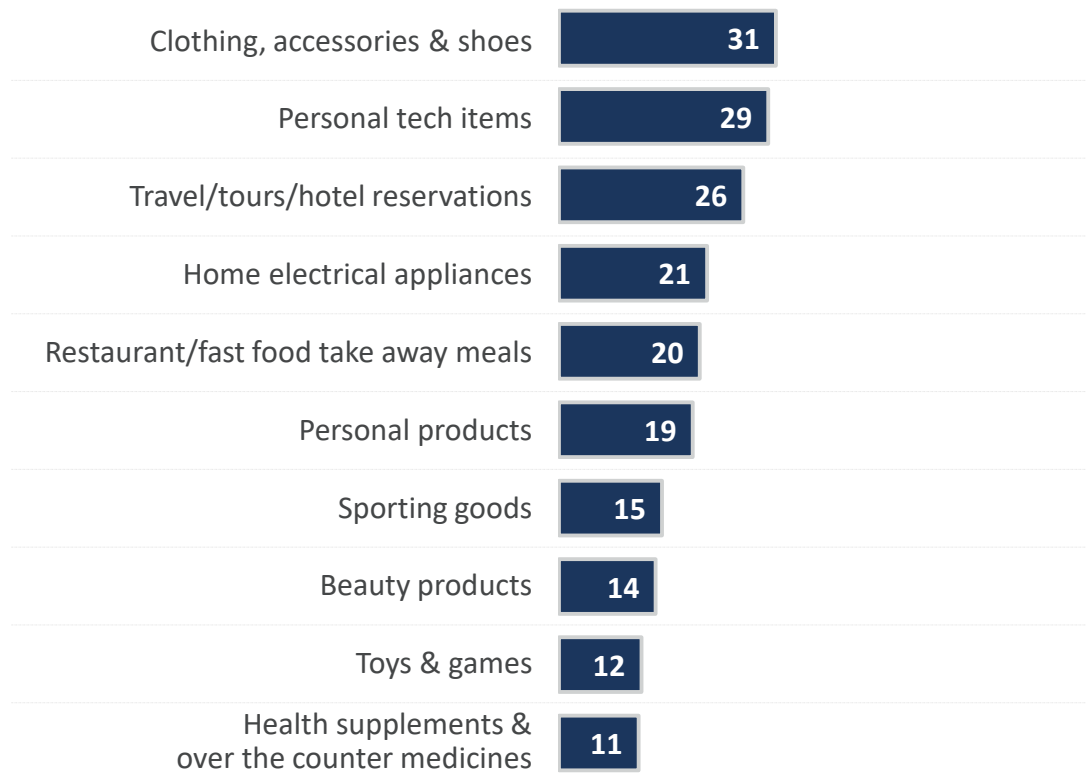
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

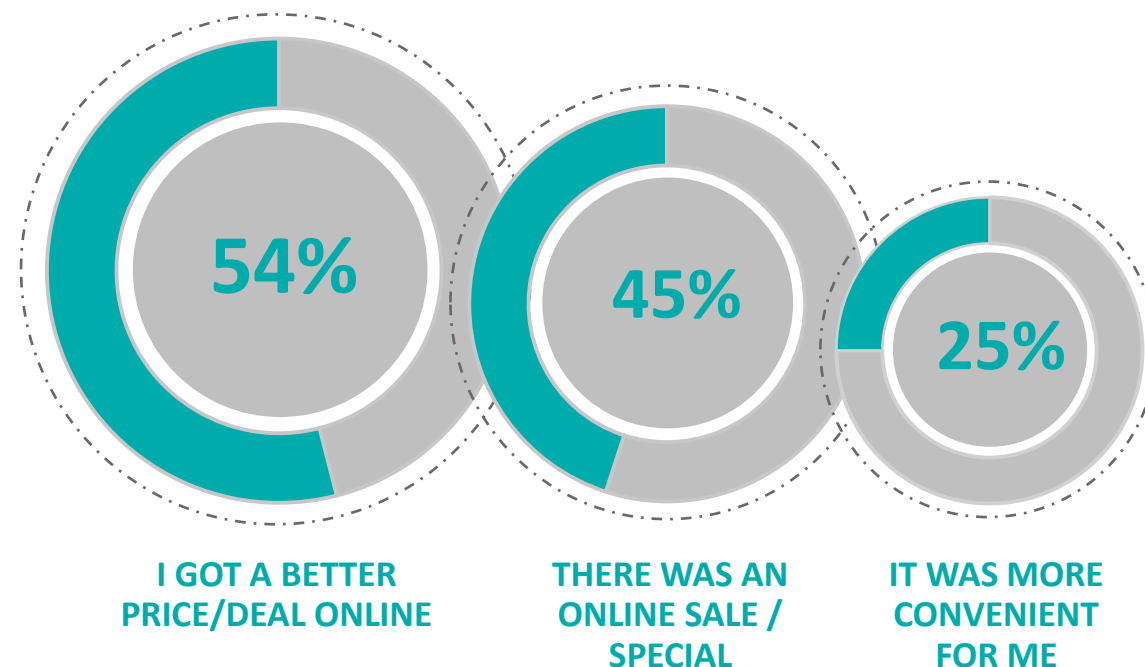


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

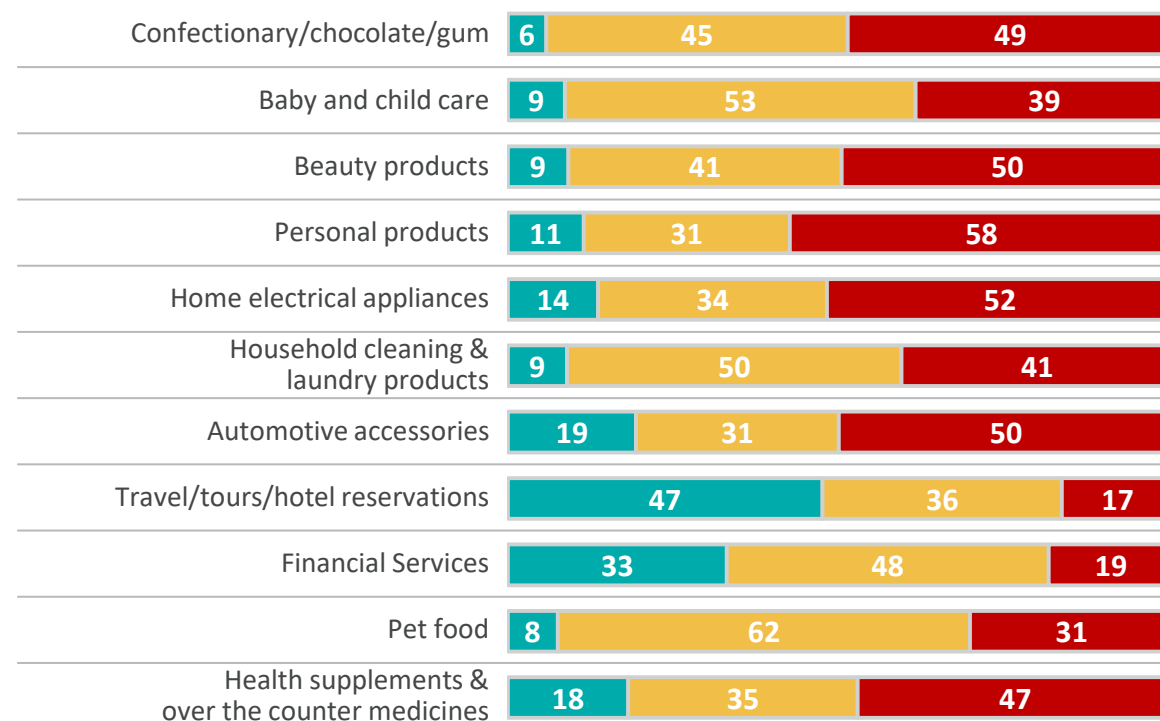
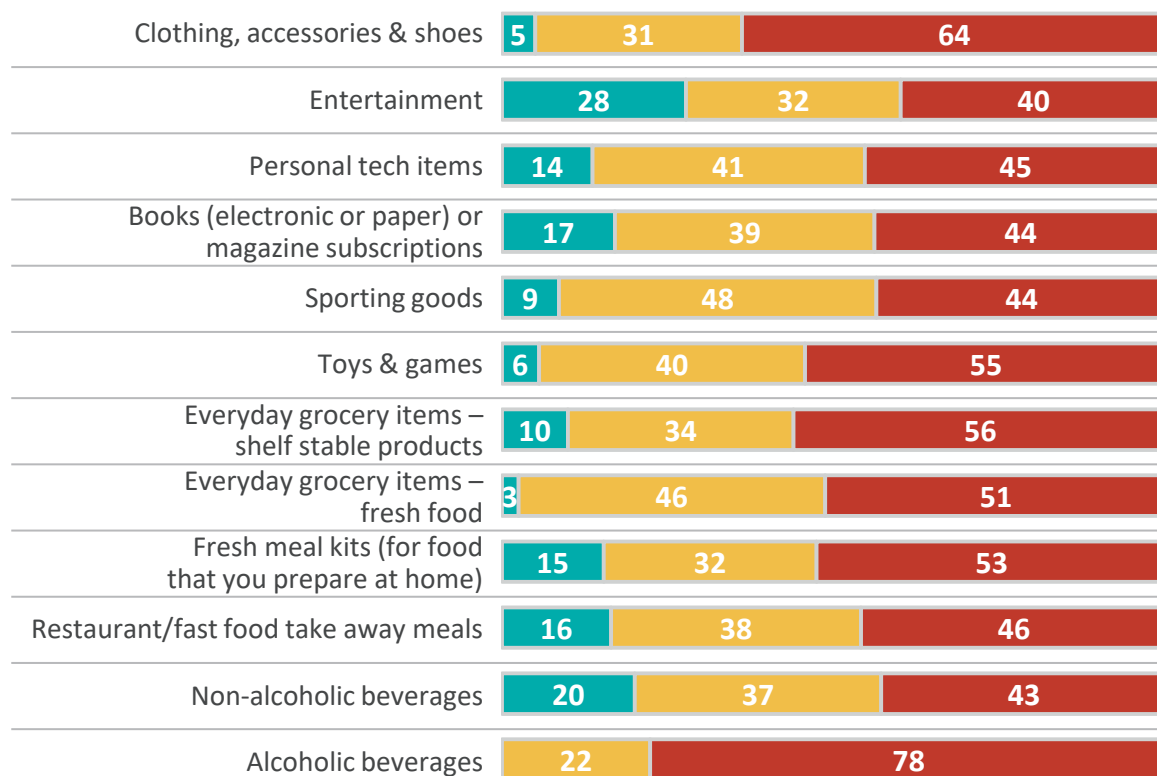
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=9 to n=153

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



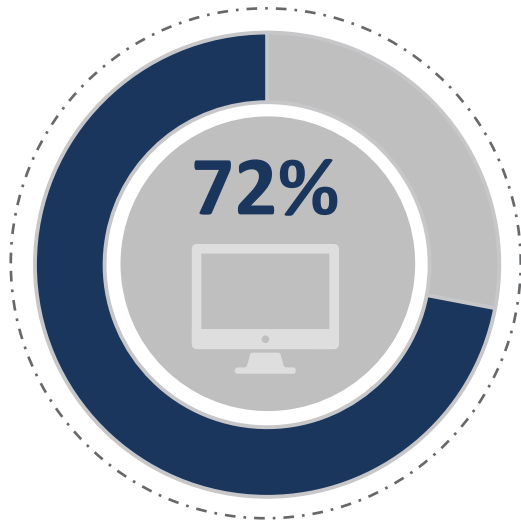


SOUTH KOREA

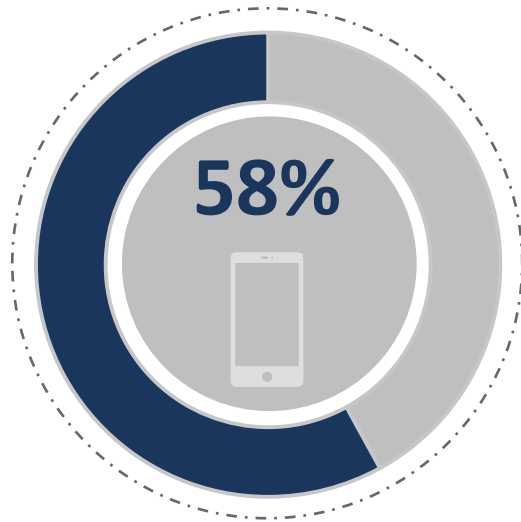


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

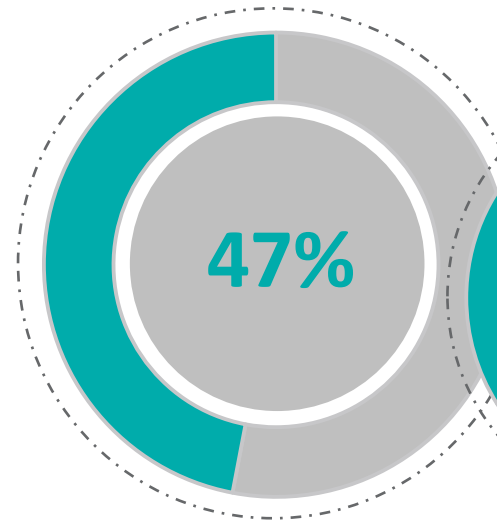


**COMPUTER/
LAPTOP**

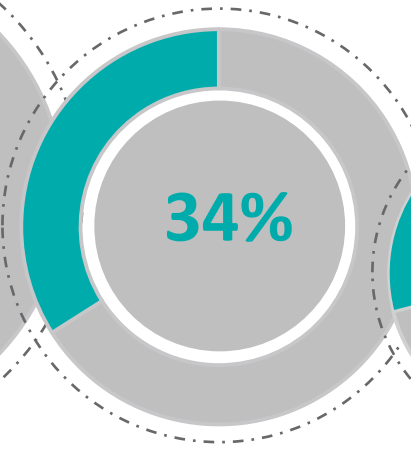


MOBILE

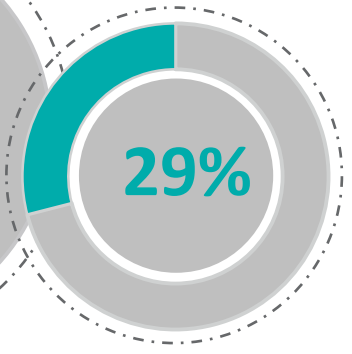
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

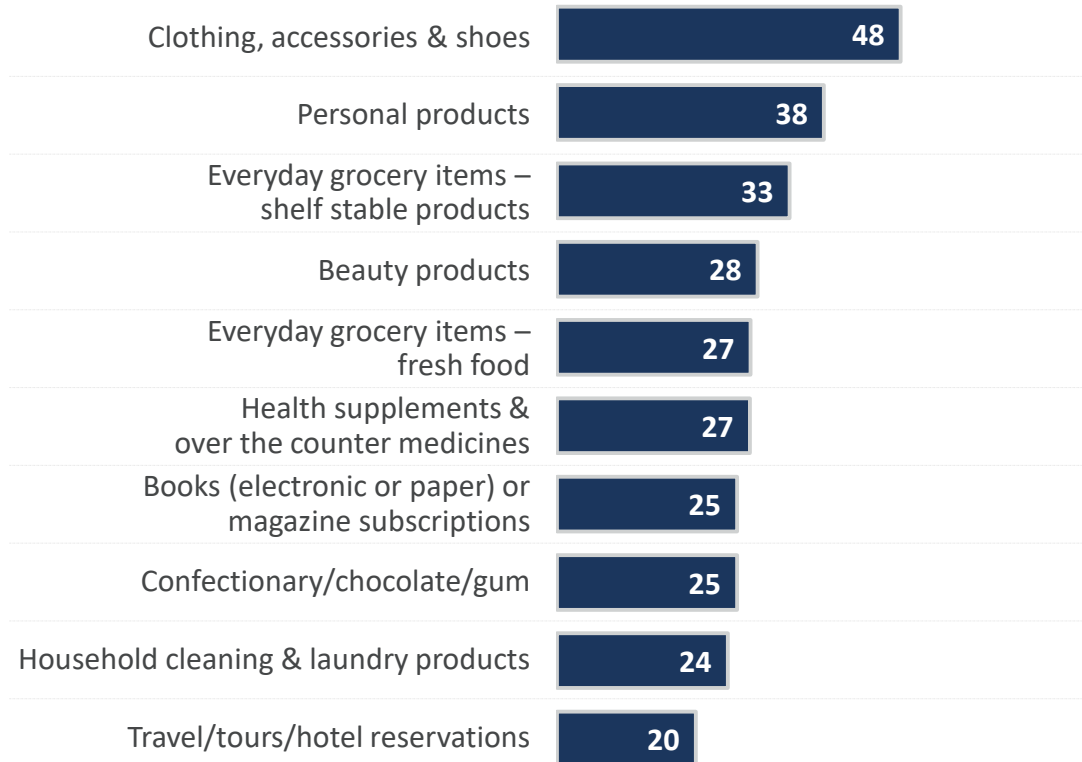
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?



[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE

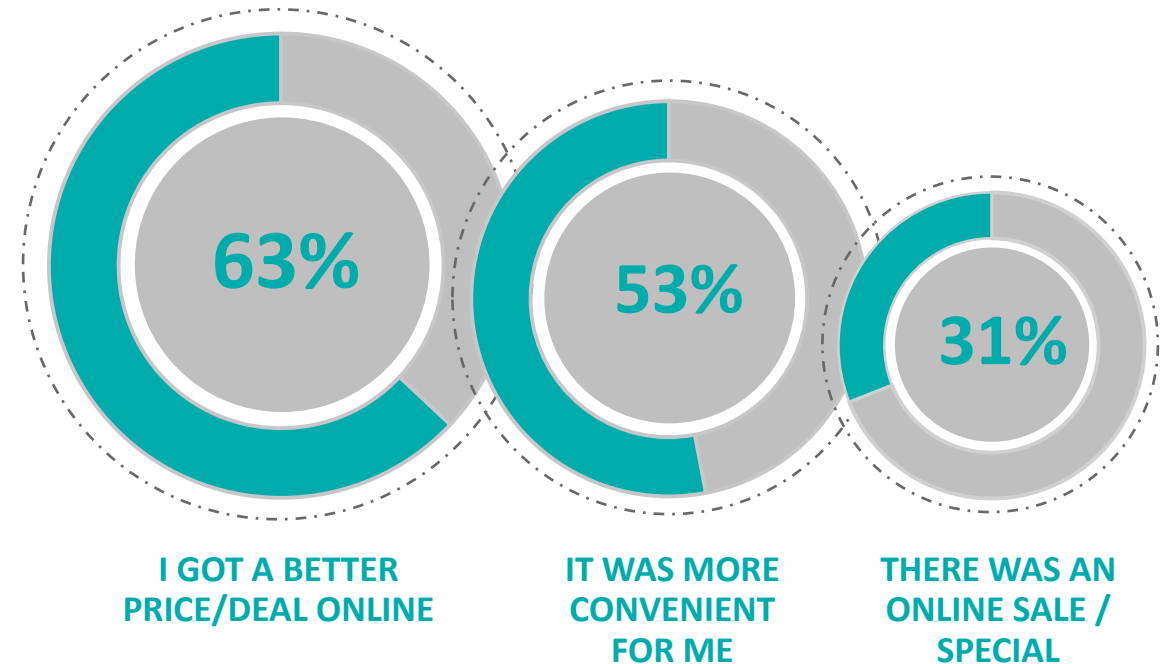


Base: All Respondents, n=500

Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?

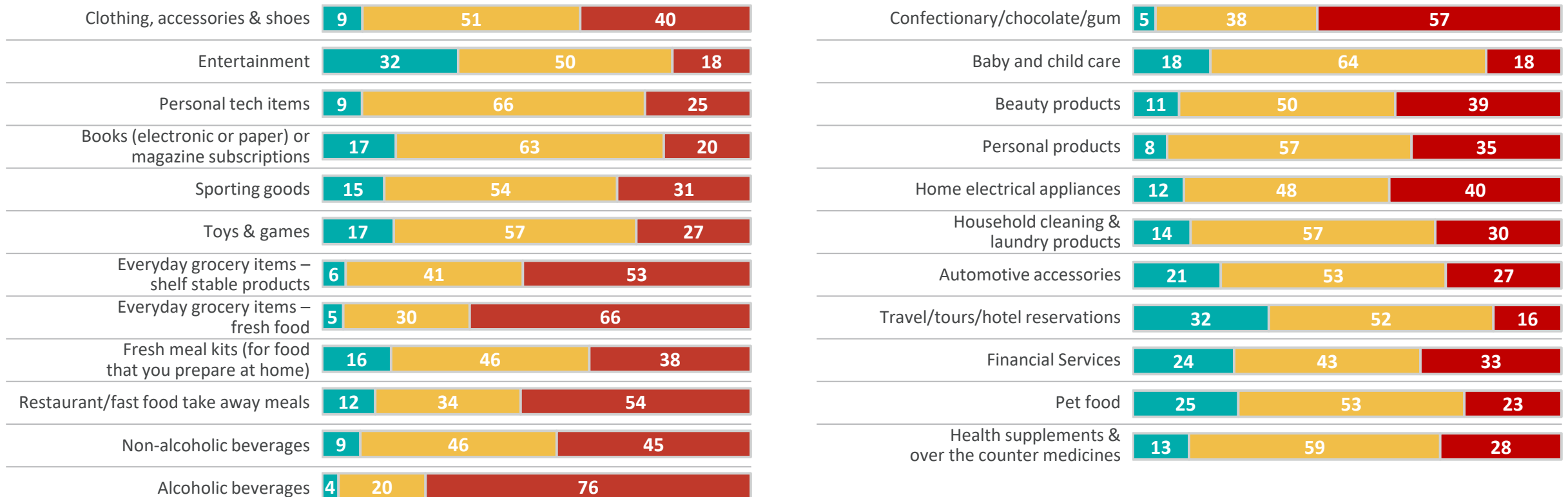
TOP 3 REASONS FOR BUYING ONLINE





[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=23 to n=241

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



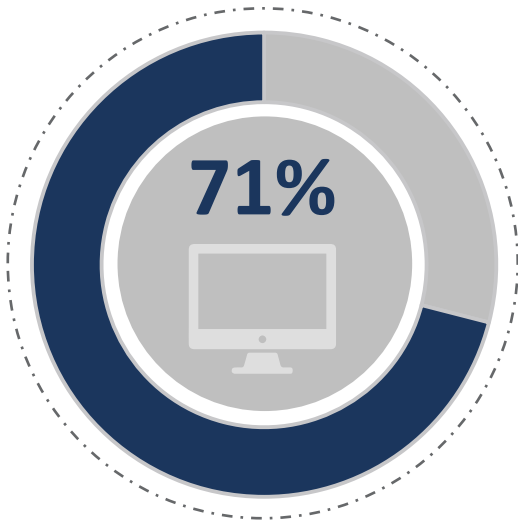


SPAIN

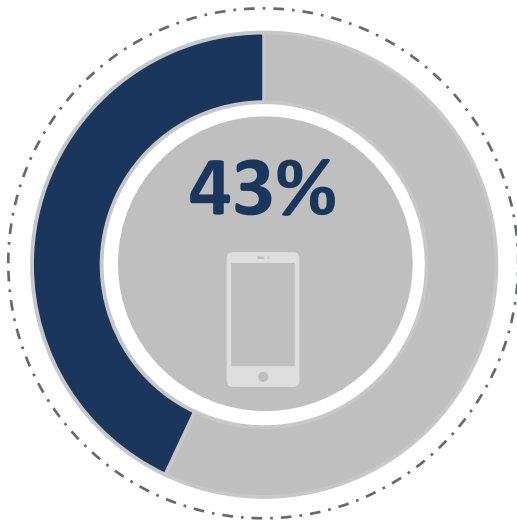


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

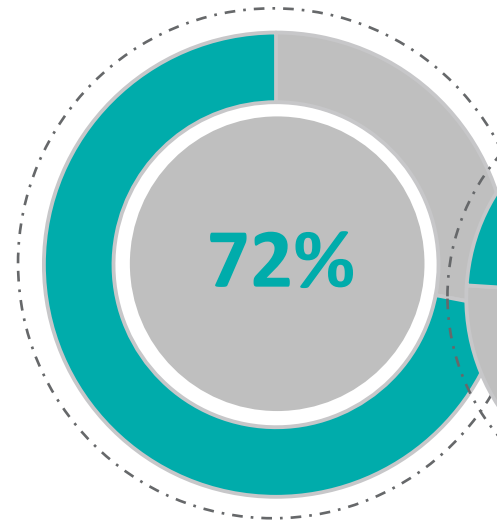


**COMPUTER/
LAPTOP**

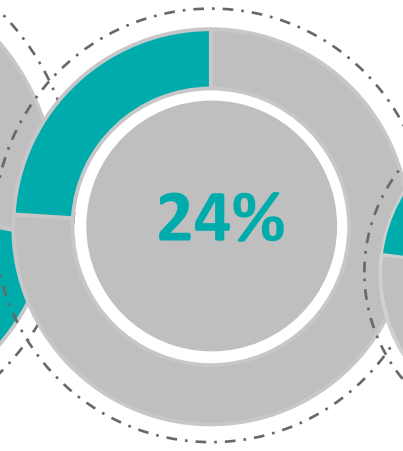


MOBILE

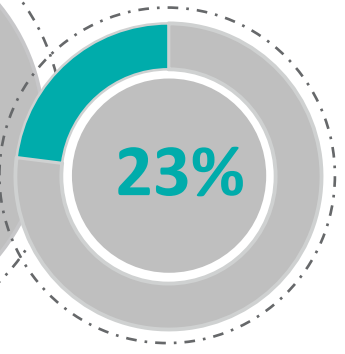
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**



**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

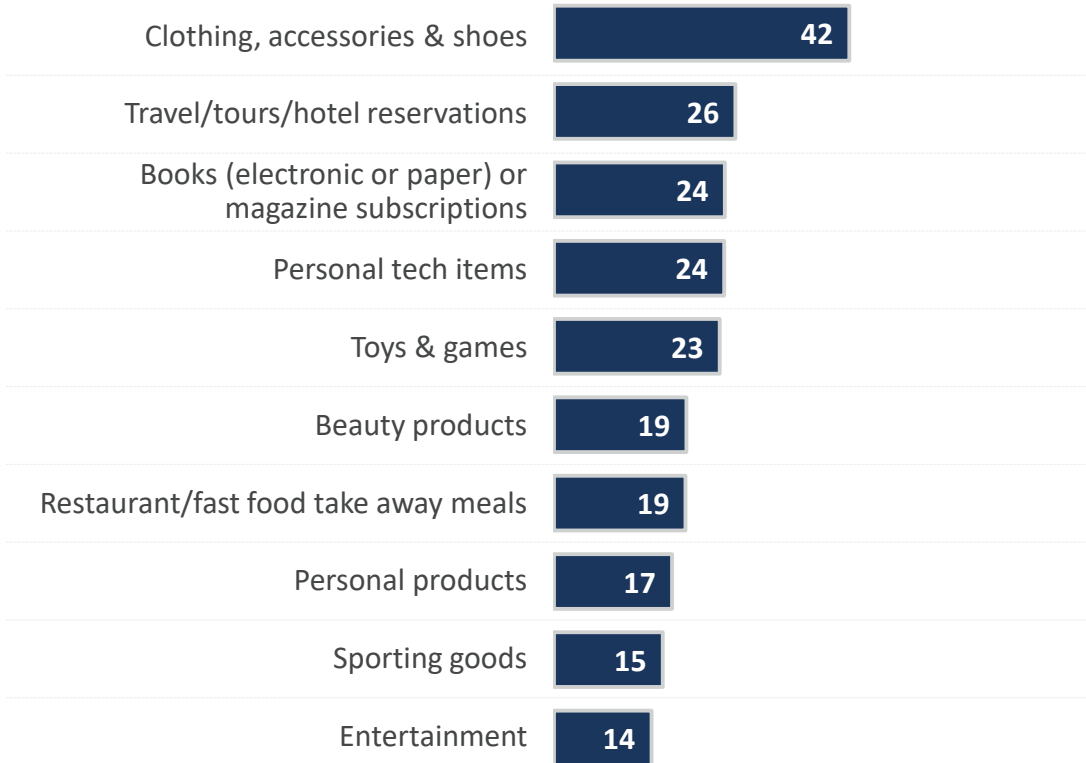
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

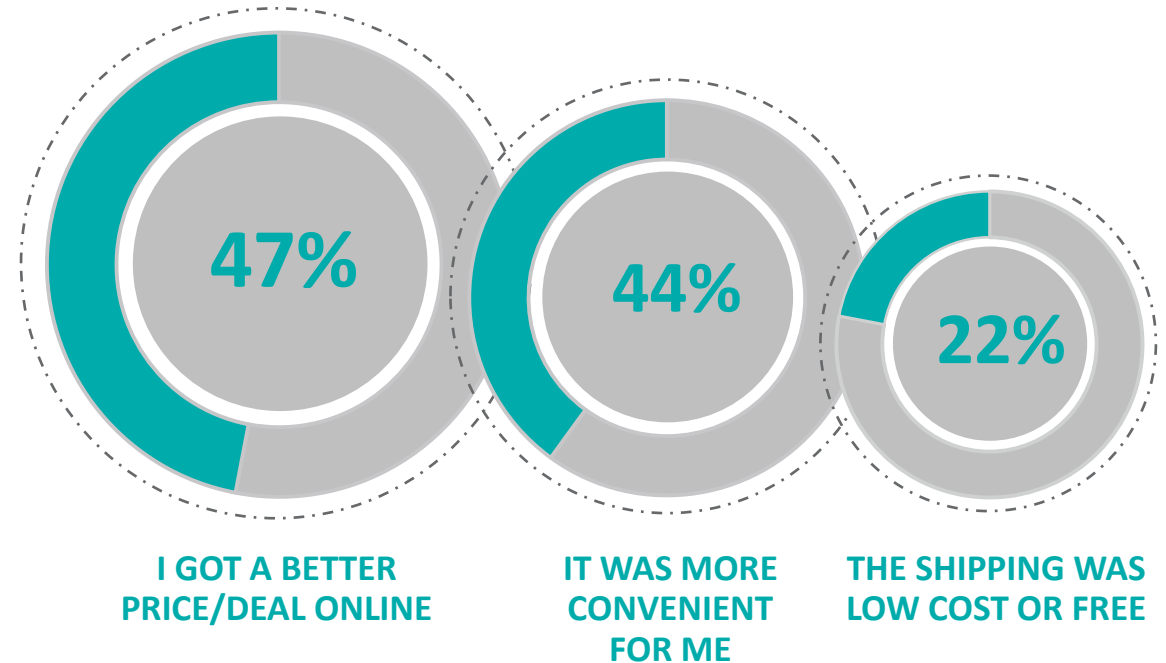


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

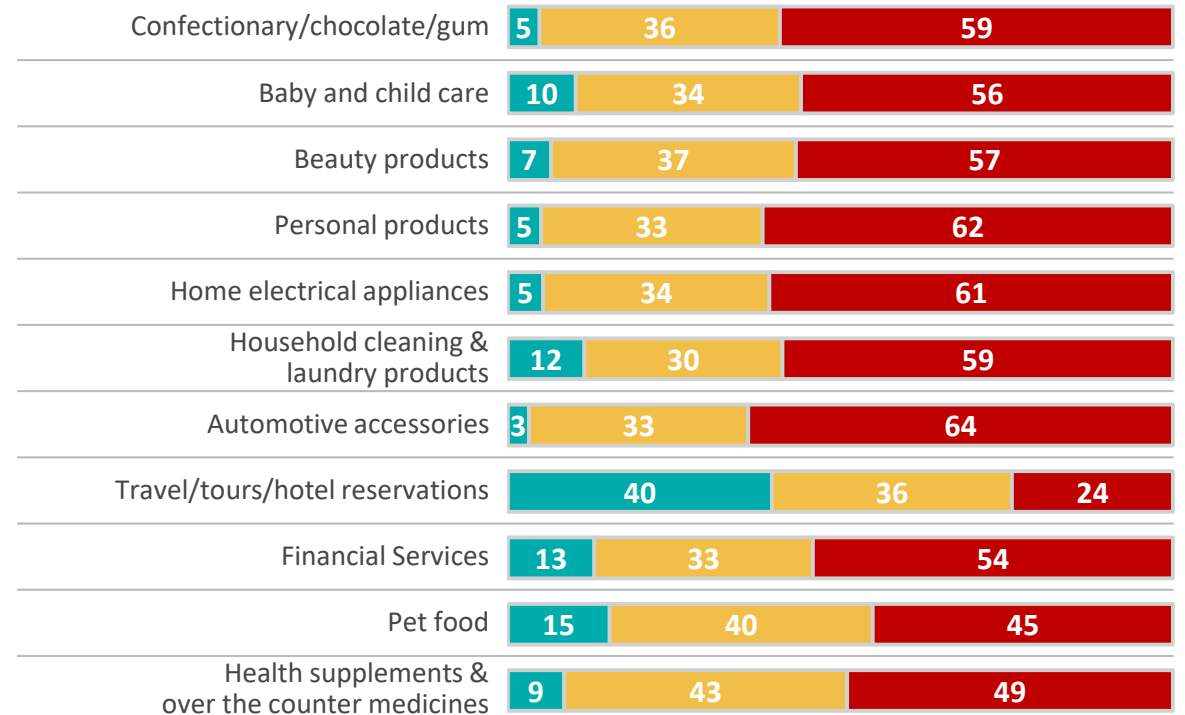
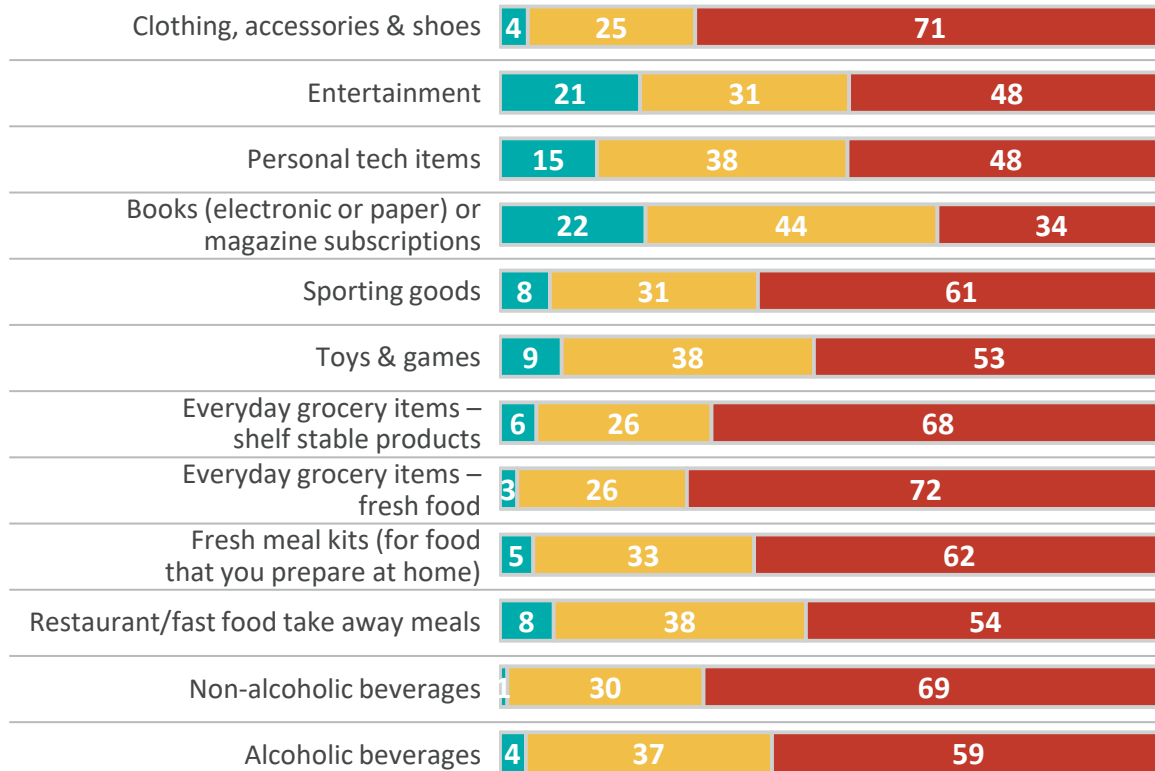
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=21 to n=207

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online



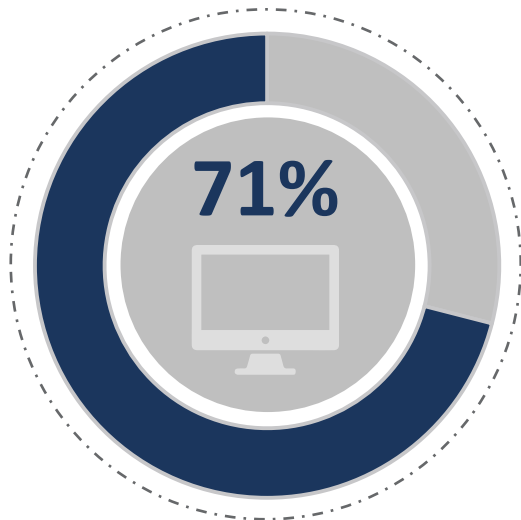


SWEDEN

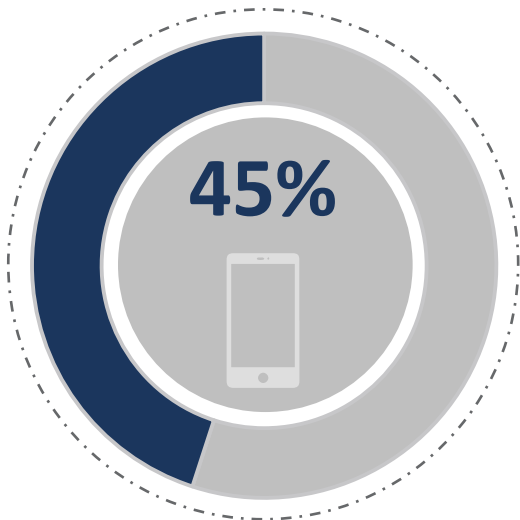


[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

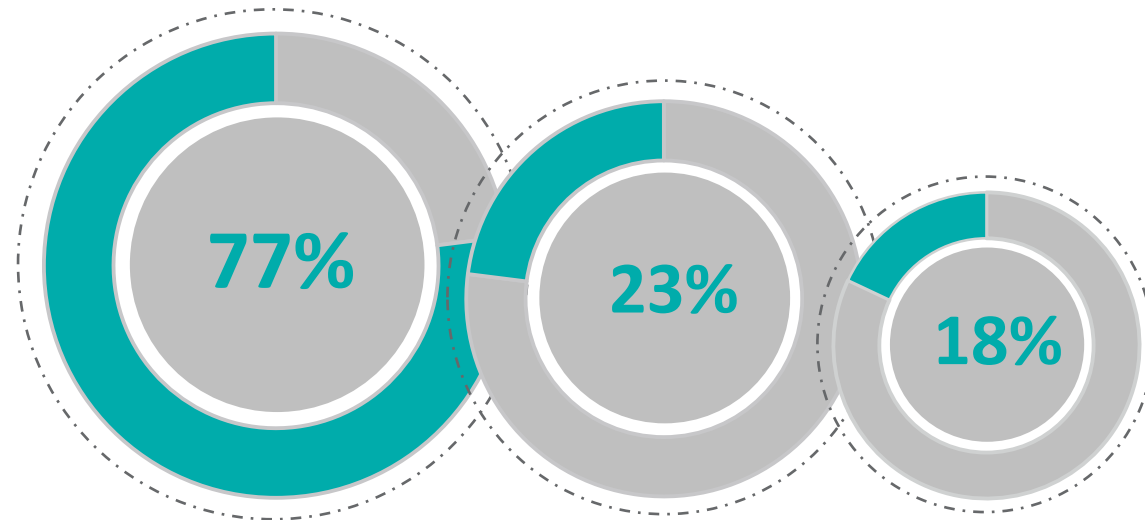


**COMPUTER/
LAPTOP**



MOBILE

METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**

**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

**DIRECTLY FROM A
RETAILER'S APP**

Base: All Respondents, n=500

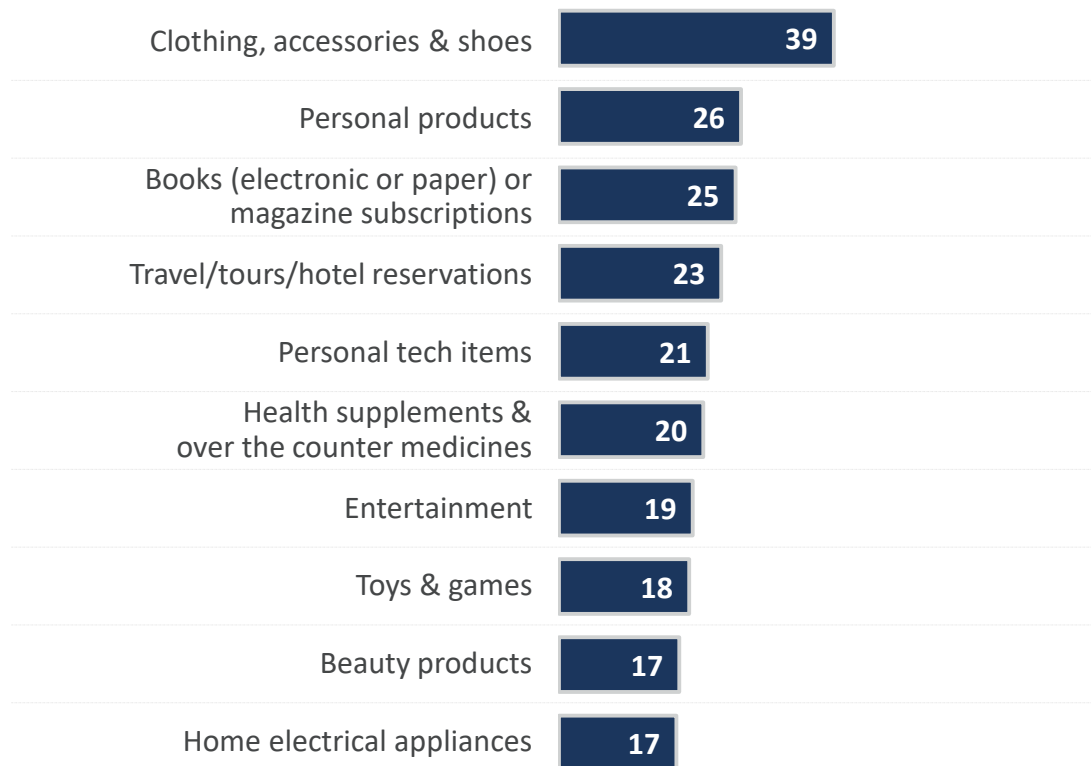
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?

Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

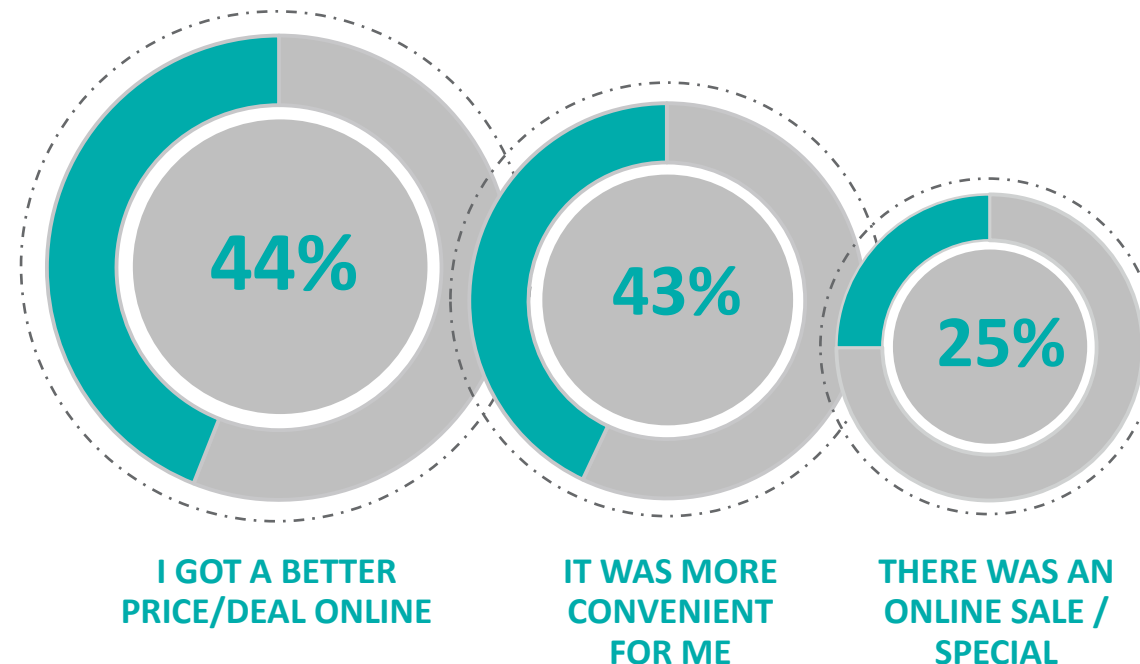


[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500

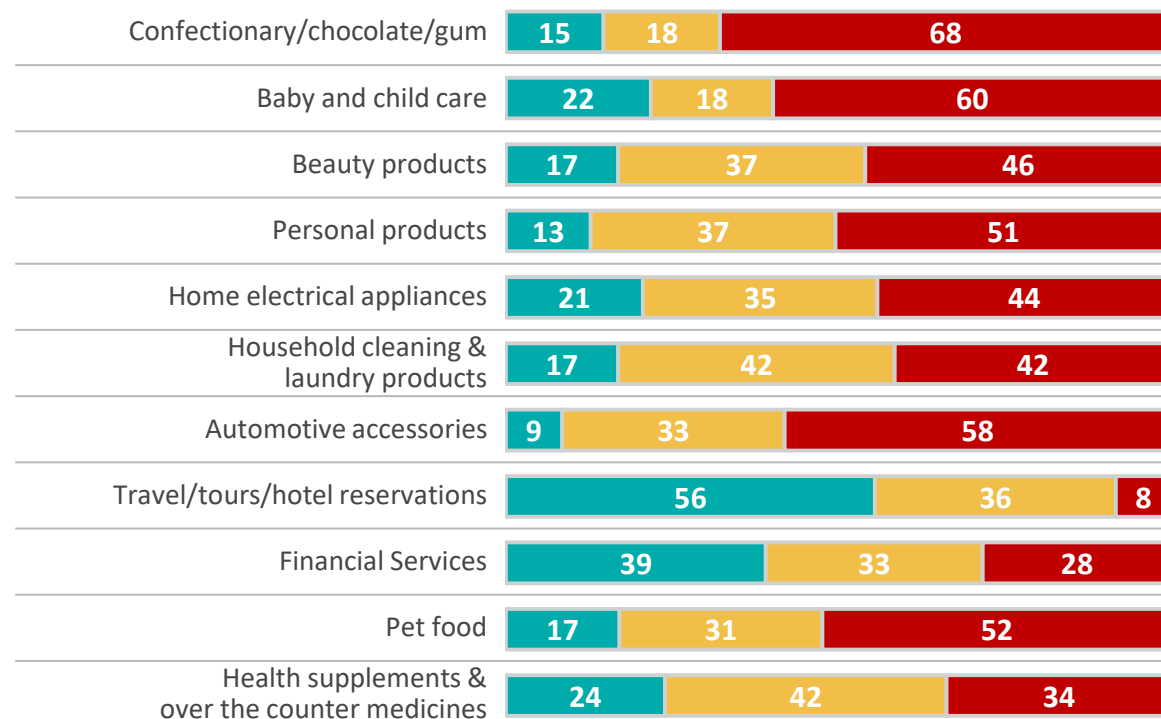
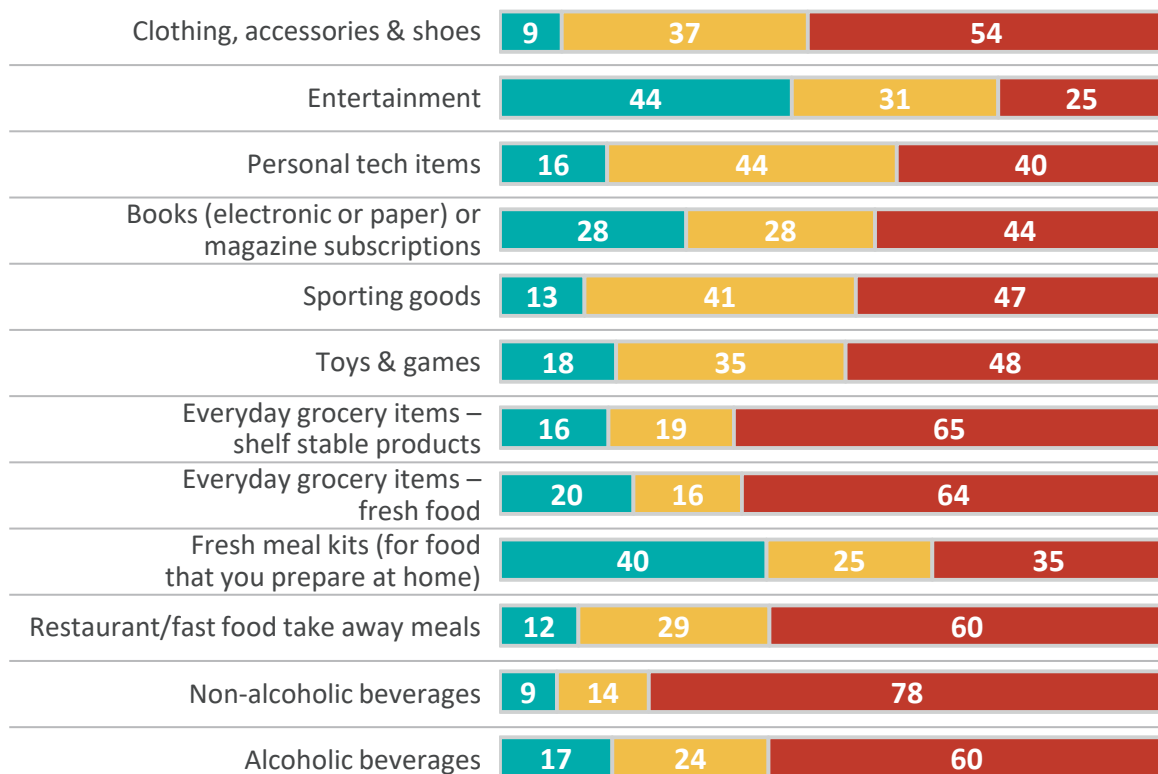
Q3. Which of the following have you purchased online in the last 6 months?

Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=30 to n=193

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online

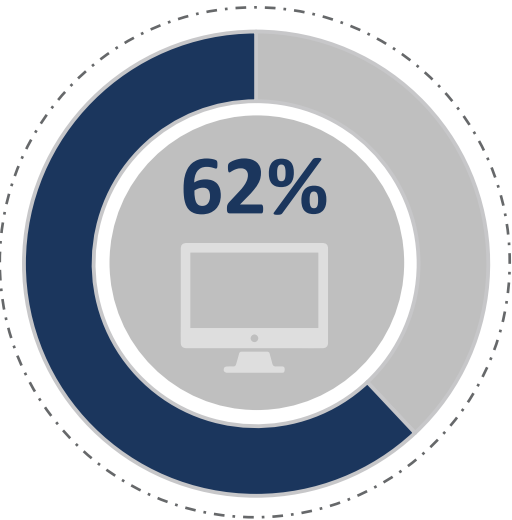




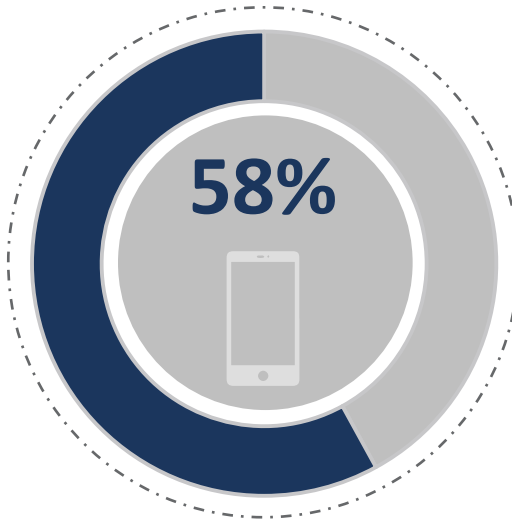
TURKEY

Mobile purchase has a high penetration in Turkey; an opportunity to develop retailer's app and marketplace potential

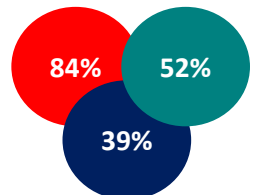
DEVICES USED TO PURCHASE ONLINE P3M



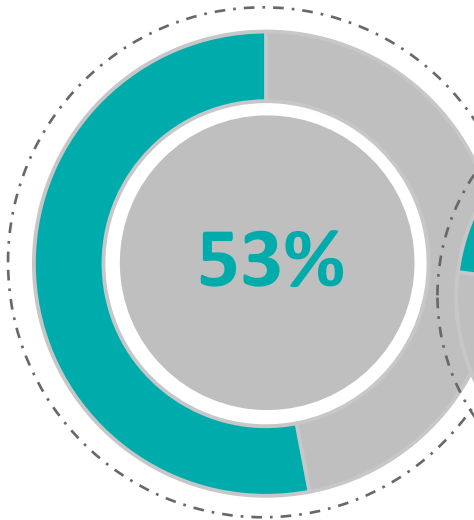
COMPUTER/
LAPTOP



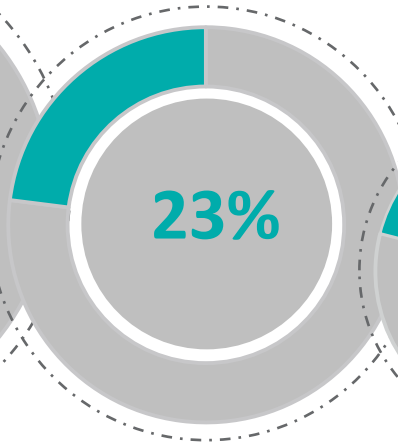
MOBILE



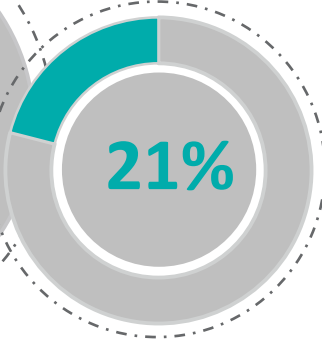
METHODS USED TO PURCHASE ONLINE P3M



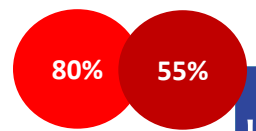
DIRECTLY FROM A
RETAILER'S WEBSITE



DIRECTLY FROM A
RETAILER'S APP



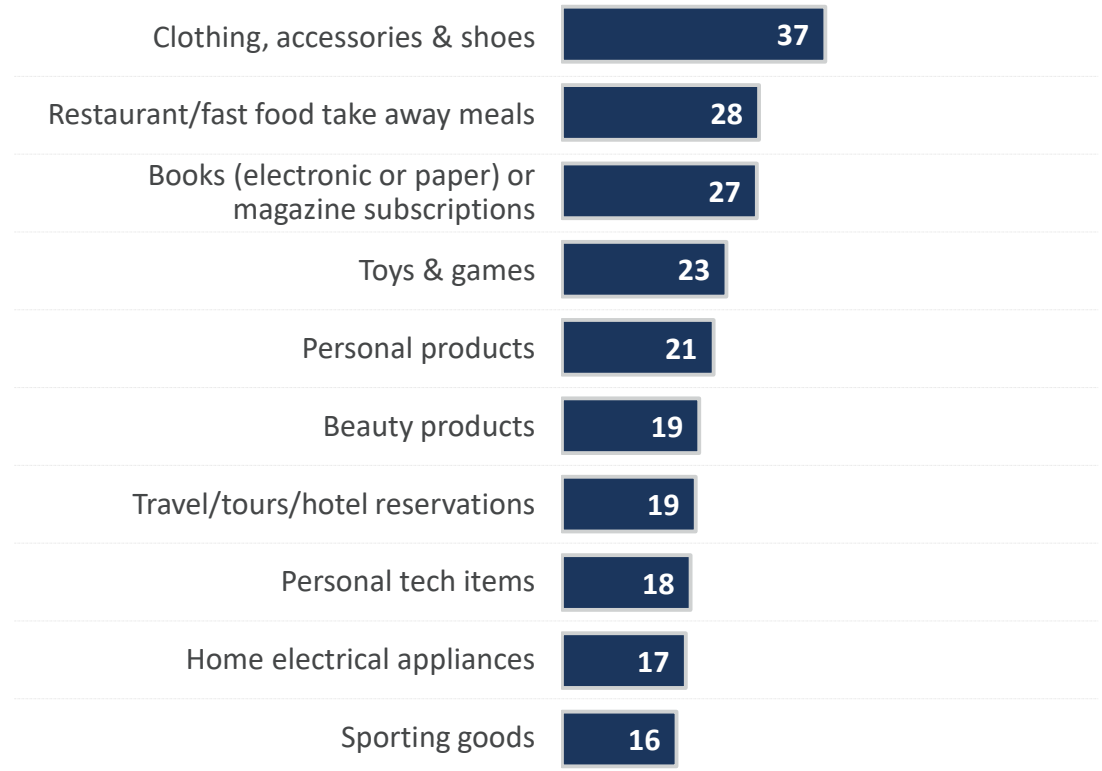
FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.



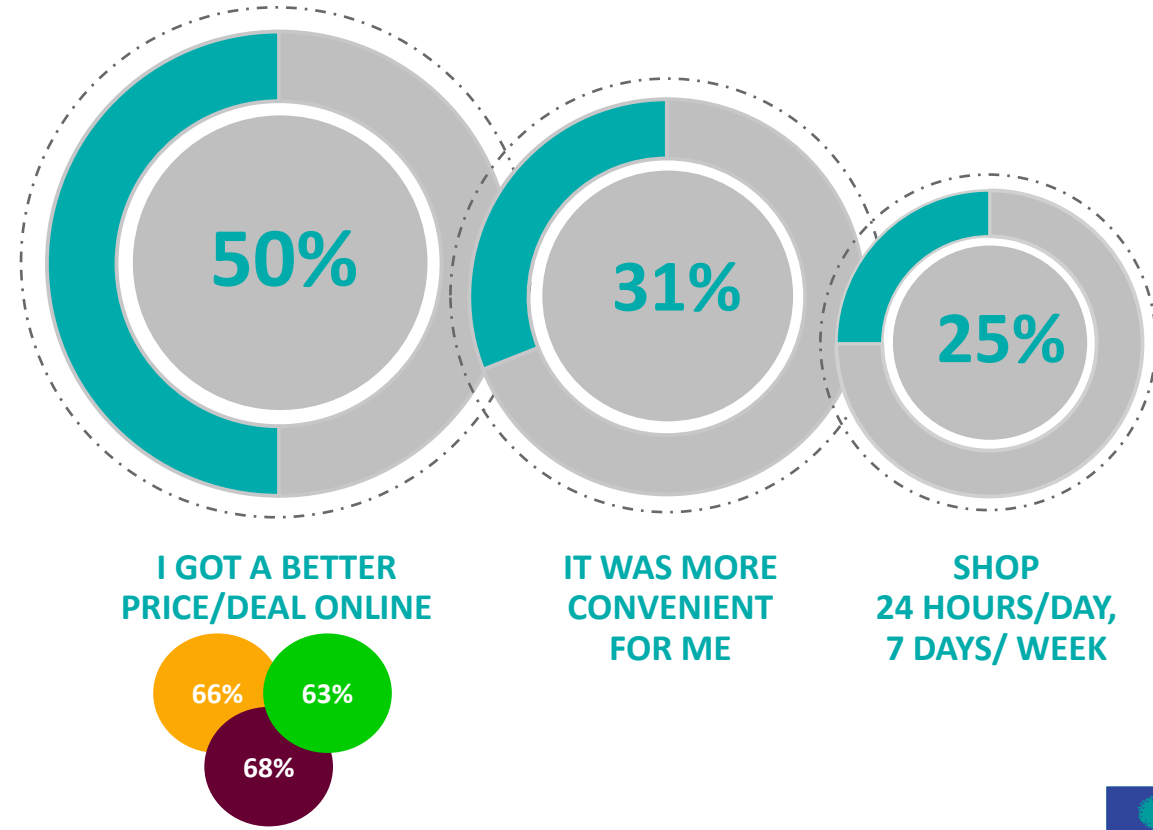
Base: All Respondents, n=500
 Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
 Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?
 ● China ● Mexico ● Great Britain ● Japan

Half of Turkish people are buying online because of price/promo reasons and a third for convenience

TOP 10 CATEGORIES PURCHASED ONLINE



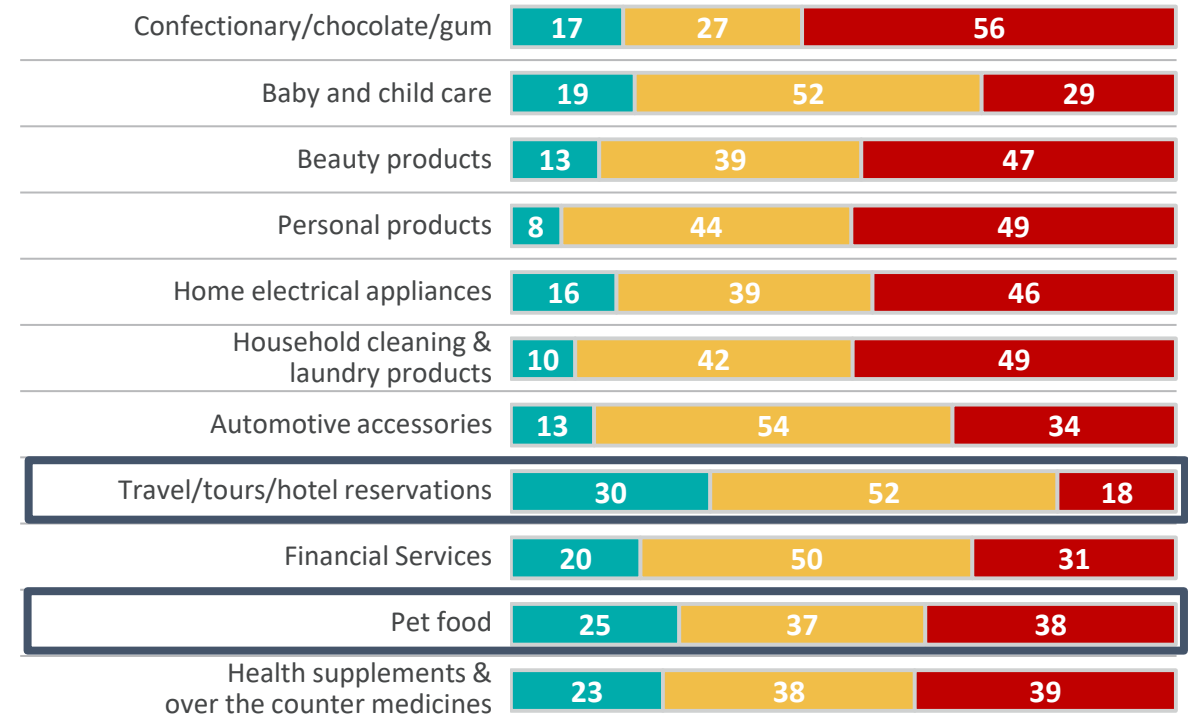
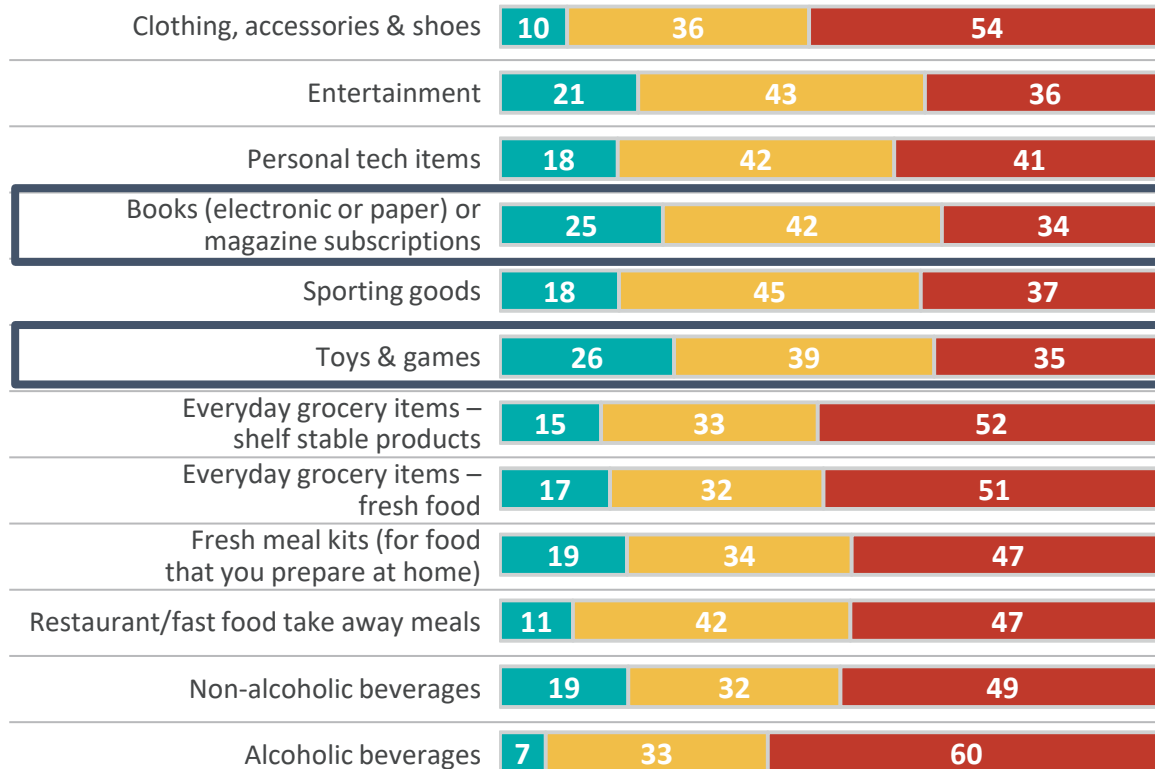
TOP 3 REASONS FOR BUYING ONLINE



Base: All Respondents, n=500
 Q3. Which of the following have you purchased online in the last 6 months?
 Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?
 ● Brazil ● South Korea ● India

If “Clothing, accesories & shoes“ is the first category bought online, frequency of purchasing these articles online is low comparing to other categories such as travel or toys, books and pet food.

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=29 to n=185

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

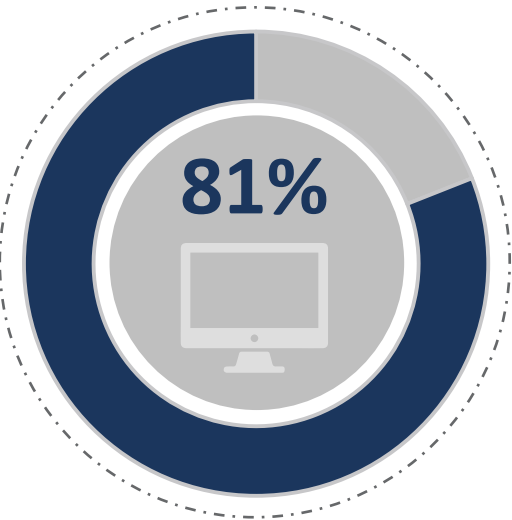
■ Exclusively/almost exclusively buy online
■ Mostly buy online
■ Occasionally buy online



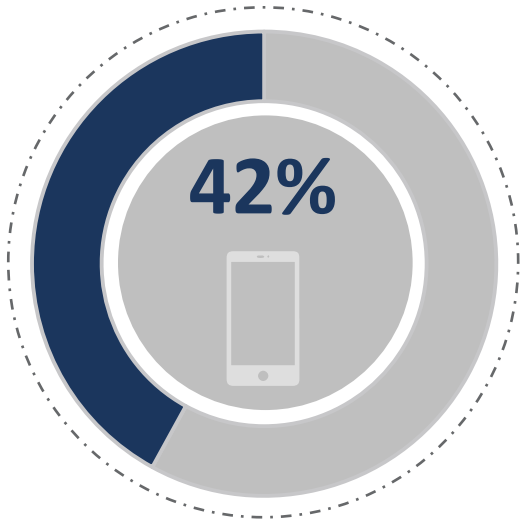
UNITED STATES

[INSERT ACTION TITLE HERE]

DEVICES USED TO PURCHASE ONLINE P3M

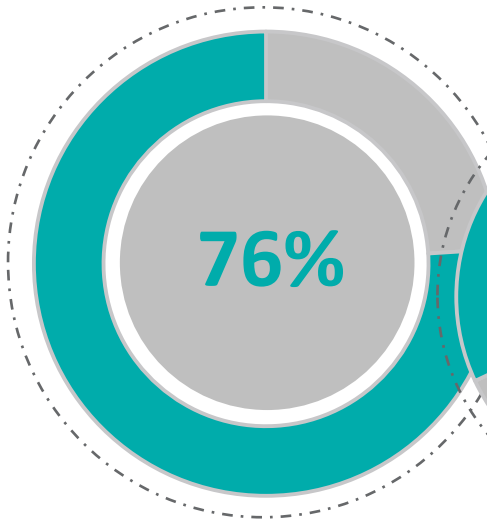


**COMPUTER/
LAPTOP**

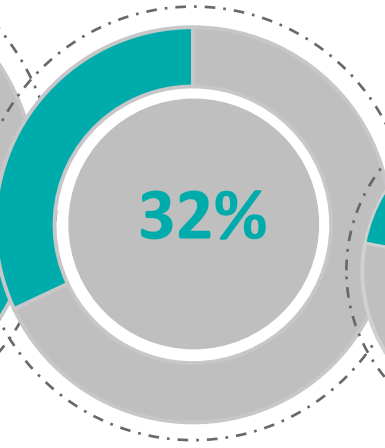


MOBILE

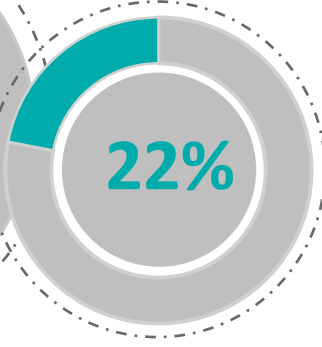
METHODS USED TO PURCHASE ONLINE P3M



**DIRECTLY FROM A
RETAILER'S WEBSITE**



**FROM A
MARKETPLACE
SUCH AS EBAY,
TMALL ETC.**

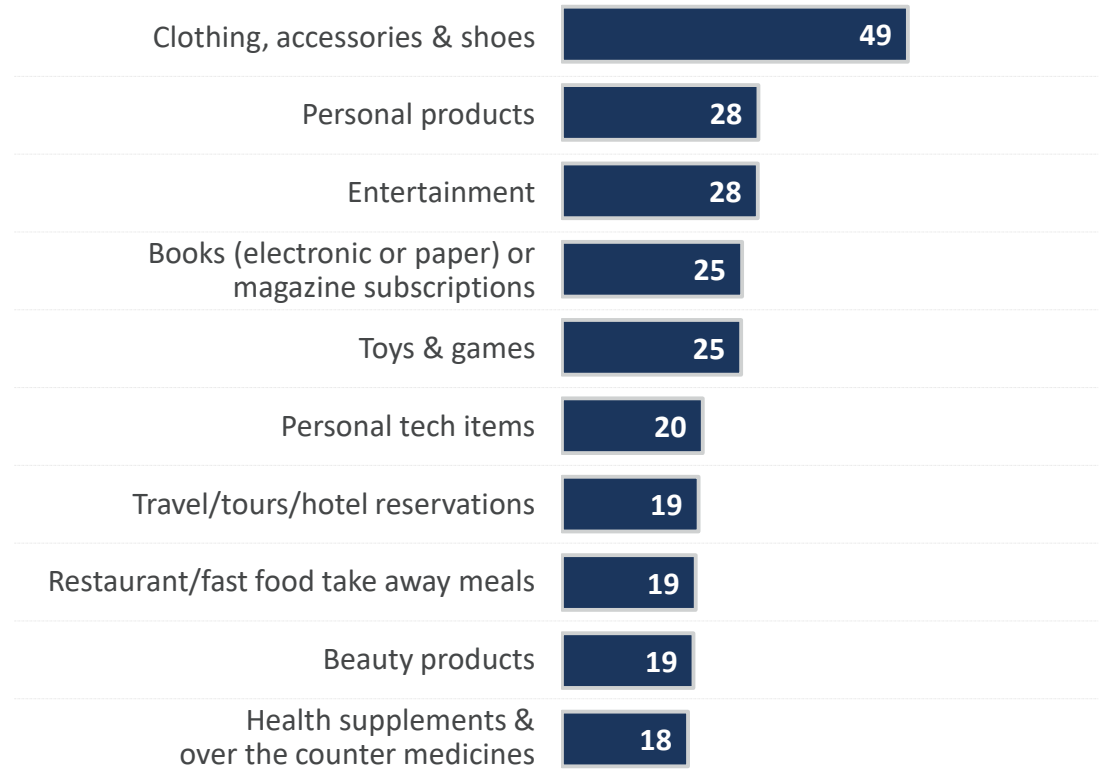


**DIRECTLY FROM A
RETAILER'S APP**

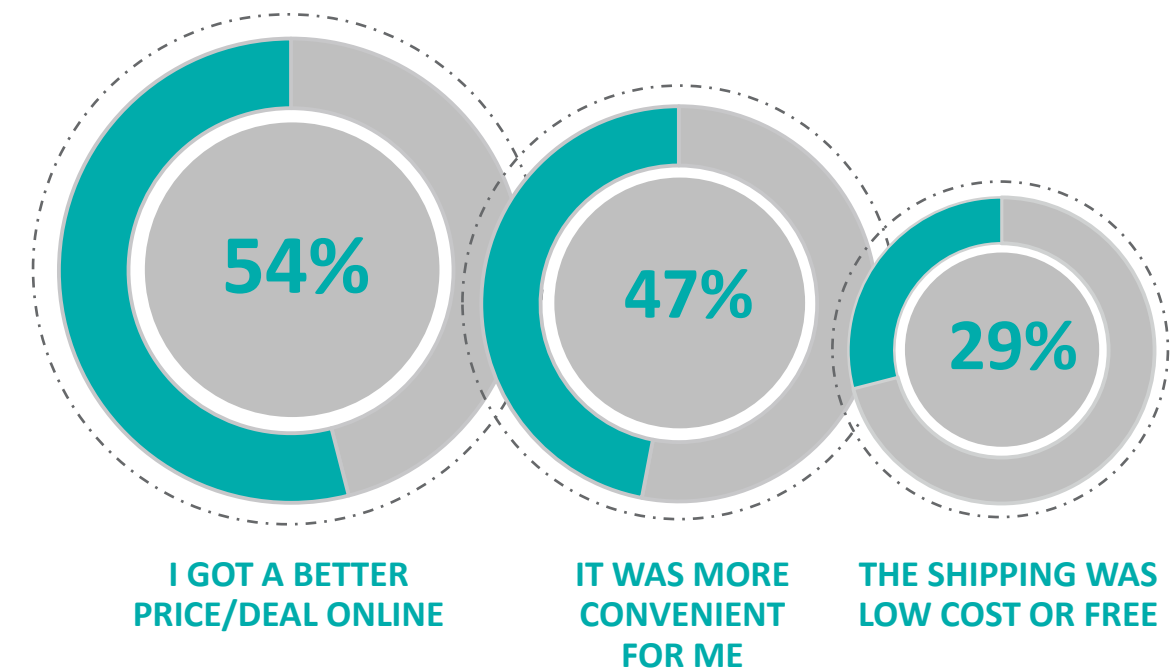
Base: All Respondents, n=500
Q1. Have you purchased any products or services online in the last 3 months using any of the following devices?
Q2. Have you purchased any products or services online in the last 3 months by any of the following methods?

[INSERT ACTION TITLE HERE]

TOP 10 CATEGORIES PURCHASED ONLINE



TOP 3 REASONS FOR BUYING ONLINE

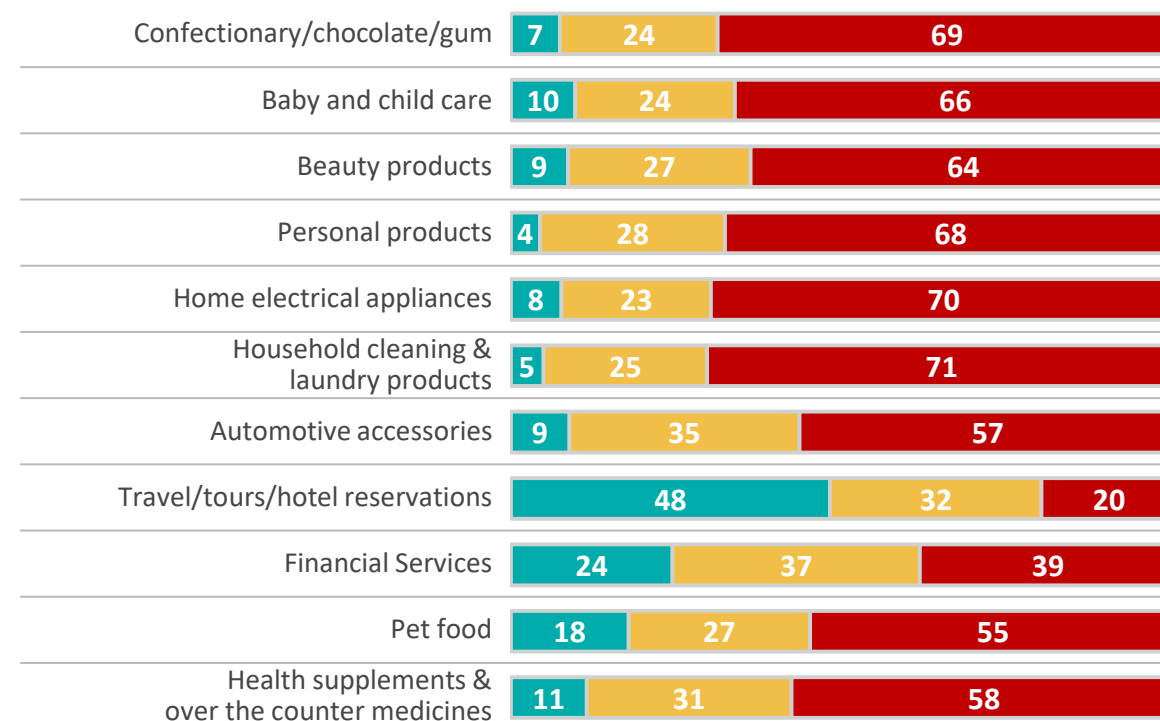
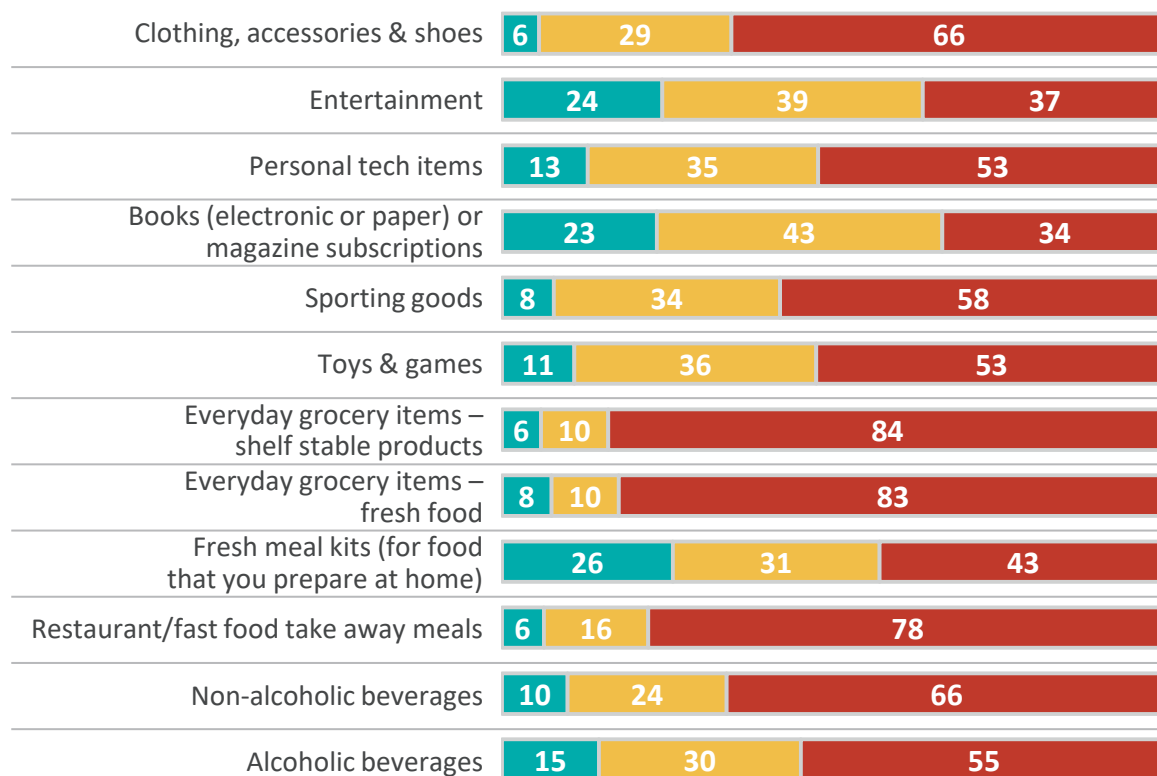


Base: All Respondents, n=500
 Q3. Which of the following have you purchased online in the last 6 months?
 Q5. Thinking about last the last time you purchased Why did you purchase online rather than visiting a physical store location?



[INSERT ACTION TITLE HERE]

FREQUENCY OF PURCHASING ONLINE VS. VISITING PHYSICAL STORES



Base: Per category, range from n=28 to n=243

Q4. Thinking about the following categories how would you describe your frequency of purchasing online vs visiting physical stores?

- Exclusively/almost exclusively buy online
- Mostly buy online
- Occasionally buy online