

## M-commerce in the UK 2012 | Verdict Channel Reports

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Product Type: Brief (46 pages)

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The increasing use of mobile devices in retail, and the rapidly growing value of transactions, makes m-Commerce a key channel for retailers with ambitions of growth. Understand how new technology and evolving consumer needs are driving swift changes in content and design, making the needs to plan and manage potential opportunities and threats paramount to retailers success.

### Scope of this research

- Sector data allows you to compare how different sectors are performing via mobile and understand which ones offer the most potential
- Forecasts to 2016 across a range of key metrics allow you to affectively plan a strategy for how the channel will develop
- Identify the threats as well as the opportunities to grow business in this channel by looking at the key issues in mobile retailing

### Research and analysis highlights

In a retail environment where economic conditions are squeezing expenditure, any growth prospects will require retailers to strategically plan to maximize gains. This involves not only building a sustainable e-commerce site and app, but also integrating the content to the benefit of stores.

M-commerce has expanded rapidly in 2011 and 2012, as both retailers and consumers continue to adapt to the potential of mobile devices. Not only are more people making purchases, but also more apps and mobile optimised websites have furthered the possible uses of mobile devices for shoppers.

With so many mobile devices on sale, with a range of capabilities and size, the role of mobile devices varies greatly. Mobile phones are still the primary mobile device, however the smartphone revolution has resulted in their screens becoming increasingly larger, blurring the lines between phone and tablet

### Key reasons to purchase this research

- What is the m-Commerce market size and how will it develop over the next five years?
- How are mobiles changing the way consumers shop online and in stores?
- Which customers present the most opportunities for growth going forward and what sectors will outperform/underperform?
- What are the factors that will impede or maximise future growth opportunities online?

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### Table of contents

(Untitled chapter)

Verdict view

Key findings

(Untitled sub-section)

#### MARKET ANALYSIS

Key sectors spur growth

Consumer awareness and hardware boosts growth

Food & grocery continues to dominate

Digital downloads spur music & video shoppers

Books spend per head overtakes clothing & footwear

#### SHOPPING POPULATION

Young and wealthy dominate mobile shopping

Jump in 15–24 year old penetration

25–44 year olds dominate

Increase in male users

ABC1s represent majority of shoppers

#### MARKET FORECASTS

Hardware and content key to growth

Cheaper devices will drive m-commerce population

Shift from laptop to tablet expenditure

Confidence is key

#### TRANSACTION ANALYSIS

Spend and frequency make great leaps

Transaction value rose by almost one-third

Shopping frequency increased in 2011

#### CONSUMER SHOPPING HABITS

More shoppers find their mobiles aren't web-connected as interest in e-commerce blooms

Amazon strides ahead of m-commerce competitors

Researching, not purchasing, is key function of mobiles

Big fall in mobile website display issues

App appeal classless

#### KEY ISSUES

The changing role of mobile devices

Lines blur between phones, tablets and laptops

Faster 4G mobile internet on the way

Retailers must maintain investment in channel

Beyond transactions

App content can go beyond core operations

Retailers must integrate mobile into store experience

Mobiles cause shopping habits to evolve

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### Mobile devices impact on stores

Rise in showrooming

Third party apps have a major bearing on retailers

### Site optimisation

Mobile website design challenges multiply

Assurance of mobile security is key to growth

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Global Retail FreeView

Disclaimer

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Figure: Socioeconomic breakdown of m-commerce shopping population 2011

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