

OMNICHANNEL EXCELLENCE IS NOT A

Trivial Pursuit

Customer expectations for seamless shopping experiences across devices, channels and countries continue to rise. **If they hope to keep pace with these expectations, retailers must find answers to the hard questions that reveal the true nature of shopper behaviours.**

Here are a few trivia questions to see just how well you understand the global omnichannel landscape.

And don't worry, after you've tried to answer the questions, no matter how well you did, we'll help you win the game with our guide to omnichannel excellence.

ECOMMERCE IS ABOUT TO BECOME THE DOMINANT RETAIL CHANNEL ON THE PLANET

By **2021**, global ecommerce will account for **14%** of all retail sales on the planet, which will outpace all other retail outlets like grocery stores, apparel stores, footwear retailers, etc. By that time, ecommerce will become the largest retail channel in the world.

Ecommerce became the largest channel in China in 2016, accounting for 17% of total retail sales. When will ecommerce become the largest retail channel across North American and Europe?



*Despite the UK being just the third largest retail market in Western Europe, it was the largest market for ecommerce sales in 2017—50% larger than second place Germany. This is due largely to the U.K.'s rapid adoption of online grocery shopping compared to Germany and France. Both countries, but particularly Germany, can be expected to narrow the gap as more sales move online for apparel and footwear.

MORE MOBILE, MORE OFTEN

Consumers are increasingly mobile, and they expect retail to follow. Most experts forecast mobile transactions to account for more than **50% of all global ecommerce sales by 2021**.²

*While French shoppers only make about 40% of their online purchases via their smartphones, mobile purchases in France are projected to grow 35% faster than the average of the rest of Western Europe.

In which European countries do mobile transactions already represent at least half of all retail ecommerce transactions?



Which European countries had the highest ecommerce conversion rates in 2018?



WEB SITE CONVERSIONS ARE REALLY HARD TO ACHIEVE

Despite the rapid rise in ecommerce transactions, conversion rates remain stubbornly low. Across all industries and countries, the average ecommerce conversion rate is a mere **1.94%**.⁴

CONVENIENCE IMPACTS CONVERSIONS

More than half (54%) of 3,500 consumers surveyed in the U.S., UK, France, Germany, Spain, The Netherlands and Italy said that delivery defines who they always shop with. **60% admitted that they made purchase decisions based upon the delivery options.**⁶

*Interestingly, shoppers in those same three countries also were the most eager to take advantage of one-hour delivery options:



Shoppers in which countries place the highest priority on delivery flexibility, and are most likely to actually change where they shop based on the variety and convenience of their delivery options?

How many consumers shop online from web sites outside their home country?



CROSS BORDER COMMERCE CONTINUES TO GROW

Shoppers continue to reach across borders to find exactly what they want at the **price they want to pay**, and as technology continues to advance, more and more shoppers are crossing into new markets.⁸

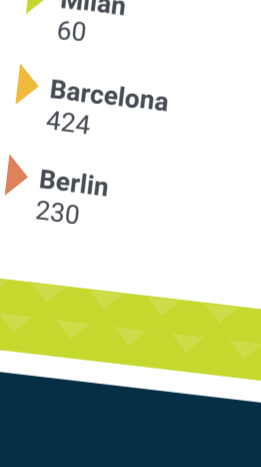
CONVERSATIONAL COMMERCE APPEARS READY TO JOIN THE ECOMMERCE CONVERSATION

The list of devices that consumers want to use to help them shop continues to grow. The global intelligent virtual assistant market accounted for **€2.01B** in 2018 and is expected to reach **€19.6B** globally by **2025**, at a CAGR of **35.4%** between 2019 and 2025.¹⁰

Which countries have the most adults that have adopted smart speakers?



How many pop-up spaces are available in some of Europe's biggest shopping cities?



POP-UP SHOPS MAINTAIN THEIR MOMENTUM

In recent years, temporary stores, most often referred to as **pop-up shops**, have become an important part of most retailers' marketing strategies. **Pop-up retail is estimated to be a €60B annual business in the US.** In the UK, Pop-up shops contribute over **€3B** to the economy.¹³

HOW TO FIND ANSWERS TO THE HARD QUESTIONS AND WIN THE OMNICHANNEL GAME

Clearly, achieving omnichannel excellence in this customer-driven era faces many challenges. And while nobody has all the answers, here are a few suggestions to help ensure you are well informed as you attempt to deliver the seamless experiences customers demand.

CHECK OUT OUR LIBRARY OF ASSETS THAT WILL HELP YOU PUT THESE SUGGESTIONS INTO ACTION IN YOUR BUSINESS.



TO KEEP UP WITH MOBILE CONSUMERS, YOU MUST THINK MOBILE FIRST. This requires a complete commitment to mobile first across the enterprise. Including your stores. Many times, retailers focus entirely on mobile commerce strategies, and they don't consider how mobile point of sale can enhance the store experience—and make it easier to open pop-up shops.

Visit our [asset library](#) to check out our latest presentation on mobile POS trends and how to leverage mobile tools in your store experience strategy.



IN TODAY'S SOCIAL MEDIA-DRIVEN WORLD, assortments are as important to conversion rates as experiences. Leading retailers now place greater emphasis on curated, local assortments and they reserve Open to Buy money to chase trends as they emerge.

Our new eBook in our [asset library](#) discusses how global and regional influencers are impacting assortments around the globe, and how technology can help create customer-centric assortments that fuel conversions.



ORDER MANAGEMENT TECHNOLOGY plays a critical role in giving customers the delivery and shipping choices they expect, while also controlling costs.

Download the latest omnichannel fulfillment iPaper that has been added to our [asset library](#) to learn how order management can help you keep your delivery promises and simplify fulfillment challenges.



IGNORE AMAZON AND CONVERSATIONAL COMMERCE AT YOUR PERIL. Many consumers are beginning to experience "screen fatigue" and they are turning to voice-controlled technology to escape all the screens in their lives.

Visit our [asset library](#) to download our conversational Commerce eBook to learn why we think it's important to establish a voice presence with shoppers now as they begin integrating their smart speakers into their shopping journeys.



THE OPPORTUNITIES INHERENT in Pop-Up retail are significant, and this "trend" shows no sign of slowing down.

Download the latest Pop-up Retail Trends from our [asset library](#) eBook to see why we believe now is the time to develop a comprehensive pop-up strategy that includes brand building, product marketing and revenue-driving opportunities.

THE END GAME

TO WIN THE OMNICHANNEL GAME, IT IS VITALLY IMPORTANT TO RECOGNIZE THAT EVERY SHOPPING JOURNEY IS UNIQUE, UNPRECEDENTED AND UNPREDICTABLE. Successfully delivering seamless experiences within every journey requires total organisational commitment, from planning to commerce to fulfilment and everything in between.

Visit our [asset library](#) to watch our latest thought leadership presentation, where we discuss how truly integrated enterprises are achieving omni-channel excellence and maximising margins, from Assortment to POS to Fulfilment.

¹Forbes, "Ecommerce set for global domination—but at different speeds" August 2018
²Statista, "M-commerce share of e-retail sales 2018, by country" August 2018
³Marketer, "Retail M-commerce in France and Germany" April 2018
⁴Growcode, "13 Ecommerce conversion rate statistics," August 2018
⁵Ibid.
⁶Digital Commerce360, "How consumers view online delivery options," July 2018
⁷MetaPack, "2018 State of ecommerce delivery," December 2018
⁸PayPal, "PayPal cross-border consumer research 2018" August 2018
⁹Ibid.
¹⁰Zion Market Research, "Global intelligent virtual assistant market will reach USD 19.6 Billion by 2025," January 2019
¹¹Deloitte Insights, "Smart speakers: Growth at a discount" December 2018
¹²Media Post, "Smart Speaker Ownership Hits 15% Globally, 35% in U.S.," June, 2018
¹³Storefront, <https://www.thestorefront.com/>, February 2019
¹⁴Go-PopUp, <https://www.gopopup.com/en/search/>, February 2019