

HOLIDAYS 2015

Online Shopping in Europe at a Glance



WHO SHOPPED ONLINE?

66% of surveyed Europeans did most of their shopping online

TOP 3 COUNTRIES WITH THE MOST ONLINE SHOPPERS

75% Italy

72% Germany

69% U.K.



Legend: Online (Orange), In Store (Blue)

HOW'D THEY SHOP ONLINE?

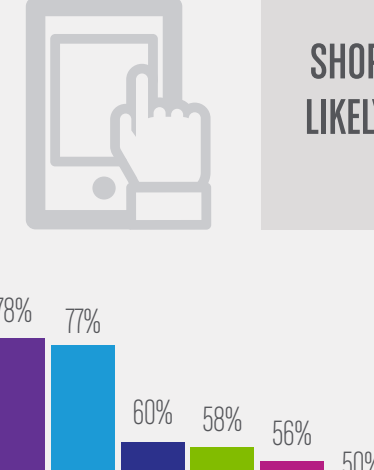
87% conducted research online before making a purchase

Almost all shoppers in Spain (97%) research gifts online before buying them, whereas only slightly more than 3/4 of Germans (78%) conduct research



WHO'S SHOPPING ON THE GO?

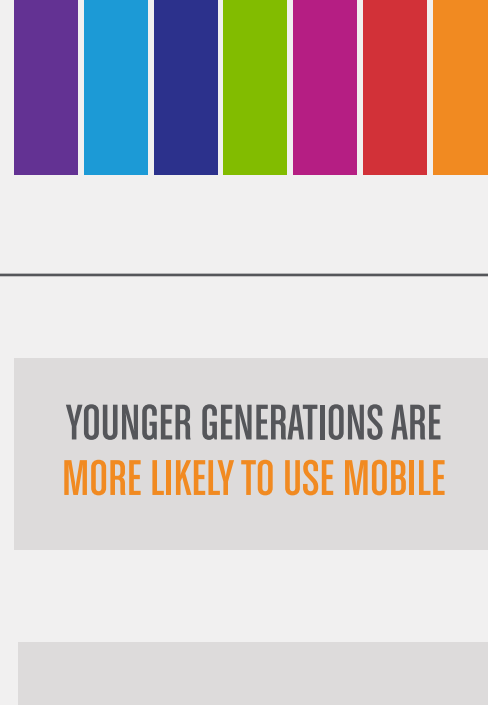
34% PEOPLE ACROSS EUROPE USED A MOBILE DEVICE TO MAKE A PURCHASE



61% used mobile phones in-store to read reviews, scan coupons or compare prices



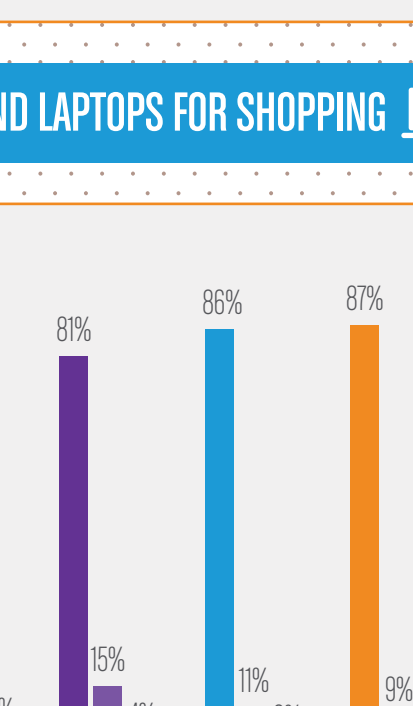
SHOPPERS IN ITALY (78%) AND SPAIN (77%) MOST LIKELY TO USE MOBILE DEVICES TO DO THESE THINGS; PEOPLE IN FRANCE LEAST LIKELY (47%)



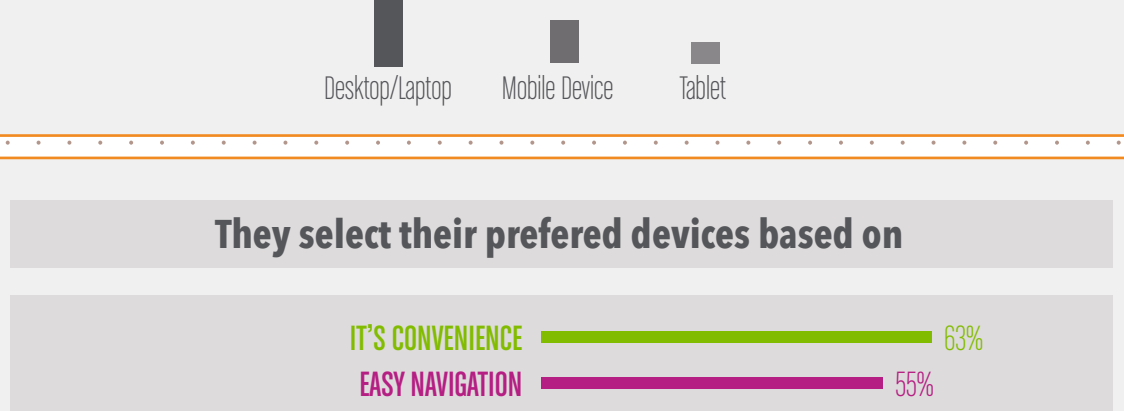
- Italy
- Spain
- Sweden
- U.K.
- Netherlands
- Germany
- France

YOUNGER GENERATIONS ARE MORE LIKELY TO USE MOBILE

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



BUT SHOPPERS STILL PREFER DESKTOPS AND LAPTOPS FOR SHOPPING



They select their preferred devices based on



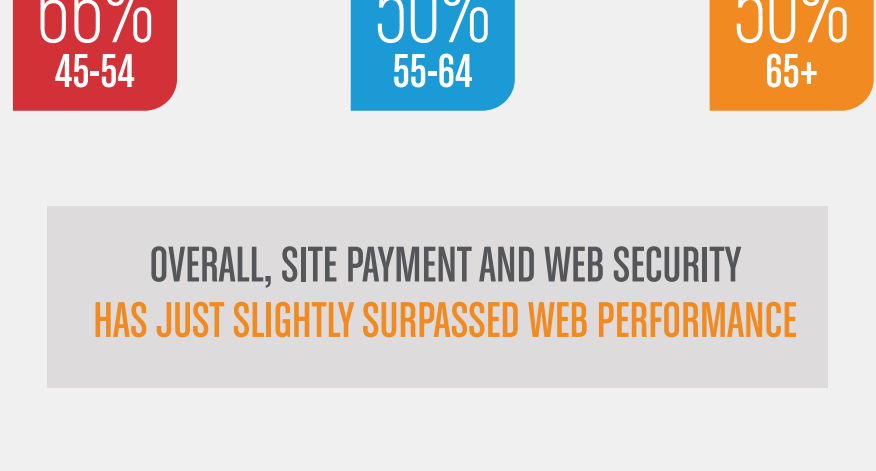
SECURITY MATTERS

Shoppers say site and payment security is a top priority when choosing a retail website

SECURITY CONCERNS BY REGION



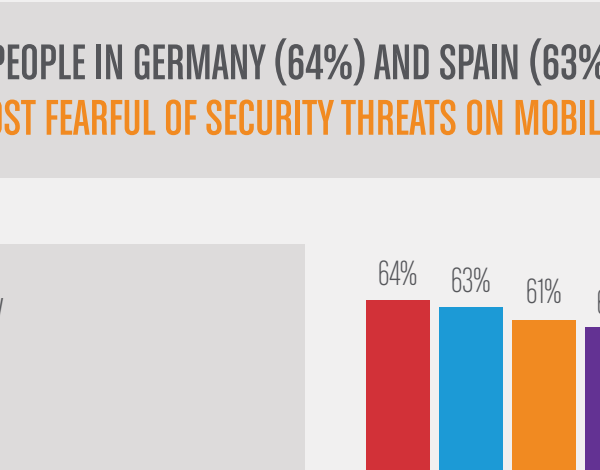
AND IT'S IMPORTANT TO ALL AGES



OVERALL, SITE PAYMENT AND WEB SECURITY HAS JUST SLIGHTLY SURPASSED WEB PERFORMANCE

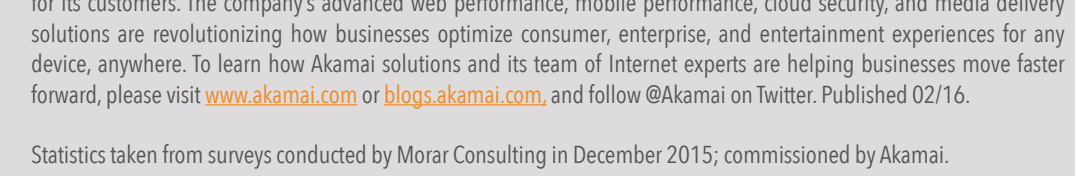


Would you continue to make online purchases with your favourite store if its system had been previously compromised and data was stolen?



57% SAID MOBILE DEVICES FEEL THE LEAST SAFE FOR MAKING ONLINE PURCHASES

PEOPLE IN GERMANY (64%) AND SPAIN (63%) WERE MOST FEARFUL OF SECURITY THREATS ON MOBILE DEVICES



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Statistics taken from surveys conducted by Morar Consulting in December 2015; commissioned by Akamai.