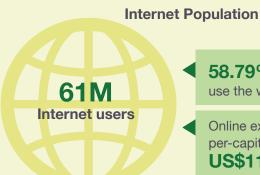
# AN **OVERVIEW** OF **E-COMMERCE TRENDS IN THE** UNITED KINGDOM



BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) DOING BUSINESS IN THE UK VIA E-COMMERCE CHANNELS

## **QUICK FACTS (2015)**





58.79% use the web to shop

> Online expenditure per-capita is on average **US\$116.57** per month

**All Online Purchases US\$65.8B** 



Largest e-commerce market in the EU

with a growth rate of **14.8%** (from 2010 to 2015)

**Total Consumer Spending** US\$27.8K per capita Second highest consumer spending per capita in the EU

**Total Online Consumer Spending** US\$1,078 per capita **Total Grocery Consumer Spending** US\$3,612 per capita

**Total Online Grocery\* Consumer Spending** US\$123.44 per capita

**UK Online Grocery** Spending Men vs Women



Women aged 35-54 spend the most, on average **US\$161.24** per month **Total Online Grocery\*** US\$8B



with a growth rate of **10%** (from 2010 to 2015)

\*Total online grocery data only includes food and drink

#### TOP METHOD OF ACCESSING THE INTERNET



Laptop 53.8 million



Personal computer 59.7 million consumers



Mobile phone 61.9 million consumers

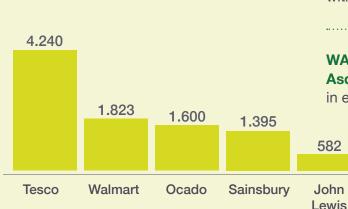
**Smart phone** 

71% of total mobile phone users



**Tablet** 24.8 million consumers

#### UK'S TOP INTERNET E-GROCERS in edible grocery sales - US\$ Millions



TESCO grew the fastest from 2010 to 2015, with a compound annual growth rate of 41%.



**WALMART** grocery e-commerce site, Asda.com, has seen increasing sales in excess of 30% per annum.



178 81 Morrisons Iceland

## AN OVERVIEW OF E-COMMERCE TRENDS IN THE UK



## THE E-COMMERCE MARKET

British consumers are increasingly favouring online grocery shopping for its time-saving benefits. Thanks to this trend, Canadian SMEs are less limited by their locality and can more easily do business abroad.

## 置UK'S **SHOPPERS WANT:**

- Ethical-environmental impact brands
- Convenient food products
- Affordable shipping prices
- Quality of food
- Simple return policies
- Multiple price ranges



Click-and-collect services allow consumers to order items online and collect them at local stores. With 35% of its online shoppers using click-and-collect services in 2014, the UK represents the largest global user of this service. British consumers favour click-and-collect because it allows for a simpler return process and saves on shipping delays and costs. It is estimated that 82 million click-and-collect transactions will be made in 2015, representing a **17% increase** from 2014.

### **UNDERSTANDING THE UK'S ONLINE MARKETPLACE TRENDS**

Consumers are increasingly favouring bulk online orders for key staples, with demand increasing by more than 30%



Consumers tend to buy more frozen foods online; virtual shopping carts have

25% in-store shopping carts. more frozen products than



Aging consumers are increasingly techonology savvy, which is creating an online niche for this target consumer group.



## COMPANY SPOTLIGHT



Tesco is the UK's leading grocer & holds the largest edible grocery market share in 2015.

with **24.3%** 

It has 28 distribution centres

across the UK & the Republic of Ireland.

Tesco provides



delivery slots available to

of the **UK population**.

- It remains at the **forefront** of **dark store technology** (distribution centres that cater exclusively to online shopping), with plans to open one additional store per year for the foreseeable future.
- Tesco imports a large amount of goods from other countries, such as the United States.



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