

# Global Commerce Review



United Kingdom, Q1 2018

# 2018

# Key Findings

Today's shoppers are active across all browsing environments, and they're buying more on-the-go.



**Optimising your app lets you connect with more of today's mobile-first shoppers.**

Apps account for **47% of mobile sales** for retailers who invest in both mobile web and shopping apps.



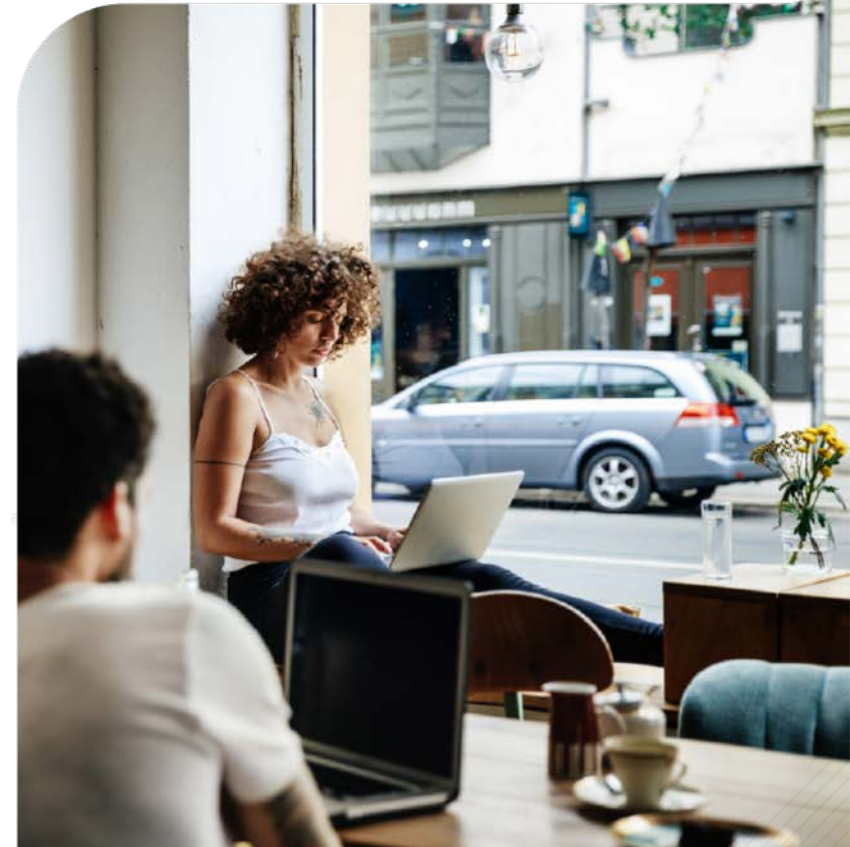
**Shopping apps generate higher conversion rates.**

The conversion rate on shopping apps is more than **3 times** higher than on mobile web.



**Using offline sales data can boost online results.**

Omnichannel retailers can apply over **4 times** as much sales data to optimise their marketing efforts.

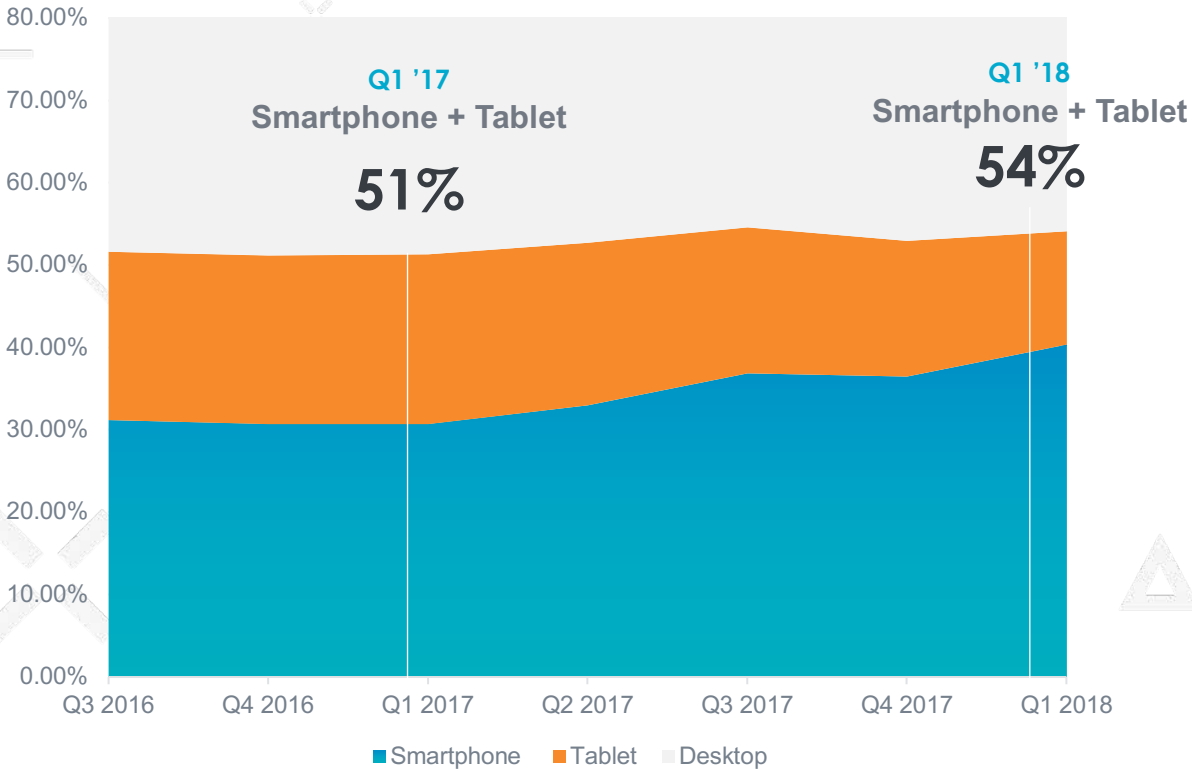




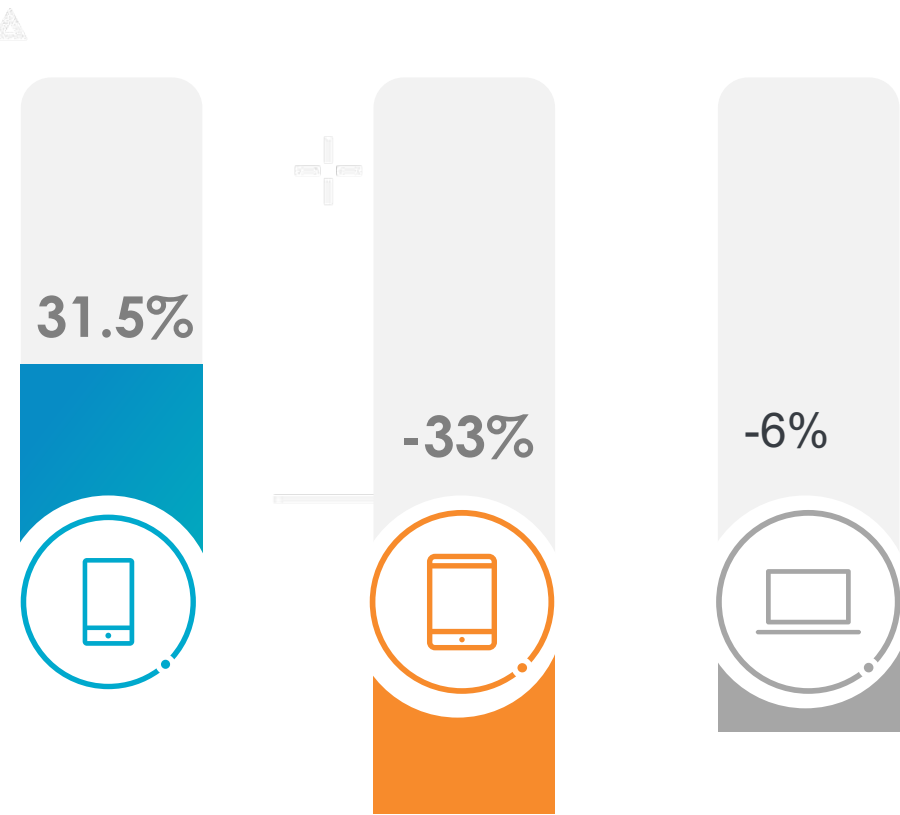
# Mobile Growth

Mobile web usage reaches maturity, and smartphone keeps growing.

Sales by Device, Q1 2017 and Q1 2018, Apps Excluded



Q1 Year-Over-Year



# Mobile Growth

Mass merchant, Fashion / Luxury and Health / Beauty are the three retail subcategories with the highest share of mobile sales.



## Share of Mobile Sales, Q1 2018, Apps Excluded





# 47%

Apps account for  
half of mobile sales.

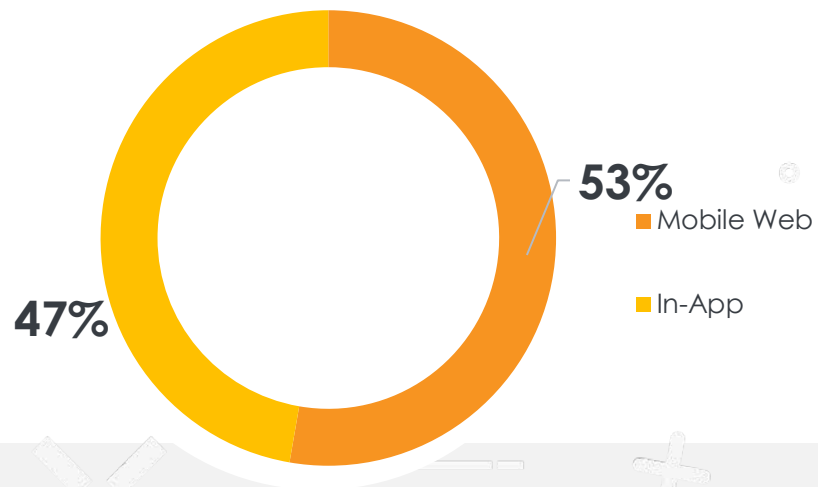
# App Opportunity

Mobile is the majority for retailers with a shopping app.



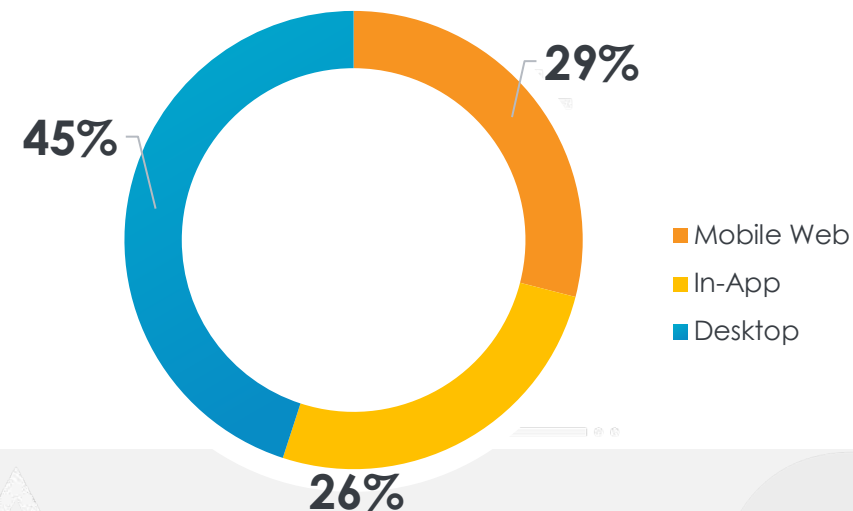
## Europe

In-App Share of Mobile eCommerce Transactions



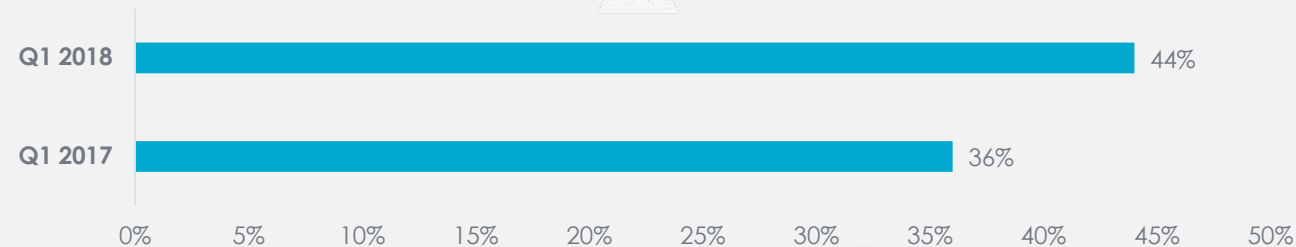
## Europe

Share of eCommerce Transactions by Environment



## Worldwide

YoY Increase of the Share of In-App Transactions, Globally



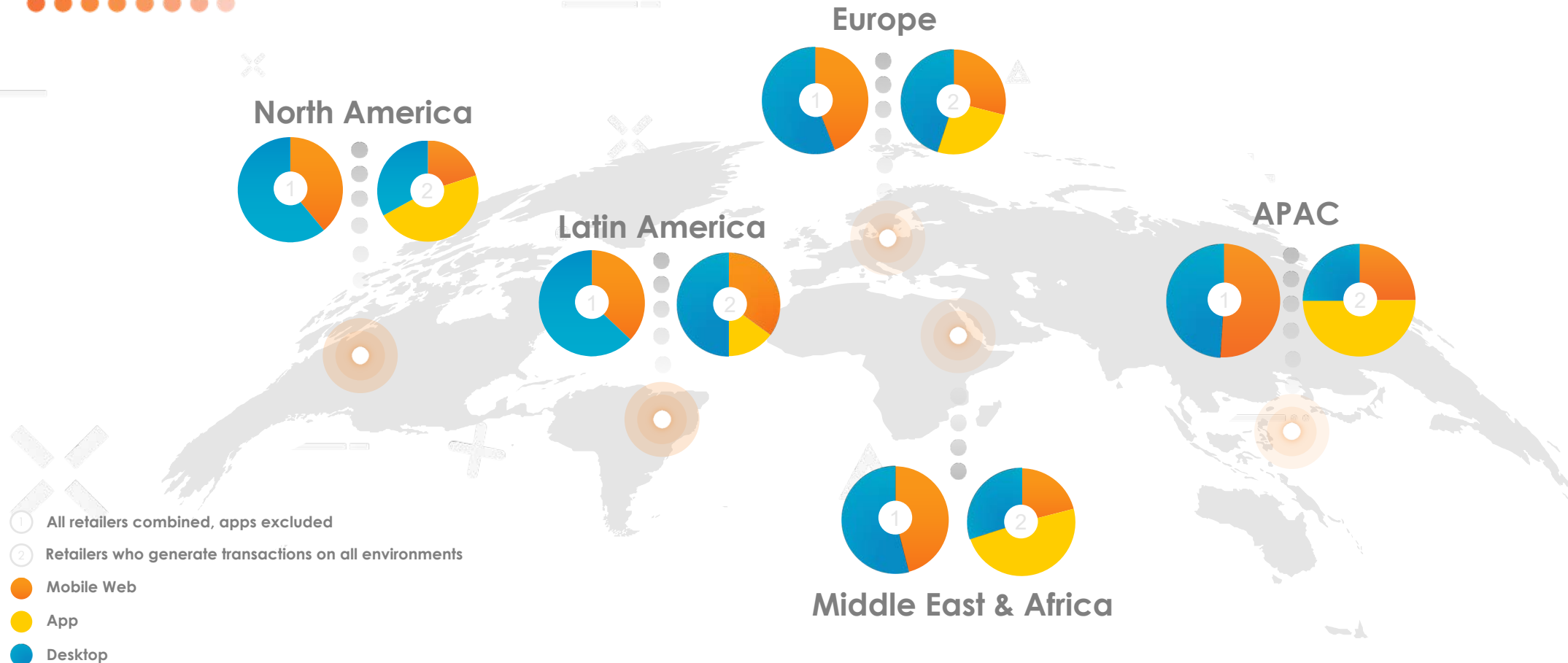
**22%**  
YoY Increase

Source: Criteo, Europe, Q1 2018.

Base: retail, apps excluded.

# App Opportunity

In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



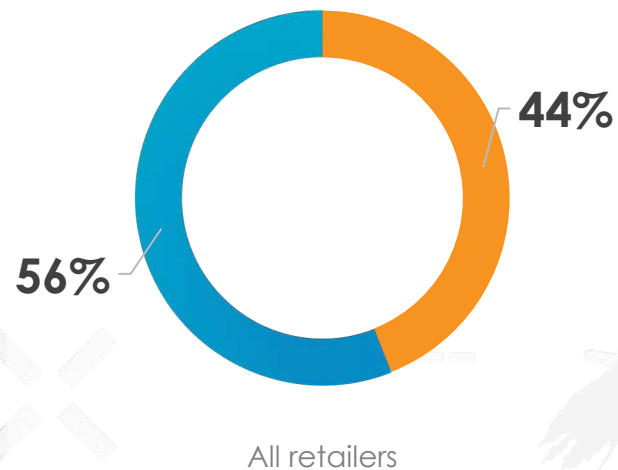


# App Opportunity

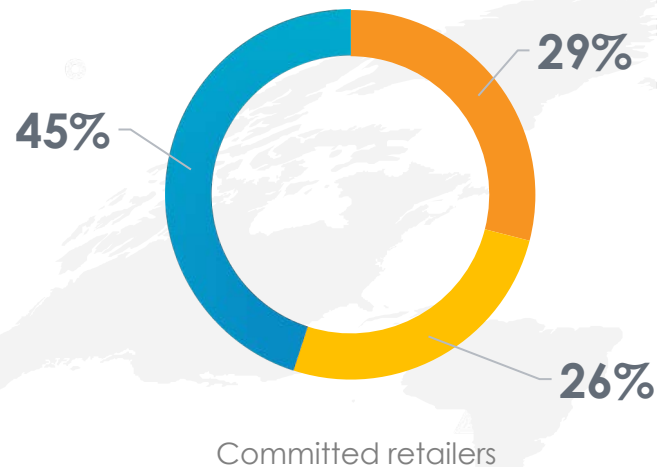
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



Share of Transactions  
Excluding Apps



Share of Online  
Transactions by Device



Europe



App

Mobile Web

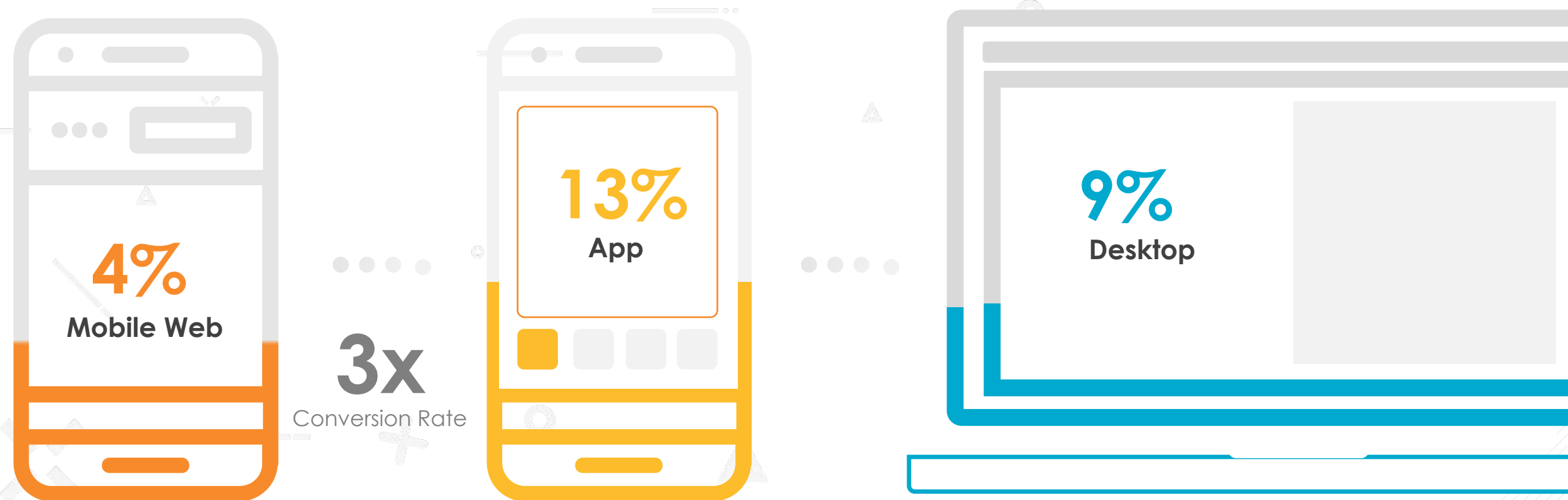
Desktop

# App Opportunity

Shopping apps generate higher conversion rates.



in Europe, the conversion rate on shopping apps is more than 3 times higher than on mobile web.

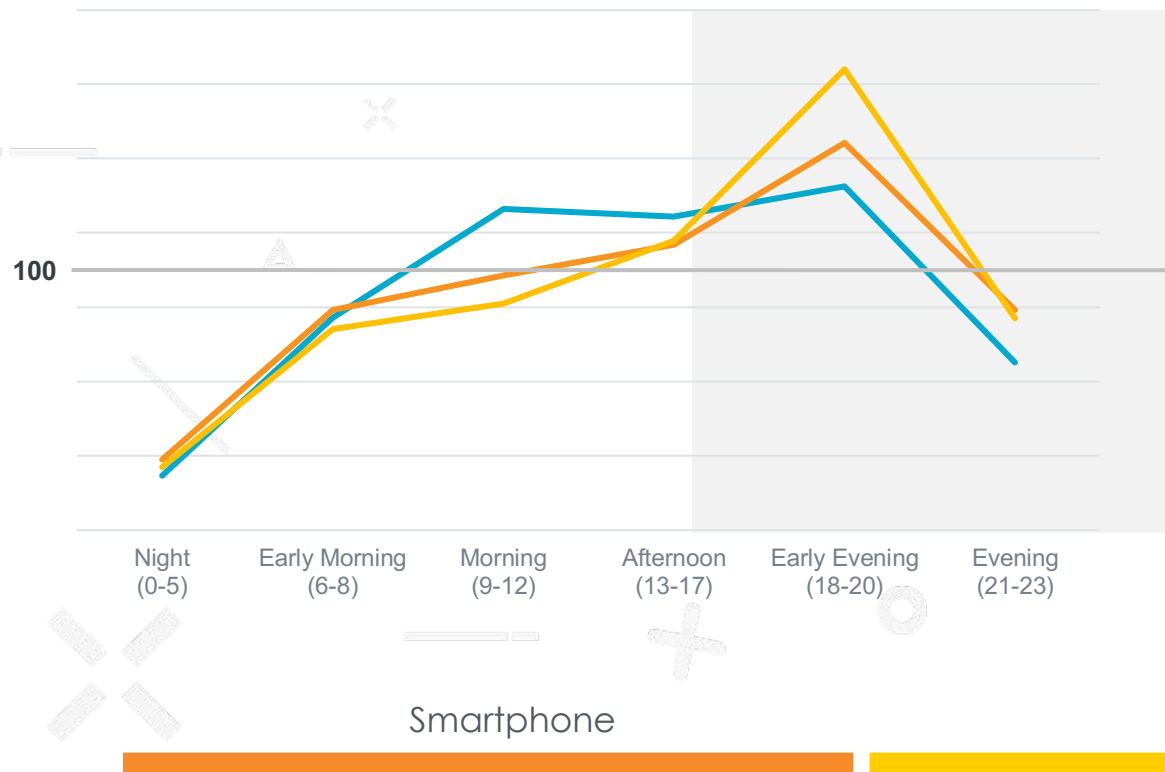


# Shopping Moments

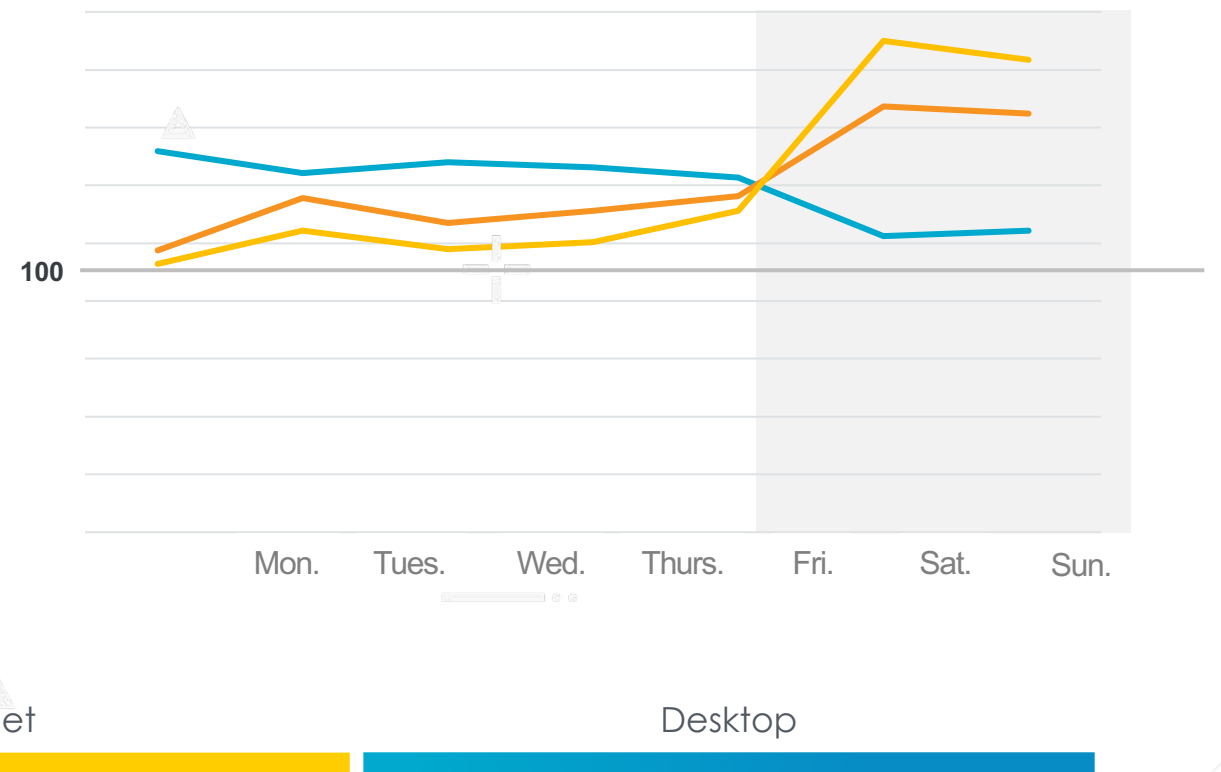
Desktop usage dominates working hours, whilst mobile wins nights and weekends.



## United Kingdom Sales by Device Type and Hour of the Day



## United Kingdom Sales by Device Type and Day of Week

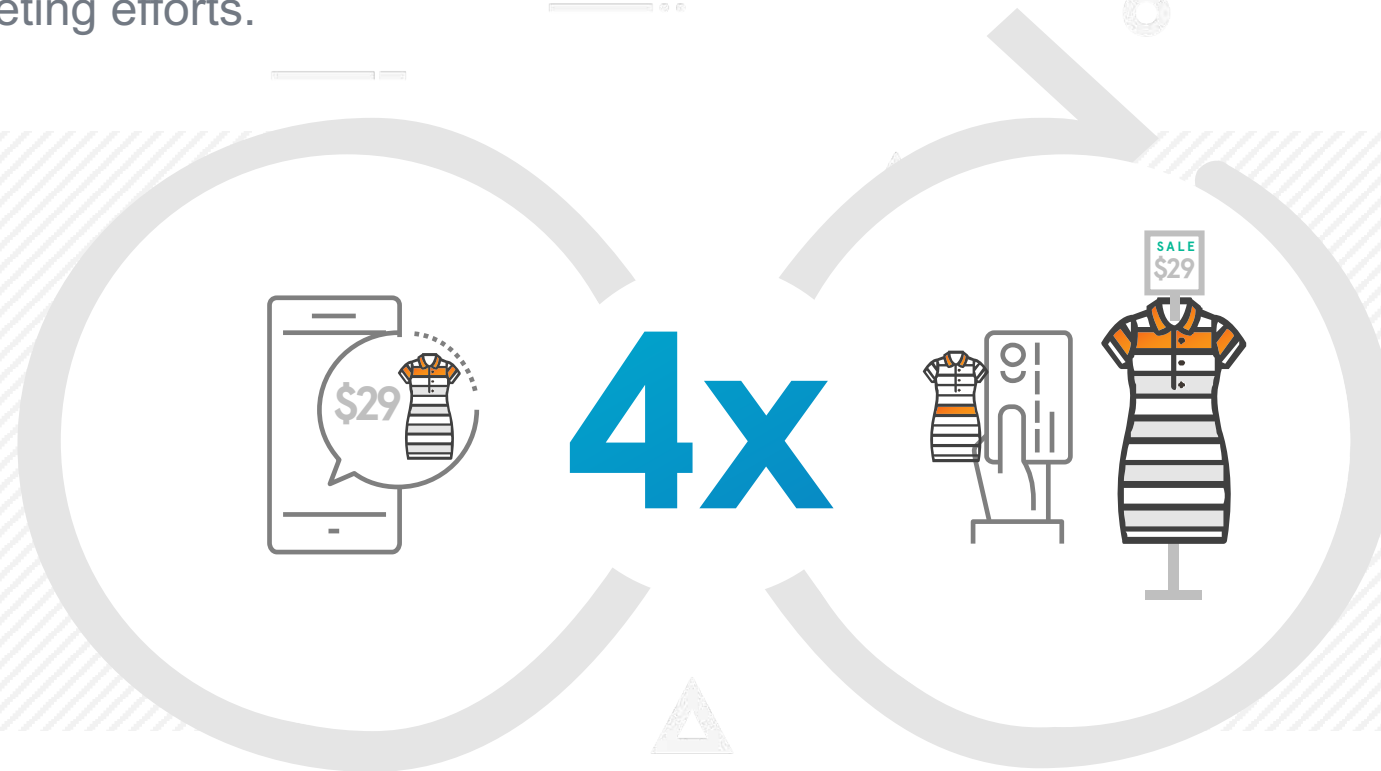




# Omnichannel Matters

Offline sales boost shopper knowledge - and online results.

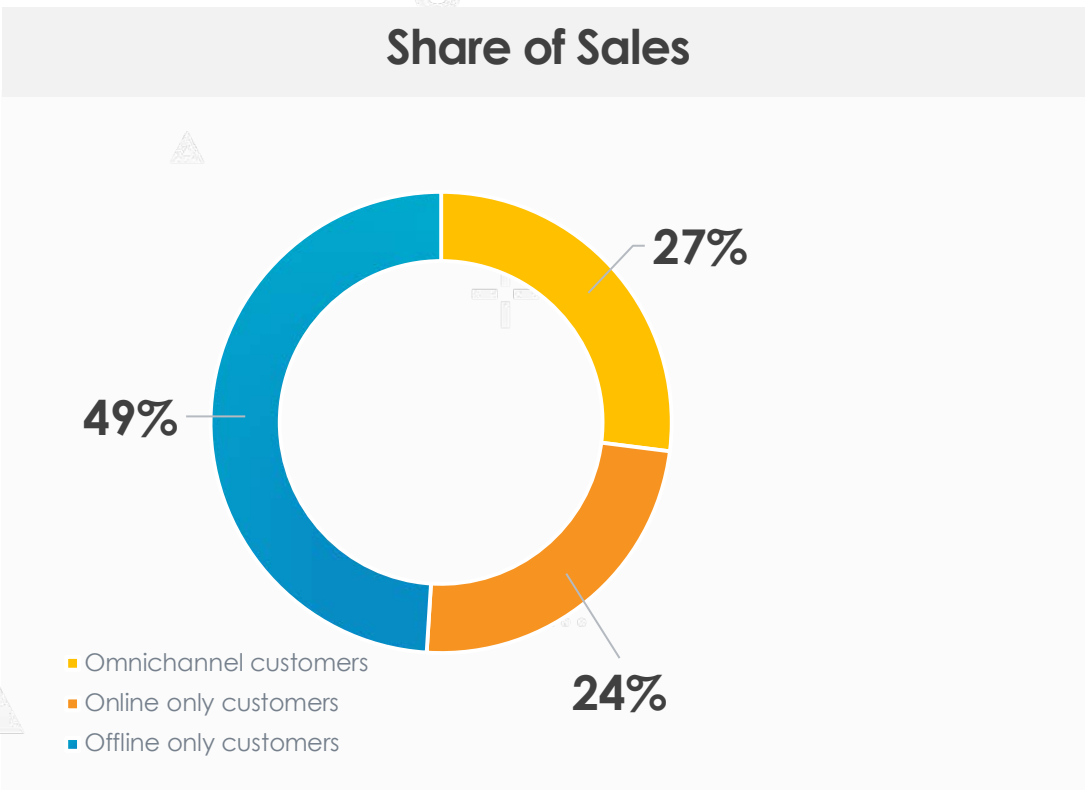
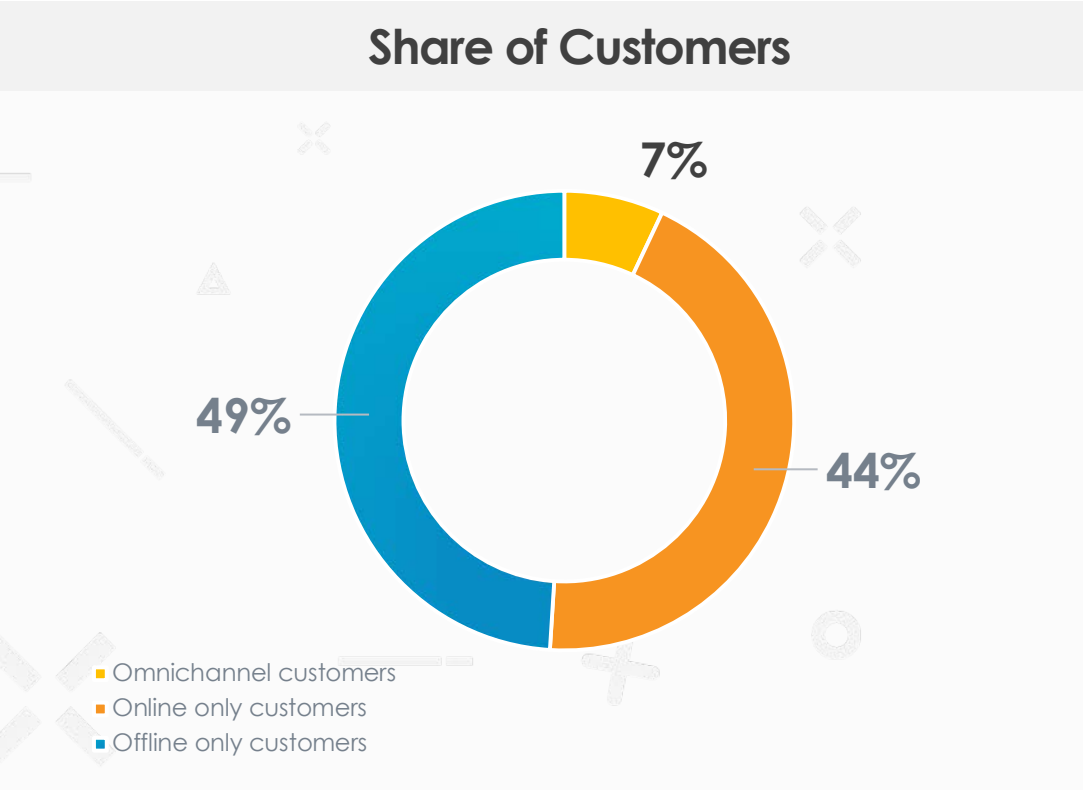
Omnichannel retailers that combine their offline and online data can apply over four times as much sales data to optimise their marketing efforts.



# Omnichannel Matters

Omnichannel customers generate the highest lifetime value.

Omnichannel customers generate 27% of all sales, despite representing only 7% of all customers.





For the latest on how shoppers are browsing and buying around the globe, check out our [interactive world map](#).



## Methodology

Individual browsing and purchasing data from over 5,000 retailers, in more than 80 countries. Q1 2018

## About Criteo

To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit [criteo.com/about](https://criteo.com/about)