



# Global Commerce Review

Japan, Q1 2018

# 2018

# Key Findings

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



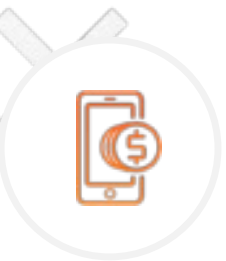
**Optimizing your app lets you connect with more of today's mobile-first shoppers.**

Apps account for **66% 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 **5 times** higher than on mobile web.



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

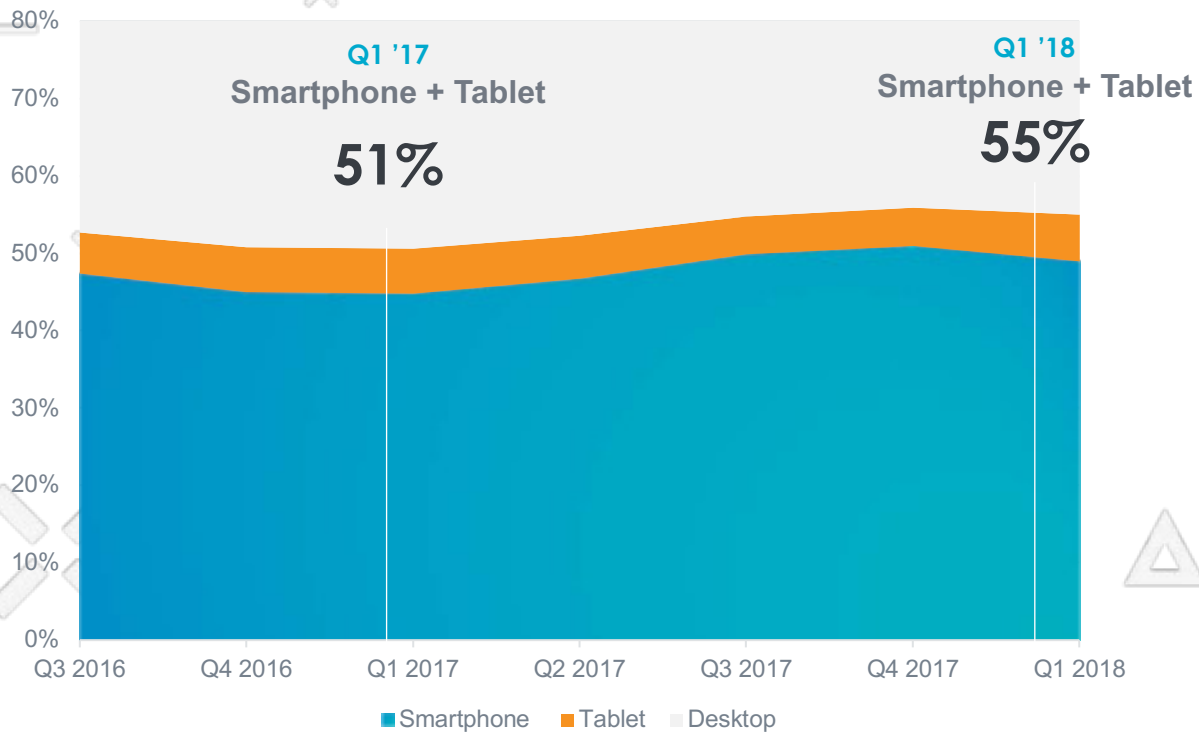
Omnichannel retailers can apply over **4 times** as much sales data to optimize their marketing efforts.



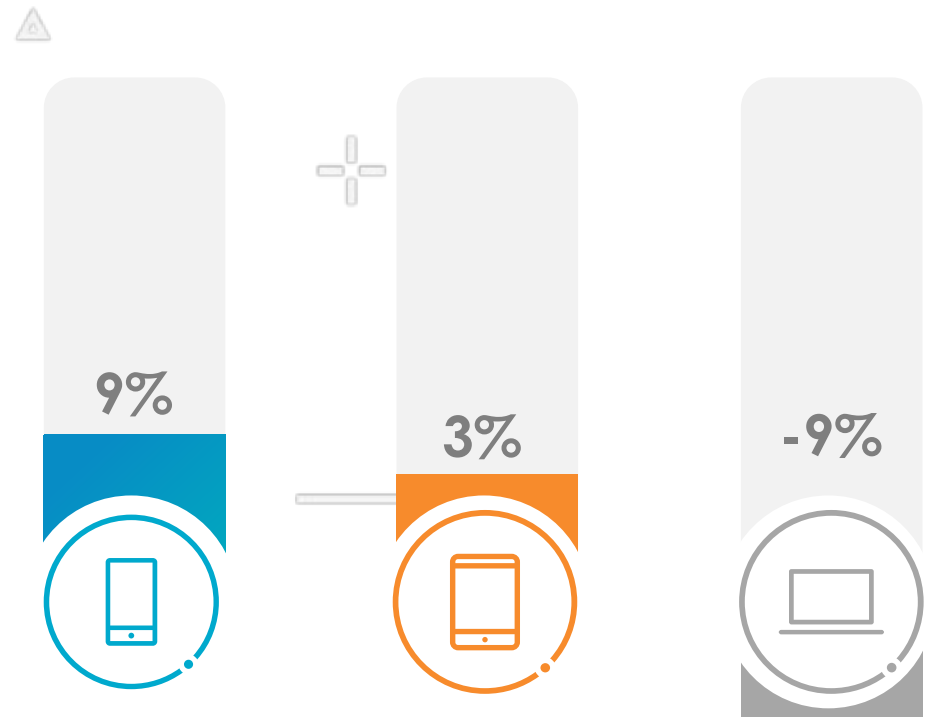
# Mobile Growth

Mobile web usage reaches maturity, and smartphone keeps growing.

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



### Q1 Year-Over-Year

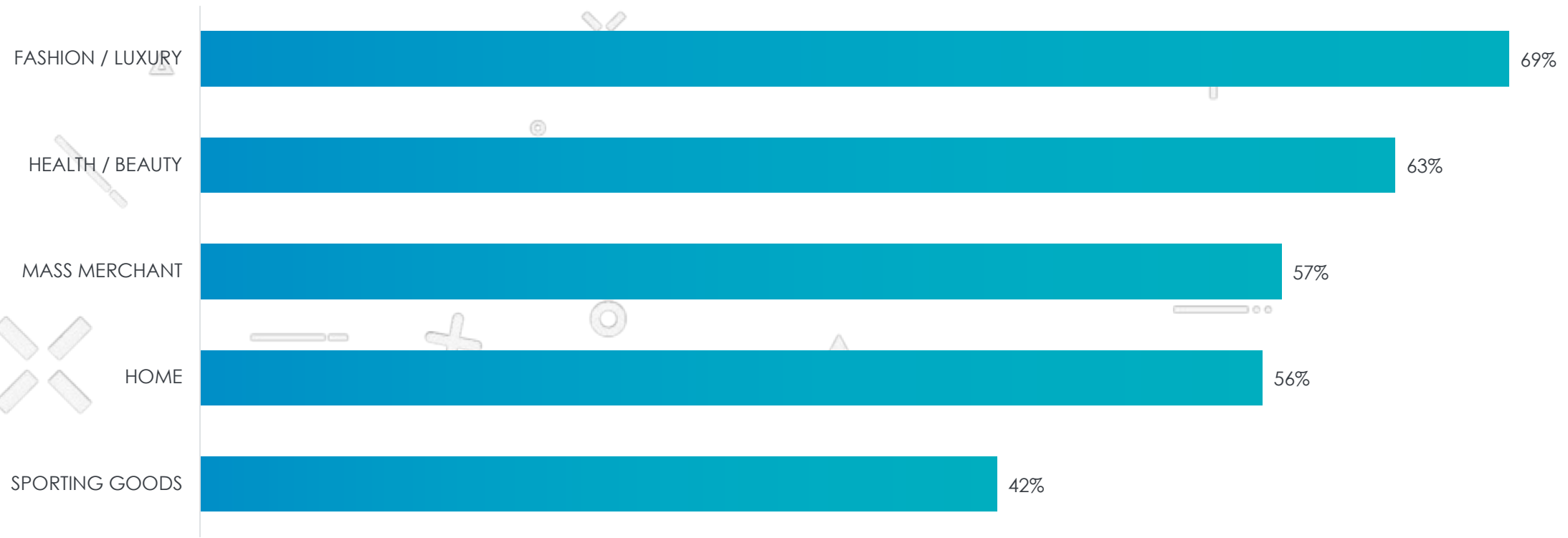


# Mobile Growth

Fashion / Luxury and Health / Beauty and are the two retail subcategories with the highest share of mobile sales.



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



66%

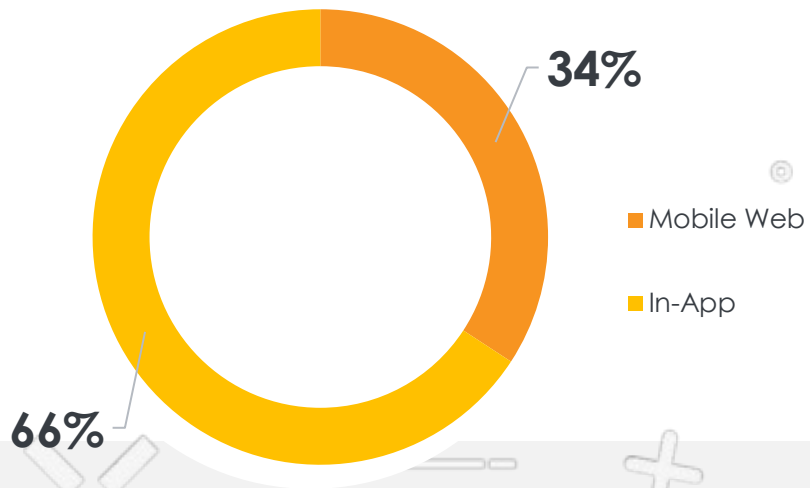
Apps account for  
2/3 of mobile sales.

# App Opportunity

Mobile is the majority for retailers with a shopping app.

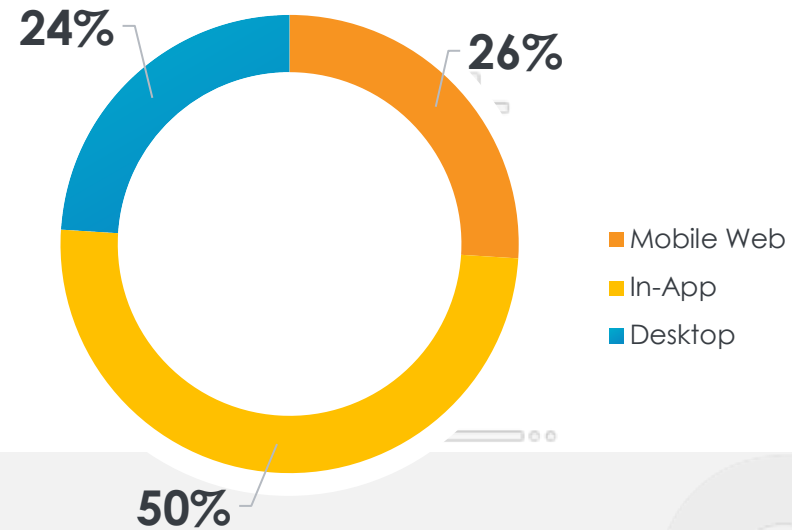
## North East Asia

In-App Share of Mobile eCommerce Transactions



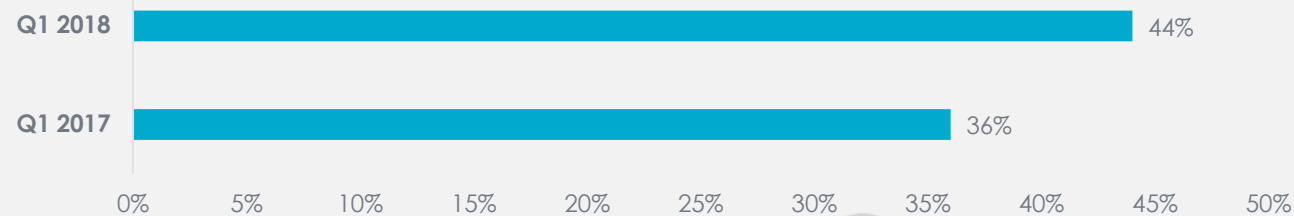
## North East Asia

Share of eCommerce Transactions by Environment



## Worldwide

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



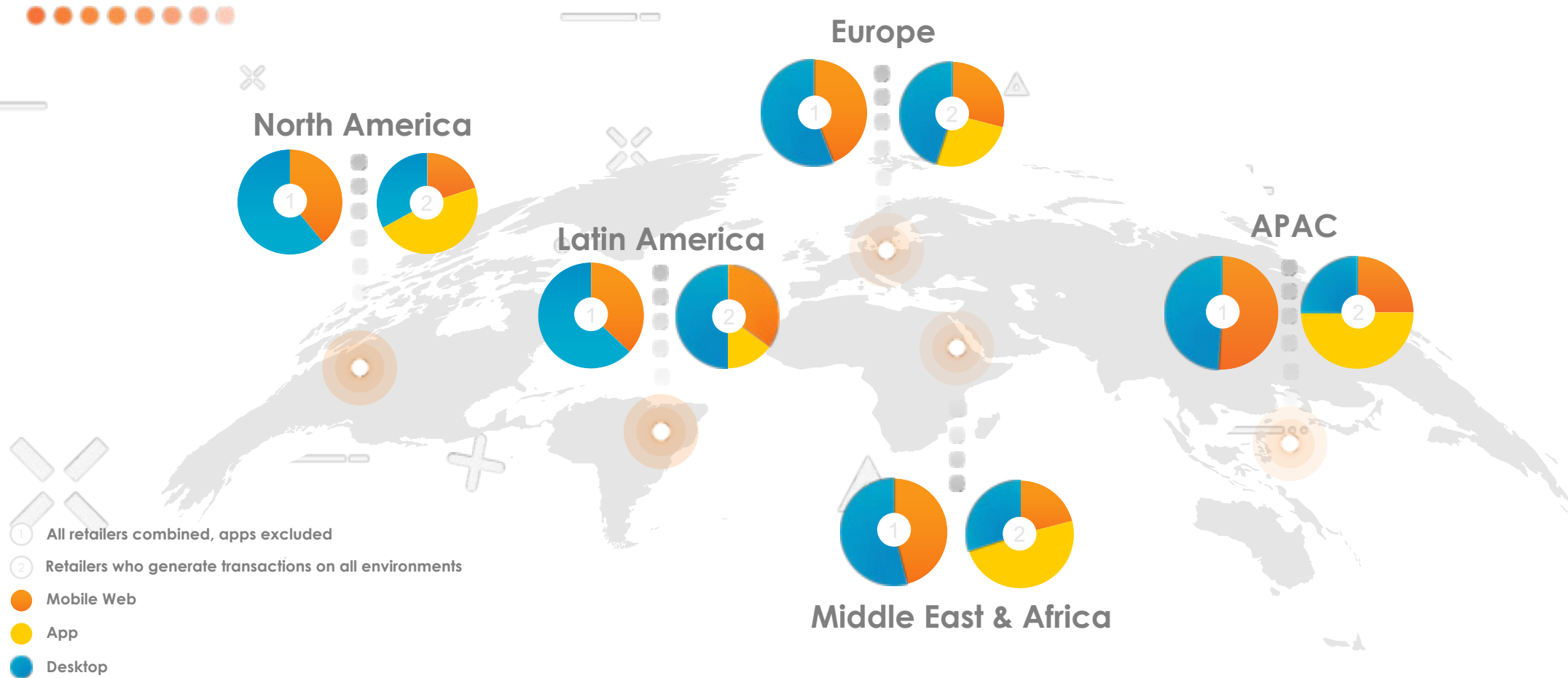
**22%**  
YoY Increase

Source: North East Asia, 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.



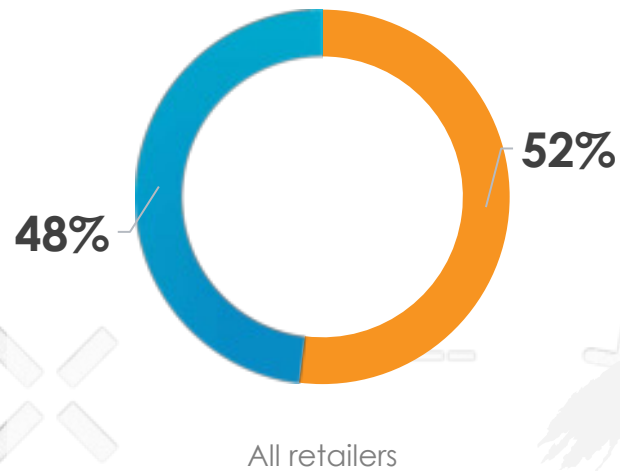
- ① All retailers combined, apps excluded
- ② Retailers who generate transactions on all environments
- Mobile Web
- App
- Desktop

# App Opportunity

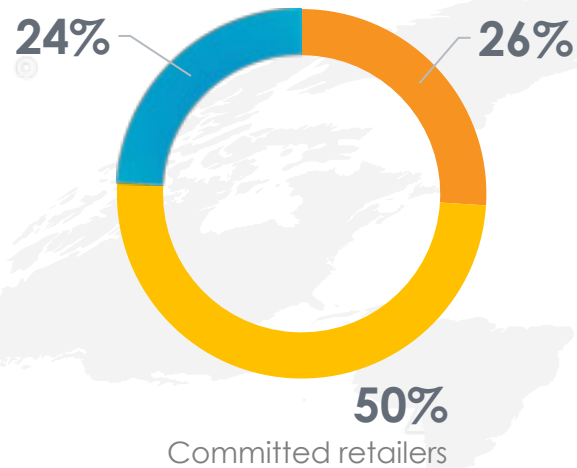
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



Share of Transactions Excluding Apps



Share of Online Transactions by Device



App

Mobile Web

Desktop



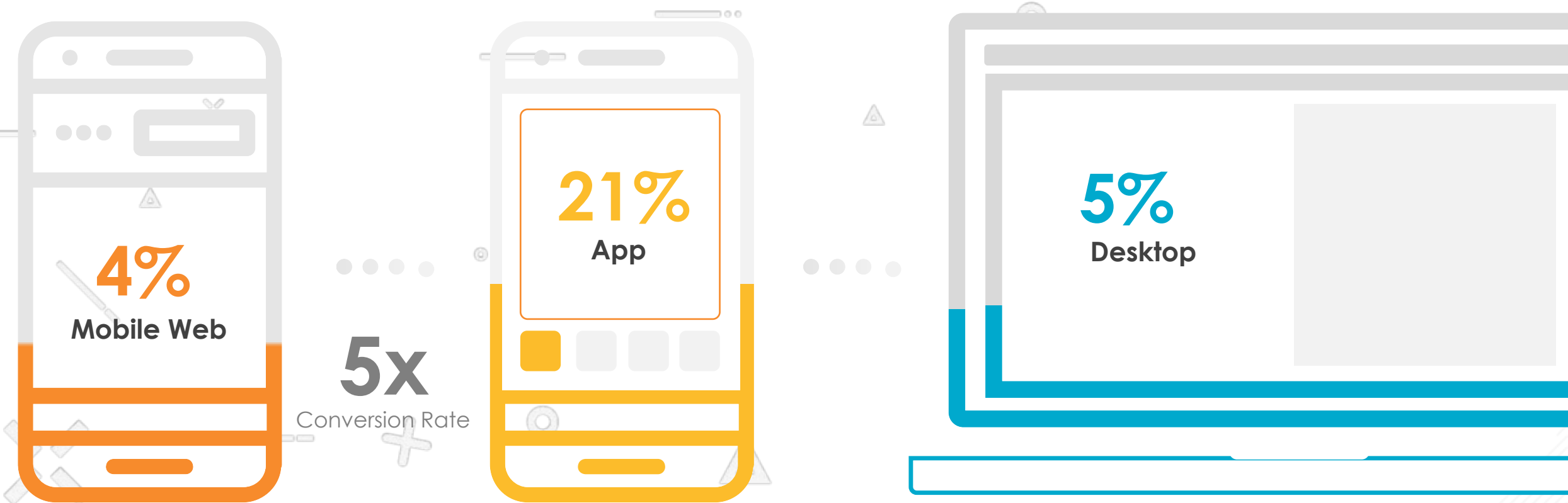


# App Opportunity

Shopping apps generate higher conversion rates.



In North East Asia, the conversion rate on shopping apps is more than 5 times higher than on mobile web.

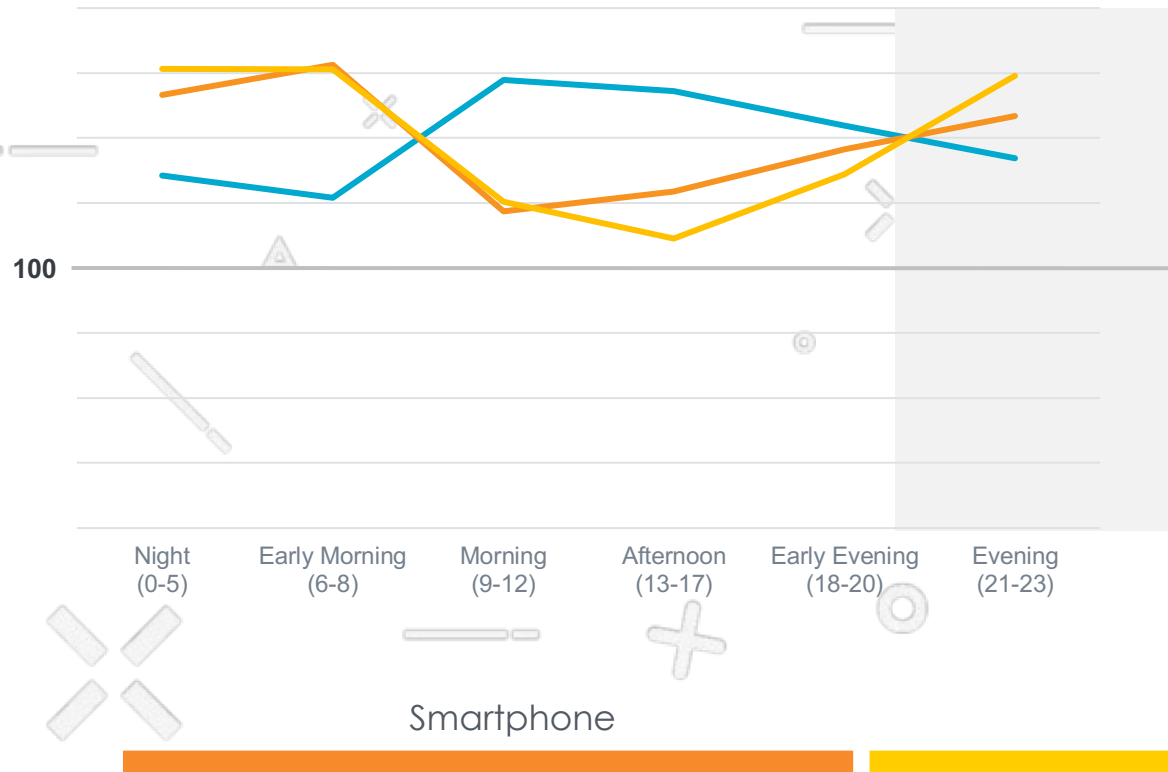


# Shopping Moments

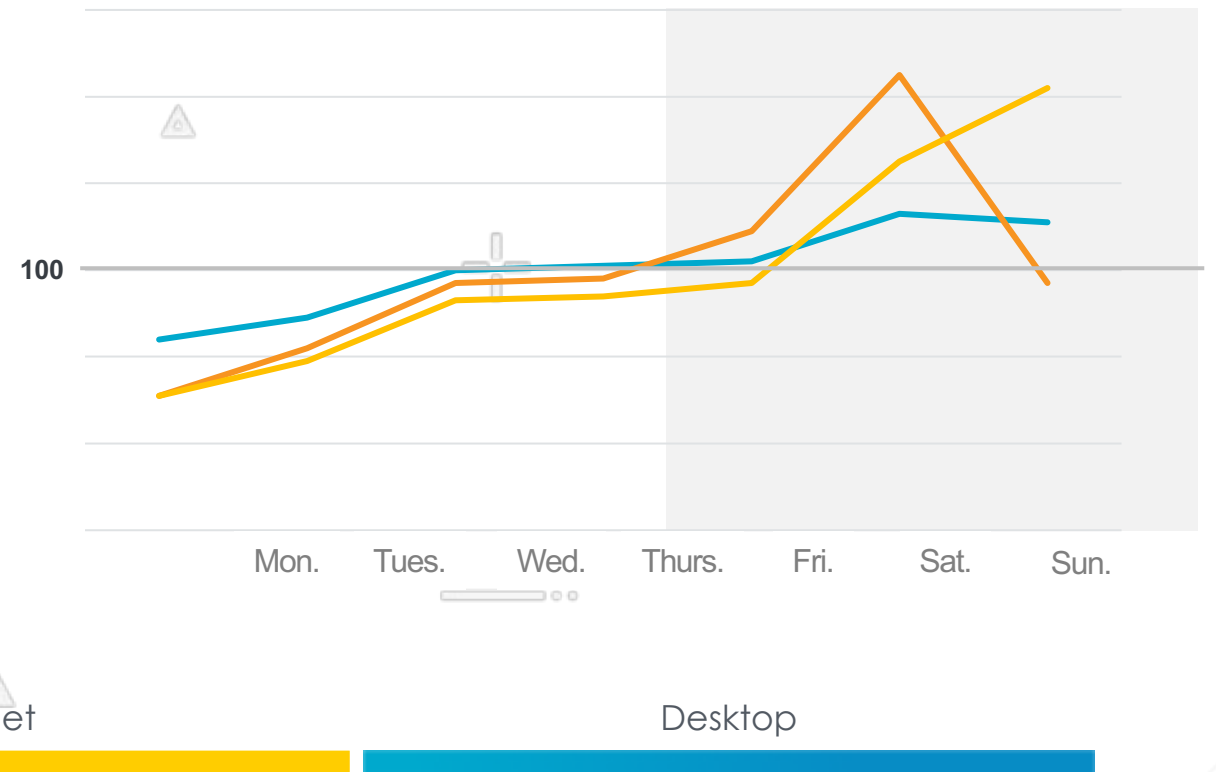
Desktop usage dominates working hours, while mobile wins nights and weekends.



## Japan Sales by Device Type and Hour of the Day



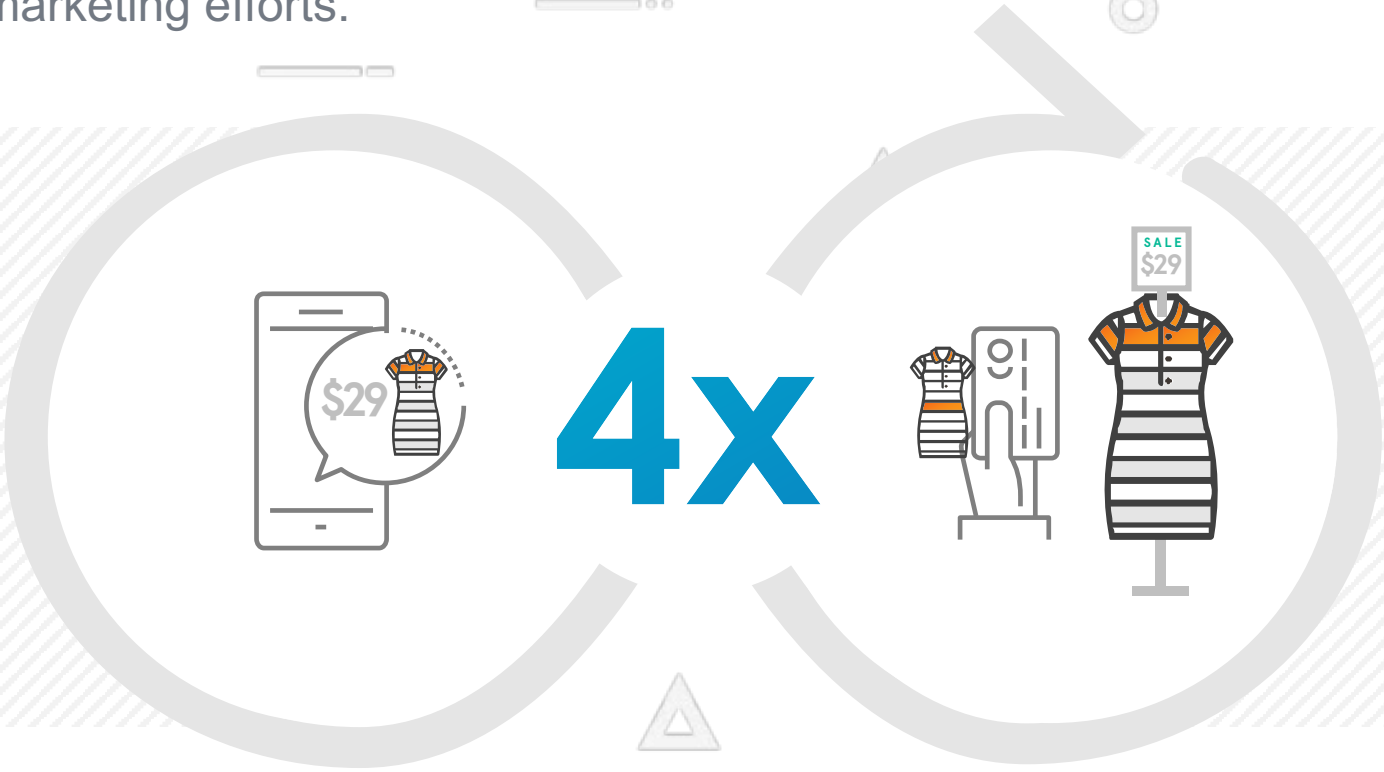
## Japan Sales by Device Type and Day of the Week



# Omnichannel Matters

Offline sales boost shopper knowledge - and online results.

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

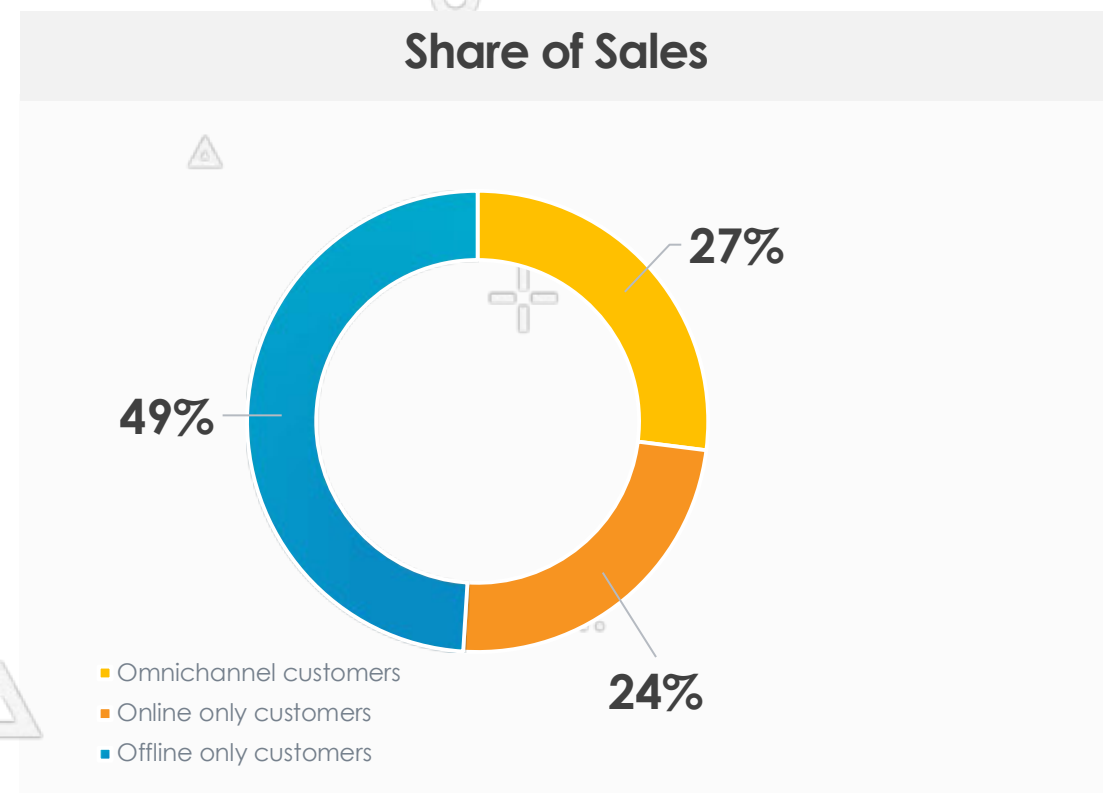
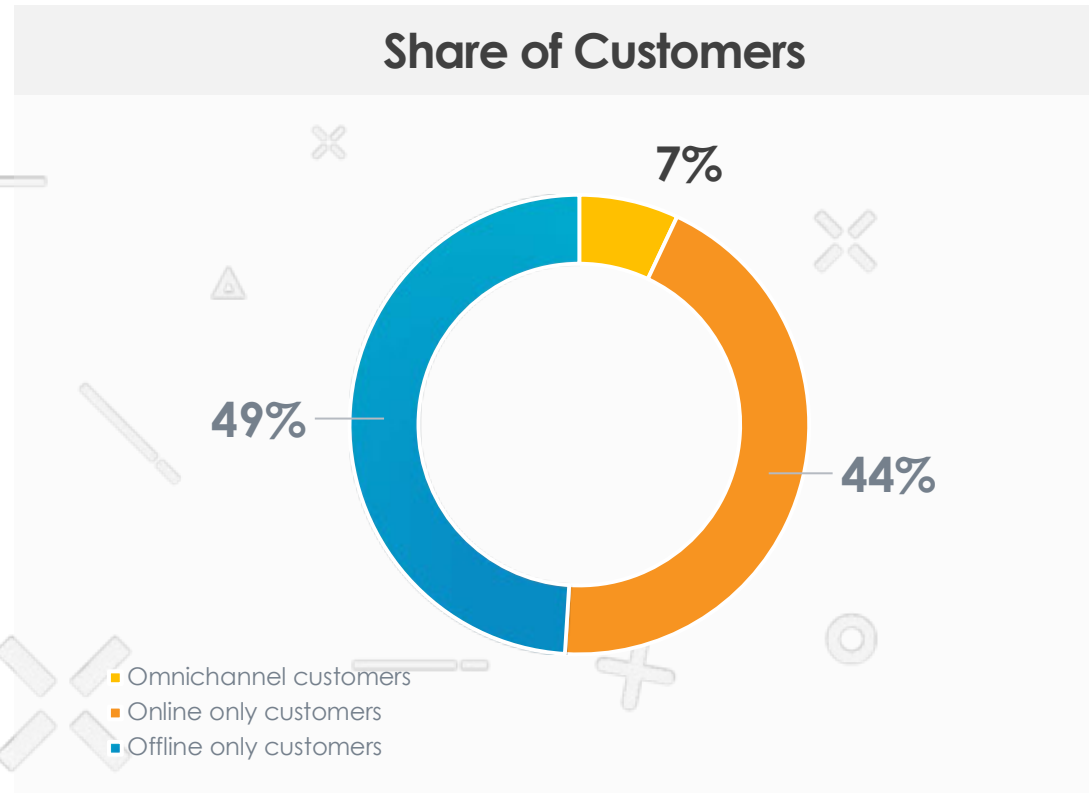


# Omnichannel Matters

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)