

# 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.



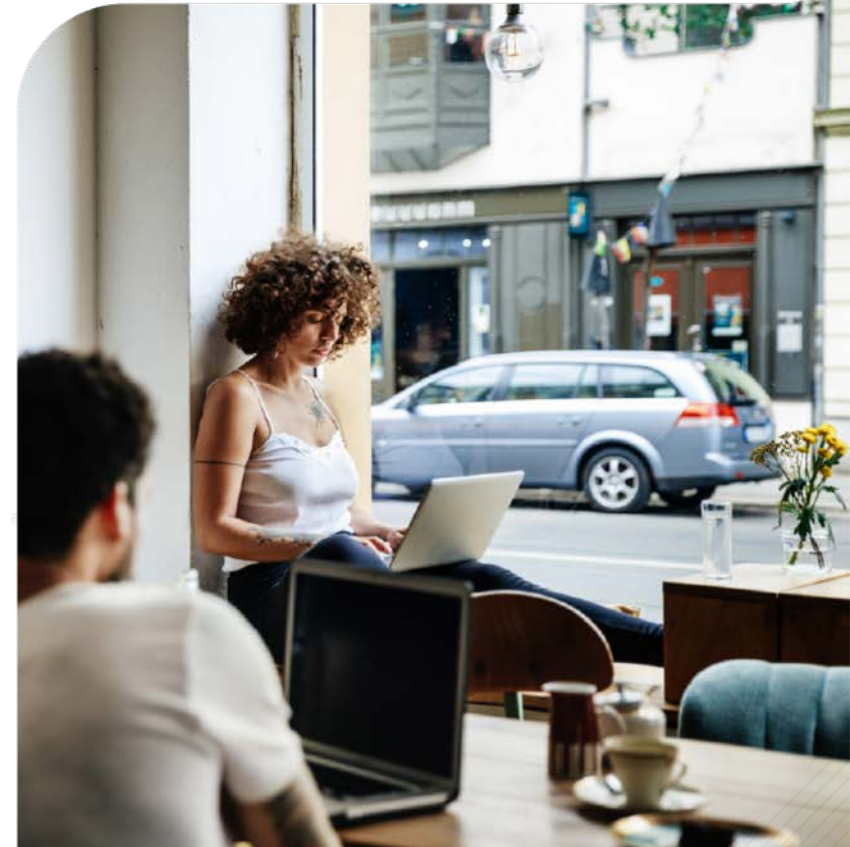
**Shopping apps generate higher conversion rates.**

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.

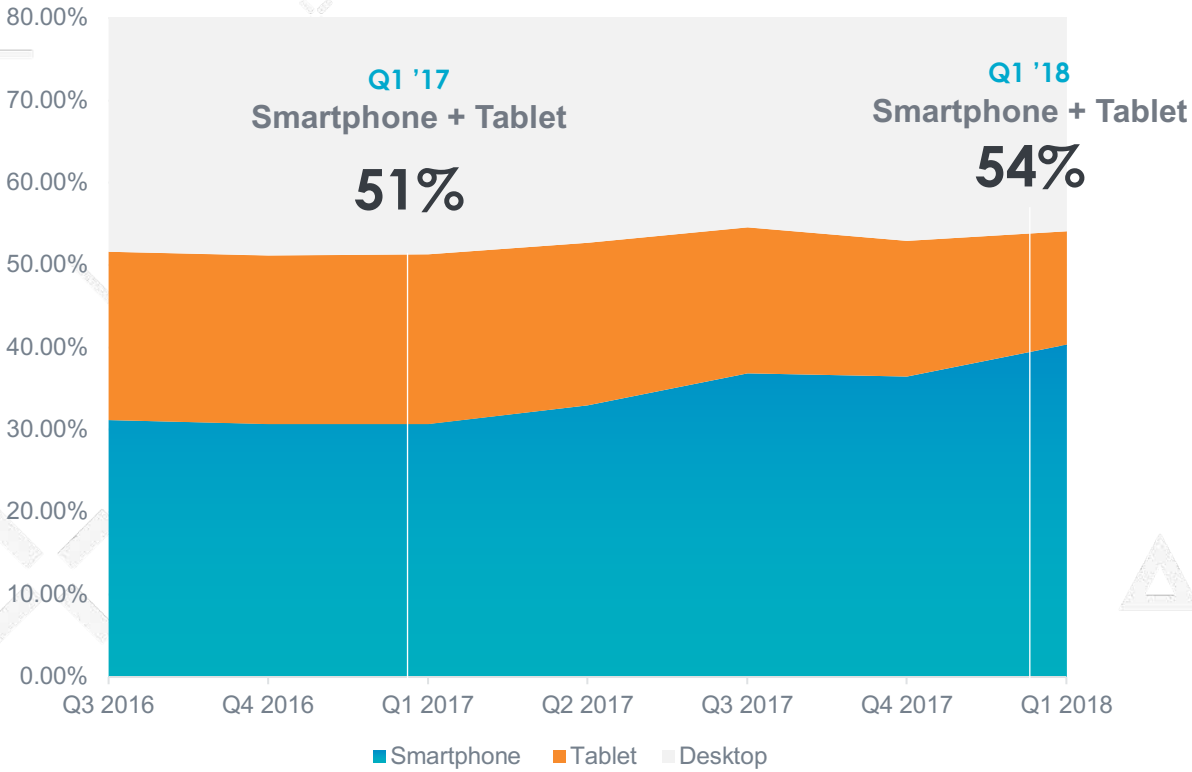




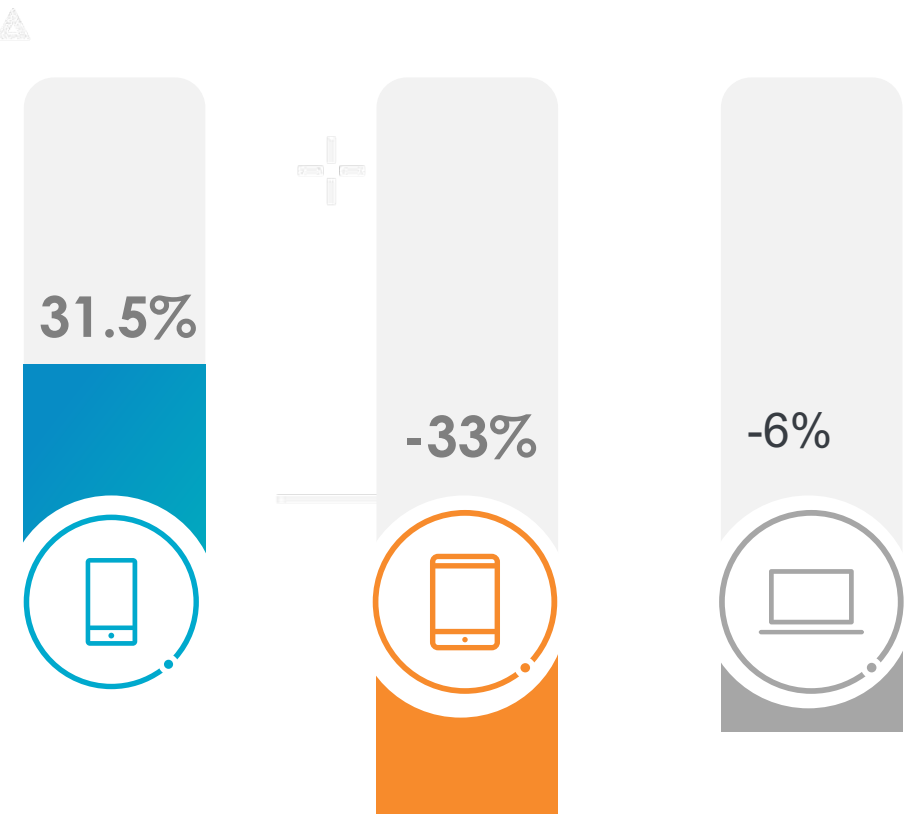
# Mobile Growth

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.

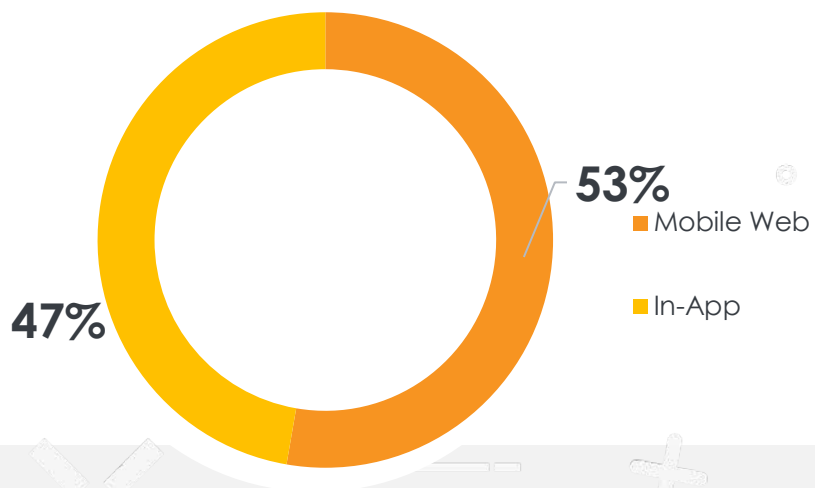
# App Opportunity

Mobile is the majority for retailers with a shopping app.



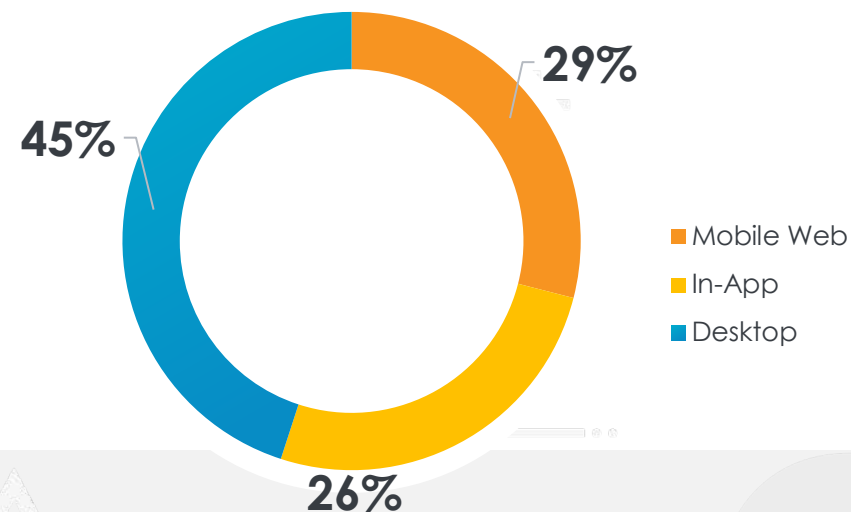
## Europe

In-App Share of Mobile eCommerce Transactions



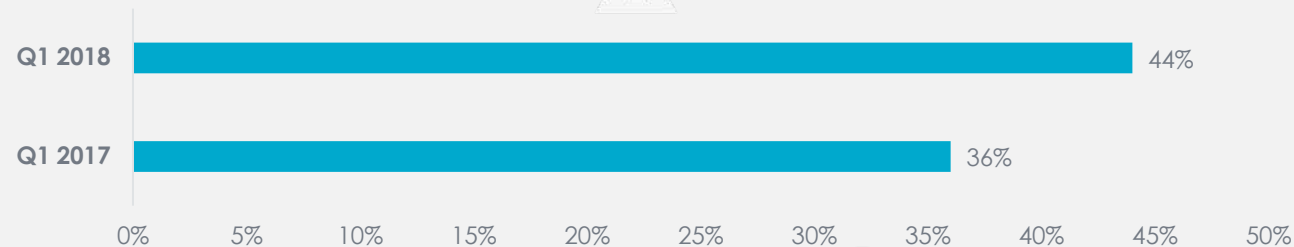
## Europe

Share of eCommerce Transactions by Environment



## Worldwide

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



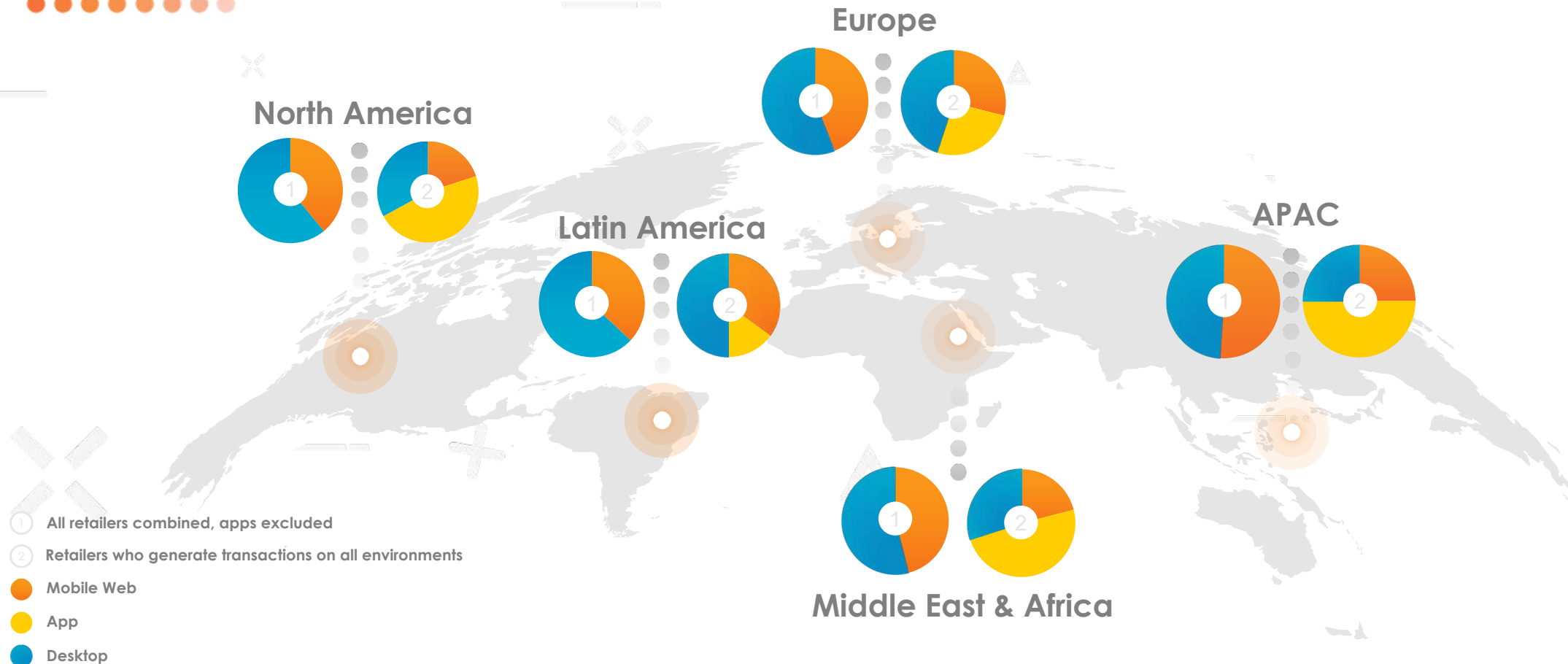
**22%**  
YoY Increase

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.



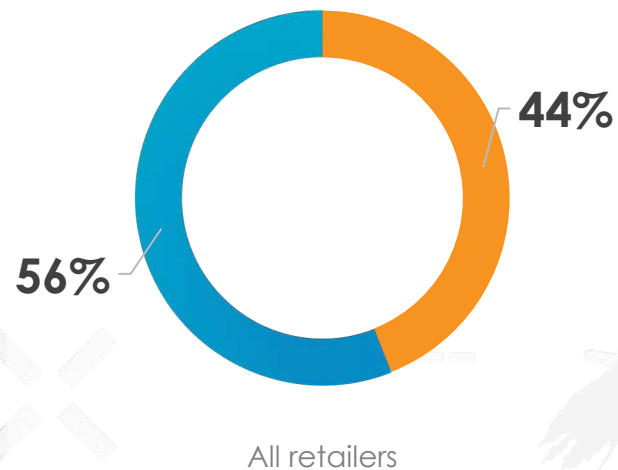


# App Opportunity

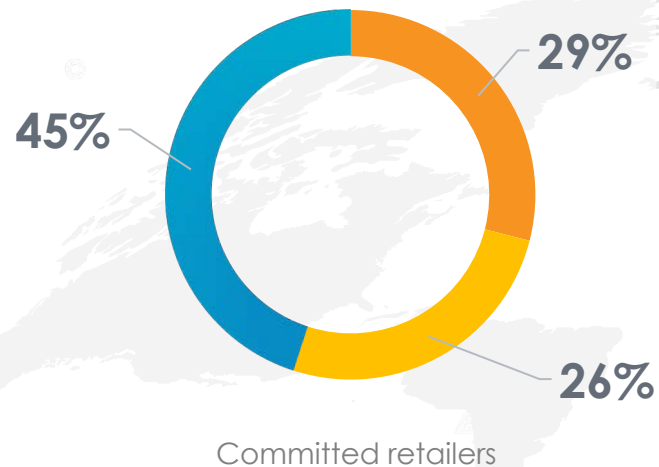
In most world regions, mobile now accounts for more than 50% of online transactions, and in-app sales dominate.



Share of Transactions  
Excluding Apps



Share of Online  
Transactions by Device



Europe



App

Mobile Web

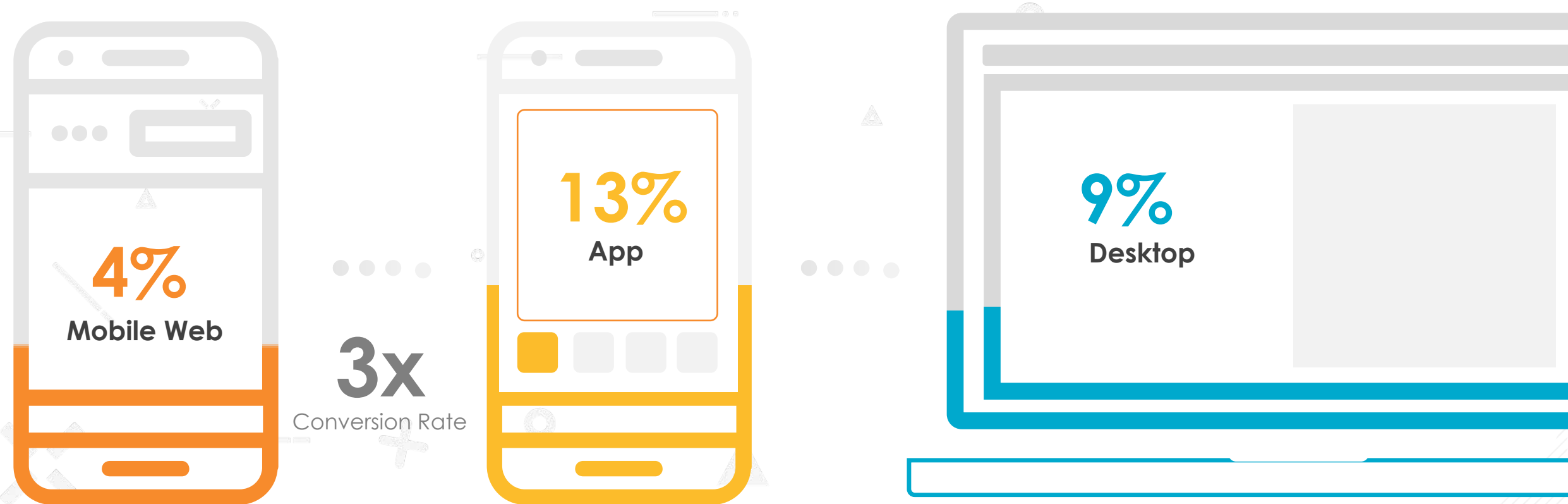
Desktop

# App Opportunity

Shopping apps generate higher conversion rates.



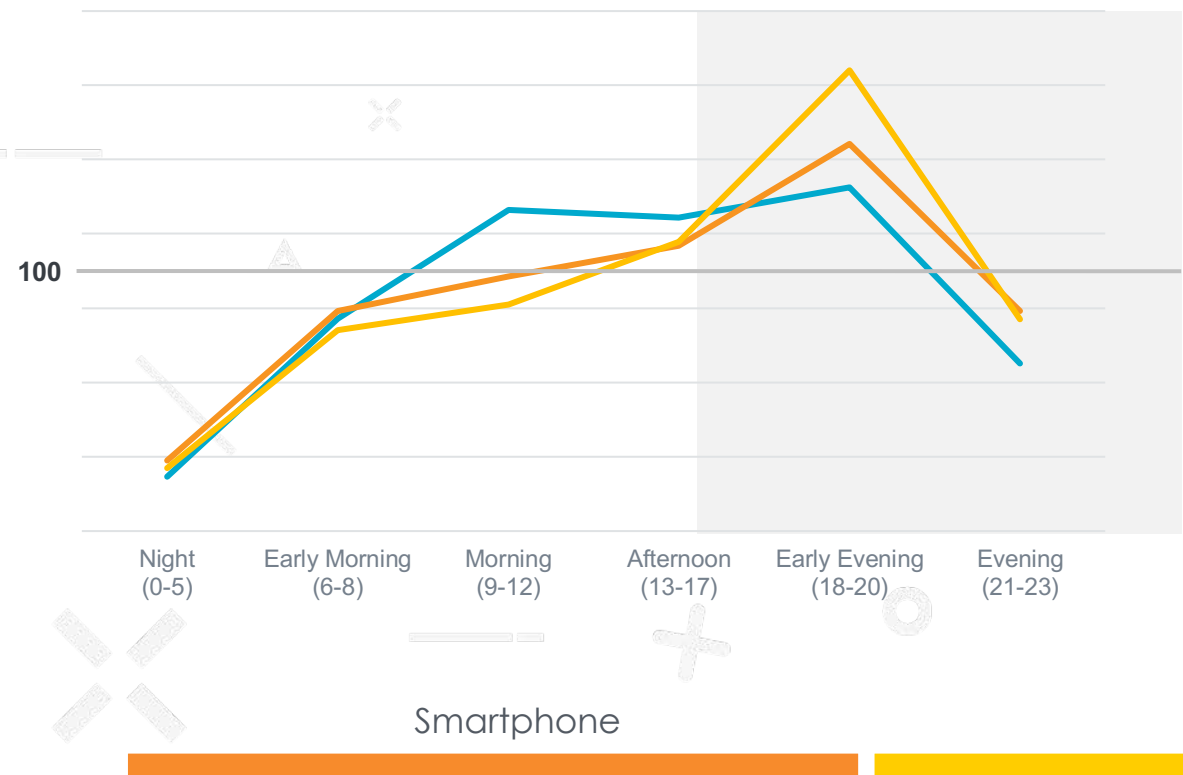
in Europe, the conversion rate on shopping apps is more than 3 times higher than on mobile web.



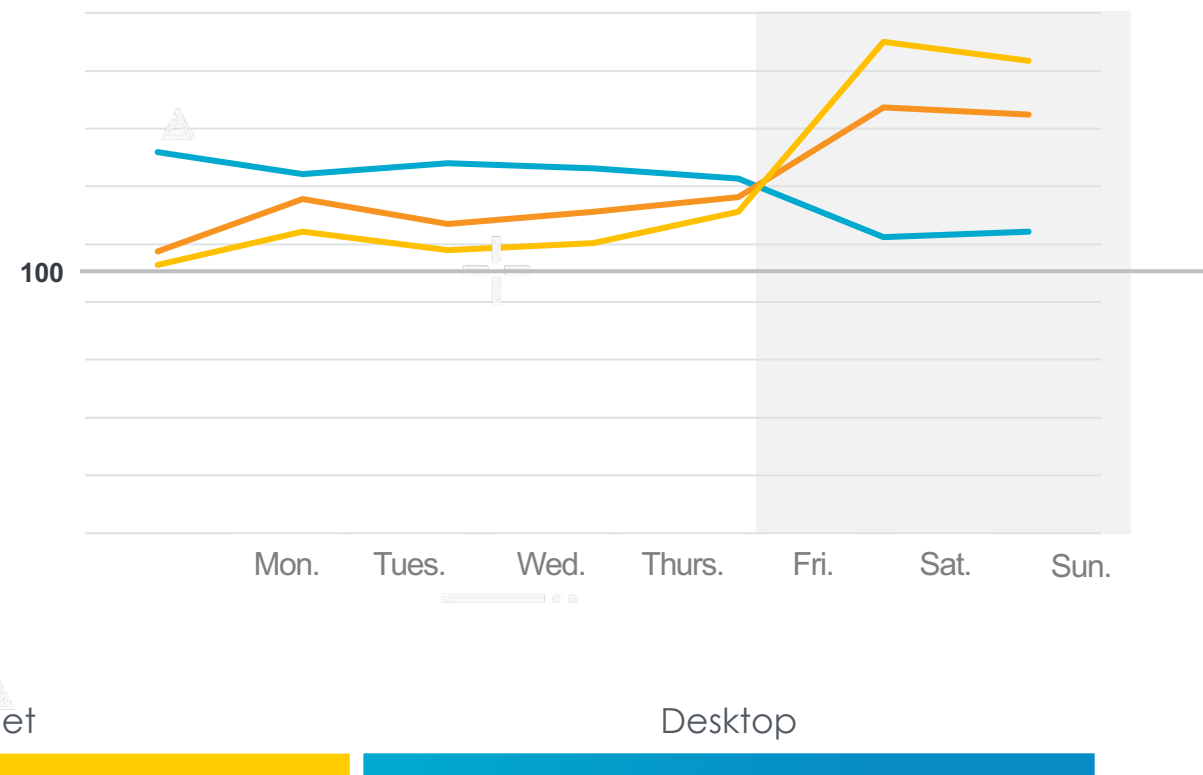
# Shopping Moments

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

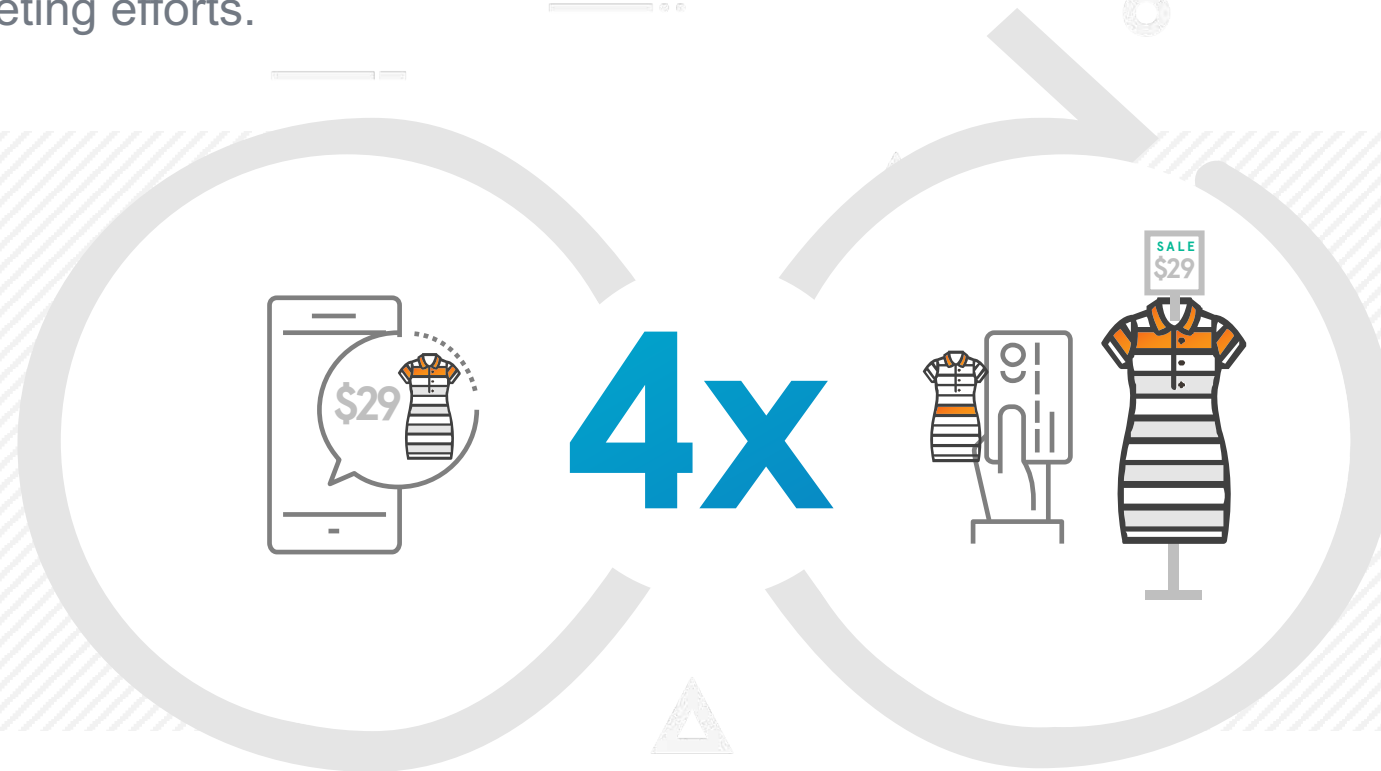




# Omnichannel Matters

Offline sales boost shopper knowledge - and online results.

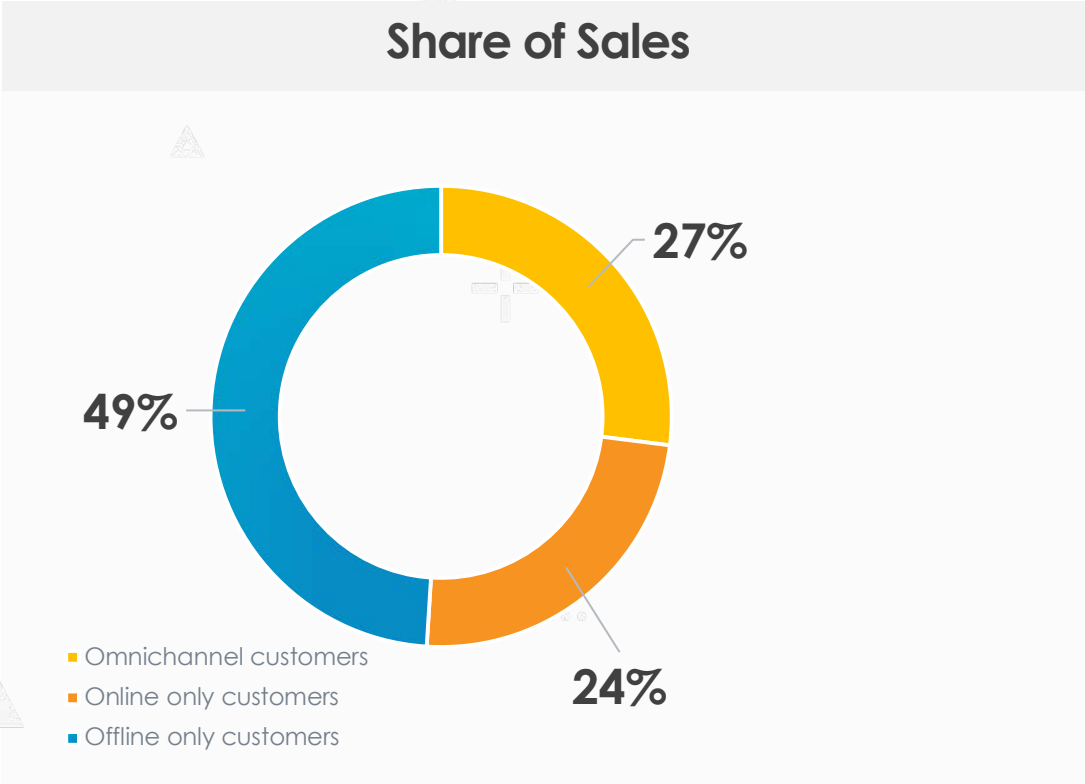
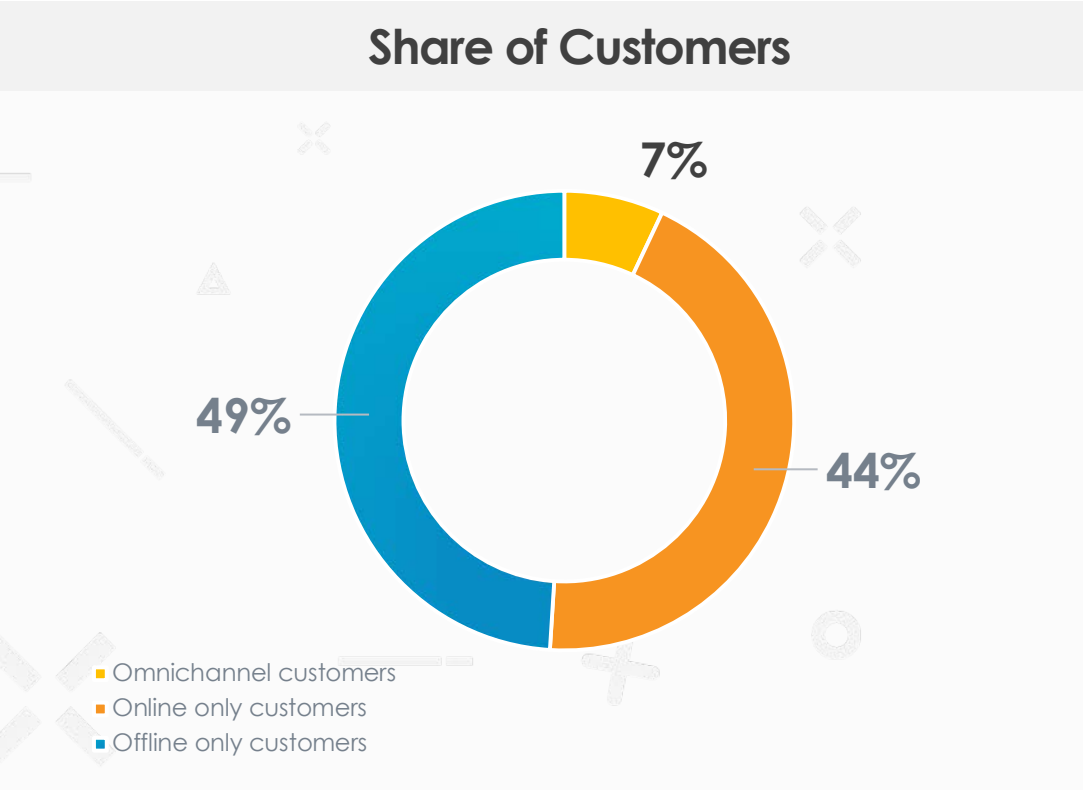
Omnichannel retailers that combine their offline and online data can apply over four times as much sales data to optimise their marketing efforts.



# 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)