

IPSOS OMNICHANNEL STUDY 2016

Retail is going through a digital revolution: More and more industries capitalize the opportunities of e-commerce or are even born in the internet to sell their products and services online. As a manager it is therefore crucial to identify relevant market trends and to address consumers' changing expectations and needs.

Our representative online study includes usage and attitudes of onliners in Germany, France and UK around the topic of omnichannel and delivers facts and insights for your strategic decisions.



FUTURE OPPORTUNITIES

Learn what shoppers really want



KNOWLEDGE FOR YOUR SUCCESS

Understand drivers and barriers of e-commerce



COUNTRY COMPARISON

Get insights for Germany, UK and France with each n=1.500 (representative for onliners aged 18-65)

THREE REPORTS TO CHOOSE FROM

Basis-Report



Germany compared to UK and France

- Internet and device usage
- Shopping behavior: online vs. offline
- Relevance of devices in the online path to purchase
- Frequency of online shopping per categories
- Usage of online services
- Drivers and barriers
- Relevance of new services

free of charge

Industry-Report

Basis-Report + reports for 1 of 4 industries

Industry-Report for Germany:

- Shopping browser vs. app
- Role of rating and reviews
- Preferred payment methods: online vs. offline
- Drivers of online shopping
- Barriers of online shopping
- Habits of information seeking

980 € plus 19% VAT

Full-Report

Basis-Report + report for all 5 industries

-  FASHION & SHOES
-  ELECTRONICS
-  COSMETICS & PERSONAL CARE
-  FOOD
-  TRAVEL

1.480 € plus 19% VAT

Scope of delivery: Detailed report with charts of relevant insights plus tables with data for all three countries and break downs by gender, generation (Millennials, Gen X, Baby Boomer) and frequency of online shopping.

REQUEST INSIGHTS

Reach out to de-shopper@ipsos.com and request the free key insights of our study!

GAME CHANGERS

