Description: 

Summary

Online retailing is growing significantly compared to other channels in the country, as more and more consumers become comfortable looking for product information and making purchases online. Furthermore, a rise in the number of connected consumers with increasing penetration of smart hand held devices will continue to favor growth in the channel. Italians are increasingly price sensitive and continuously seeking price saving opportunities while shopping. They are highly demanding when it comes to purchasing online, with large numbers of customers expecting free delivery and low prices. Considering the opportunities to tackle a debt-laden Italian economy, retailers have been continuously adopting unique marketing initiatives to enable a hassle free shopping environment.

Key Findings

- Despite a slowdown in the economy, online retailing seems promising compared to other conventional channels, and is expected to grow at a CAGR of 20.9% over the forecast period
- With significant developments in modes of online payment, electronic transactions have gained widespread popularity in the country
- Rising internet penetration (62%) and increasing accessibility through mobile devices will help further strengthen online retailing
- Low prices and free delivery remain the prime factor for shoppers when purchasing online
- Apparel, accessories, luggage and leather goods will continue to lead with a share of 47.3% of the overall online market in 2019, while home and garden products will be the fastest-growing category with a CAGR of 26.2% over 2014-2019

Synopsis

This industry's “Consumer Attitudes and Online Retail Dynamics in Italy, 2014-2019” provides data for historic and forecast online retail sales, and also includes information on the business environment and country risk related to the Italian online retail environment. In addition, it analyzes the key consumer trends influencing Italy’s online retail industry.

What else does this report offer?

- It provides in-depth analysis of the latest trends in online consumer shopping, covering the factors driving online shopping, consumer insights, market dynamics (covering 26 product categories), and reviews of the latest best practice in online retail site design
- Market insights based on consumer trends, changing economic and demographic factors, and other macroeconomic factors
- Based on the latest data, the report not only provides details of the size and growth of this increasingly important channel, it also provides essential context on the penetration of online sales by product groups, how growth has developed over time, and key factors, with forecasts, that will drive this market in the future

Reasons To Buy

- Understand which products will be the major winners and losers in the online arena in the coming years
- Get an in-depth analysis of the latest trends in online retailing in Italy, covering the factors driving online spending across the categories
- Learn from best practice approaches outlined in the case studies of leading online retailers by examining their unique retailing attitudes and reviewing innovative retailers, which provides insights and ideas to remain competitive and profitable

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