Consumer Attitudes and Online Retail Dynamics in Italy, 2014-2019

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 handheld 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

Contents:

1 Introduction
1.1 What is this Report About?

2 Executive Summary

3 Market at a glance

4 Consumer Insight: Online Shopping Attitudes and Behaviors
4.1 Online Shopping Environment
4.1.1 Increasing internet penetration will fuel online retailing
4.1.2 High speed broadband connectivity is spreading in Italy
4.1.3 Rising smartphone penetration in the country
4.2 Consumer attitudes and behaviour
4.2.1 Credit cards and PayPal are the most preferred online payment methods in Italy
4.2.2 M-commerce is gaining popularity with rising penetration of smart handheld devices
4.2.3 Online retailers are using social media to promote their websites
4.2.4 Highly demanding customers cut the margins of online retailers
4.2.5 Despite prolonged recession, online fashion retailing is growing

5 Online Channel Dynamics
5.1 The Online Channel's Share of Total Retail Sales
5.1.1 Italy online vs. offline channel forecasts
5.1.2 Online retail penetration: global and regional comparisons
5.2 Channel Dynamics
5.2.1 Italy retail channel dynamics - future performance
5.2.2 Channel group share development
5.2.3 Individual channel performance
5.3 Category Dynamics
5.3.1 Online vs. offline retail sales comparison by category group, 2014
5.3.2 Online retail market dynamics by category
5.3.3 Online retail sales share by category group
5.3.4 Online retail sales growth by individual category
5.3.5 Food and Grocery categories: market size and forecasts
5.3.6 Electrical and Electronics categories: market size and forecasts
5.3.7 Music, video, and entertainment software categories: market size and forecasts
5.3.8 Apparel, accessories, luggage and leather goods categories: size and forecasts
5.3.9 Books, News and Stationery categories: Market Size and Forecasts
5.3.10 Sports and Leisure equipment categories: market size and forecasts
5.3.11 Furniture and floor coverings categories: market size and forecasts
5.3.12 Home and Garden categories: market size and forecasts
5.3.13 Health and beauty categories: market size and forecasts

6 Case Studies: Leading Online Retailers in Italy
6.1 Retailer 1: Yoox.com
6.1.1 Business Description
6.1.2 Site Experience
6.2 Retailer 2: Esselunga
6.2.1 Business Description
6.2.2 Site Experience
6.3 Retailer 3: Eprice.it
6.3.1 Business Description
6.4 Retailer 4: Luisaviaroma.com
6.4.1 Business Description
6.4.2 Site Experience
6.5 Other Innovative Retailers in Italy
6.5.1 Zalando opens pop-up stores in Milan

7 Appendix
7.1 Definitions
7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Tables

Table 1: Online Retail Sales in Italy, 2014 and 2019
Table 2: Italy Online vs. Offline Retail Sales and Forecast (EUR billion), 2009-2019
Table 3: Italy Online vs. Offline Retail Sales and Forecast (US$ billion), 2009-2019
Table 4: Italy Online vs. Offline Retail Sales and Forecast (% Share), 2009-2019
Table 5: Italy Online Sales vs. Global Average, 2009, 2014 and 2019
Table 6: Italy Online Sales vs. Western Europe, 2009, 2014 and 2019
Table 7: Italy Overall Retail Segmentation (EUR billion) by Channel Group, 2009-2019
Table 8: Italy Channel Retail Sales and Forecast (EUR billion) by Channel Group, 2009-2019
Table 9: Italy Channel Retail Sales and Forecast (US$ billion) by Channel Group, 2009-2019
Table 10: Italy Channel Retail Sales and Forecast (% Share) by Channel Group, 2009-2019
Table 11: Italy Channel Retail Sales and Forecast (EUR billion) by Channel, 2009-2019
Table 12: Italy Channel Retail Sales and Forecast (US$ billion) by Channel, 2009-2019
Table 13: Italy Retail Sales Split (EUR million), Online vs. Offline, 2014
Table 14: Italy Retail Sales Split (US$ million), Online vs. Offline, 2014
Table 15: Italy Online Market Dynamics by Category Group, 2009-2019
Table 16: Italy Online Retail Sales and Forecast (EUR million) by Category Group, 2009-2019
Table 17: Italy Online Retail Sales and Forecast (US$ million) by Category Group, 2009-2019
Table 18: Italy Total and Online Retail Sales in Food and Grocery Categories (EUR million), 2009-2019
Table 19: Italy Total and Online Retail Sales in Food and Grocery Categories (US$ million), 2009-2019
Table 20: Italy Total and Online Retail Sales in Electrical and Electronics Categories (EUR million), 2009-2019
Table 21: Italy Total and Online Retail Sales in Electrical and Electronics Categories (US$ million), 2009-2019
Table 22: Italy Total and Online Retail Sales in Music, Video and Entertainment Categories (EUR million), 2009-2019
Table 23: Italy Total and Online Retail Sales in Music, Video and Entertainment Categories (US$ million), 2009-2019
Table 24: Italy Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (EUR million), 2009-2019
Table 25: Italy Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (US$ million), 2009-2019
Table 26: Italy Total and Online Retail Sales in Books, News and Stationery Categories (EUR million), 2009-2019
Table 27: Italy Total and Online Retail Sales in Books, News and Stationery Categories (US$ million), 2009-2019
Table 28: Italy Total and Online Retail Sales in Sports and Leisure Equipment Categories (EUR million), 2009-2019
Table 29: Italy Total and Online Retail Sales in Sports and Leisure Equipment Categories (US$ million), 2009-2019
Table 30: Italy Total and Online Retail Sales in Furniture and Floor Coverings Categories (EUR million), 2009-2019
Table 31: Italy Total and Online Retail Sales in Furniture and Floor Coverings Categories (US$ million), 2009-2019
Table 32: Italy Total and Online Retail Sales in Home and Garden Products Categories (EUR million), 2009-2019
Table 33: Italy Total and Online Retail Sales in Home and Garden Products Categories (US$ million), 2009-2019
Table 34: Italy Total and Online Retail Sales in Cosmetics and toiletries Categories (EUR million), 2009-2019
Table 35: Italy Total and Online Retail Sales in Health and Beauty Categories (US$ million), 2009-2019
Table 36: Italy Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 37: Italy Exchange Rate EUR-US$ (Annual Average), 2015-2019 Forecasts
Table 38: Retail Channel Definitions
Table 39: Retail Category Definitions

List of Figures

Figure 1: Share of Online Retail Sales in Total Retail Sales, 2014 and 2019
Figure 2: Italy GDP Growth Rate (%), 2009-2014
Figure 3: Total Internet Users and Penetration, 2009-2014
Figure 4: Total Fixed Broadband Subscribers and Penetration, 2009-2014
Figure 5: Mobile Phone Subscribers and Penetration, 2009-2014
Figure 6: Rise of M-commerce in Italy
Figure 7: Growth of clothing and footwear category through online channel compared to traditional channel
Figure 8: Regional Fixed Broadband Users and its Penetration, 2012-2017
Figure 9: Regional Mobile Broadband Users and its Penetration, 2012-2017
Figure 10: Italy Online and Offline Retail Sales and Forecast (EUR billion), 2009-2019
Figure 11: Italy Online Sales vs. Global Average (% of Total Retail)
Figure 12: Italy Online Sales vs. Western Europe Countries Average (% of Total Retail)
Figure 13: Italy Overall Retail Market Dynamics by Channel Group, 2009-2019
Figure 14: Italy Retail Sales and Forecast (EUR billion) by Channel Group, 2009-2019
Figure 15: Italy Retail Sales, Online vs. Offline, 2014
Figure 16: Italy Online Market Dynamics by Category Group, 2009-2019
Figure 17: Italy Online Retail Sales and Forecast (EUR million) by Category Group, 2009-2019
Figure 18: Yoox: Home Page
Figure 19: Yoox: Page Layout
Figure 20: Yoox: Product View
Figure 21: Yoox: Mobile Apps
Figure 22: Esselunga: Use of Online Space
Figure 23: Esselunga: Product Information
Figure 24: Esselunga.it: Mobile Apps
Figure 25: Eprice.com: Homepage
Figure 26: Eprice.com: Organization and layout
Figure 27: Eprice.com: Comparing products
Figure 28: Eprice.it: Mobile version
Figure 29: Luisaviaroma.com: Use of Online Space
Figure 30: Luisaviaroma.com: Organization and layout
Figure 31: Luisaviaroma.com: Return Policy
Figure 32: The Triangulated Market Sizing Methodology

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3446095/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

| Product Name: Consumer Attitudes and Online Retail Dynamics in Italy, 2014-2019 |
| Web Address: [http://www.researchandmarkets.com/reports/3446095/] |
| Office Code: SCBRUTGF |

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Formats</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>☐</td>
<td>USD 1450</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>☐</td>
<td>USD 2900</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>☐</td>
<td>USD 4350</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐</th>
<th>Mrs ☐</th>
<th>Dr ☐</th>
<th>Miss ☐</th>
<th>Ms ☐</th>
<th>Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td>__________________________</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World