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

Description:
Online retailing in Spain will register healthy growth, on the back of the increase in the number of Spaniards moving to e-tailers for better deals and saving opportunities. The rise in internet penetration and growing adoption of handheld devices has provided ubiquitous access to online shopping portals, which is expected to soar over the next five years. Another key factor driving online sales in the country will be the increasing popularity of smartphone and social commerce. With improvements in internet infrastructure, an increasing number of Spaniards prefer cross-border purchases, motivated by appealing offers and wide product ranges.

Key Findings
- Online retailing has high potential compared to conventional channels, and is expected to grow at a CAGR of 14.1% over the forecast period
- Consumers are more cautious and continuously look for money saving opportunities, even while spending on necessities
- Credit/debit cards are the preferred payment methods, while a significant share of online shoppers still choose cash on delivery
- Electrical and electronics will continue to lead with a share of 33.2% of the overall online market in 2019, and is also expected to be the fastest growing category, with a CAGR of 15.3% over 2014-2019

Synopsis
"Consumer Attitudes and Online Retail Dynamics in Spain, 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 Spanish online retail environment. In addition, it analyses the key consumer trends influencing Spain'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 Spain, 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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