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
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 Overview of Spain's Online Shopping Environment
4.1.1 Internet users rise with a rise in the young middle class population
4.1.2 Broadband internet penetration rises with the availability of high speed internet
4.1.3 Rising penetration of smartphone users
4.1.4 VAT guidelines for online retailers operating in Spain
4.2 Consumer Attitudes and Behavior
4.2.1 Online fashion retail grows on the back of consumer frugality
4.2.2 Social media influencing the purchase decisions of buyers
4.2.3 Supermarket retailers make online forays to capture a share in the growing online retail market
4.2.4 Shopping through mobile devices gain popularity in Spain
4.2.5 Cross border Ecommerce is increasing
4.2.6 Credit/debit cards are the most preferred online payment methods among the shoppers
5. Online Channel Dynamics
5.1 The Online Channel's Share of Total Retail Sales
5.1.1 Spain online vs. offline channel forecasts
5.1.2 Online penetration: global and regional comparisons
5.2 Channel Dynamics
5.2.1 Spain 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 Spain
6.1 Retailer 1: Zara
6.1.1 Business Description
6.1.2 Site Experience
6.2 Retailer 2: El Corte Inglés
6.2.1 Business Description
6.2.2 Site Experience
6.3 Retailer 3: Decathlon
6.3.1 Business Description
6.3.2 Site Experience
6.4 Retailer 4: Privalia
6.4.1 Business Description
6.4.2 Site Experience
6.5 Other Innovative Retailers in Spain
6.5.1 Caprabo's in-store online kiosk - a new style of shopping experience
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 Spain, 2014 and 2019
Table 2: Spain Online vs. Offline Retail Sales and Forecast (EUR billion), 2009-2019
Table 3: Spain Online vs. Offline Retail Sales and Forecast (US$ billion), 2009-2019
Table 4: Spain Online vs. Offline Retail Sales and Forecast (% Share), 2009-2019
Table 5: Spain Online Sales vs. Global Average, 2009, 2014 and 2019
Table 6: Spain Online Sales vs. Western Europe, 2009, 2014 and 2019
Table 7: Spain Overall Retail Segmentation (EUR billion) by Channel Group, 2009-2019
Table 8: Spain Channel Retail Sales and Forecast (EUR billion) by Channel Group, 2009-2019
Table 9: Spain Channel Retail Sales and Forecast (US$ billion) by Channel Group, 2009-2019
Table 10: Spain Channel Retail Sales and Forecast (% Share) by Channel Group, 2009-2019
Table 11: Spain Channel Retail Sales and Forecast (EUR billion) by Channel, 2009-2019
Table 12: Spain Channel Retail Sales and Forecast (US$ billion) by Channel, 2009-2019
Table 13: Spain Retail Sales Split (EUR million), Online vs. Offline, 2014
Table 14: Spain Retail Sales Split (US$ million), Online vs. Offline, 2014
Table 15: Spain Online Market Dynamics by Category Group, 2009-2019
Table 16: Spain Online Retail Sales and Forecast (EUR million) by Category Group, 2009-2019
Table 17: Spain Online Retail Sales and Forecast (US$ million) by Category Group, 2009-2019
Table 18: Spain Total and Online Retail Sales in Food and Grocery Categories (EUR million), 2009-2019
Table 19: Spain Total and Online Retail Sales in Food and Grocery Categories (US$ million), 2009-2019
Table 20: Spain Total and Online Retail Sales in Electrical and Electronics Categories (EUR million), 2009-2019
Table 21: Spain Total and Online Retail Sales in Electrical and Electronics Categories (US$ million), 2009-2019
Table 22: Spain Total and Online Retail Sales in Music, Video and Entertainment Categories (EUR million), 2009-2019
Table 23: Spain Total and Online Retail Sales in Music, Video and Entertainment Categories (US$ million), 2009-2019
Table 24: Spain Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (EUR million), 2009-2019
Table 25: Spain Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (US$ million), 2009-2019
Table 26: Spain Total and Online Retail Sales in Books, News and Stationery Categories (EUR million), 2009-2019
Table 27: Spain Total and Online Retail Sales in Books, News and Stationery Categories (US$ million), 2009-2019
Table 28: Spain Total and Online Retail Sales in Sports and Leisure Equipment Categories (EUR million), 2009-2019
Table 29: Spain Total and Online Retail Sales in Sports and Leisure Equipment Categories (US$ million), 2009-2019
Table 30: Spain Total and Online Retail Sales in Furniture and Floor Coverings Categories (EUR million), 2009-2019
Table 31: Spain Total and Online Retail Sales in Furniture and Floor Coverings Categories (US$ million), 2009-2019
Table 32: Spain Total and Online Retail Sales in Home and Garden Products Categories (EUR million), 2009-2019
Table 33: Spain Total and Online Retail Sales in Home and Garden Products Categories (US$ million), 2009-2019
Table 34: Spain Total and Online Retail Sales in Health and Beauty Categories (EUR million), 2009-2019
Table 35: Spain Total and Online Retail Sales in Health and Beauty Categories (US$ million), 2009-2019
Table 36: ZARA - Delivery Options
Table 37: Spain Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 38: Spain Exchange Rate EUR-US$ (Annual Average), 2015-2019 Forecasts
Table 39: Retail Channel Definitions
Table 40: Retail Category Definitions

List of Figures

Figure 1: Share of Online Retail Sales in Total Retail Sales in Spain, 2014 and 2019
Figure 2: Spain GDP Growth Rate, 2009-2014
Figure 3: Total Internet Users and Penetration (Million, %), 2009-2014
Figure 4: Total Fixed Broadband Subscribers and Penetration (Million, %), 2009-2014
Figure 5: Mobile Phone Subscribers and Penetration (Million, %), 2009-2014
Figure 6: Online sales for clothing and footwear market propagates
Figure 7: Rising m-commerce opportunity with increasing penetration of smart handheld devices
Figure 8: Regional Fixed Broadband Users and its Penetration, 2012-2017
Figure 9: Regional Mobile Broadband Users and its Penetration, 2012-2017
Figure 10: Spain Online and Offline Retail Sales and Forecast (EUR billion), 2009-2019
Figure 11: Spain Online Sales vs. Global Average (% of Total Retail)
Figure 12: Spain Online Sales vs. Western Europe Countries Average (% of Total Retail)
Figure 13: Spain Overall Retail Market Dynamics by Channel Group, 2009-2019
Figure 14: Spain Retail Sales and Forecast (EUR billion) by Channel Group, 2009-2019
Figure 15: Spain Retail Sales, Online vs. Offline, 2014
Figure 16: Spain Online Market Dynamics by Category Group, 2009-2019
Figure 17: Spain Online Retail Sales and Forecast (EUR million) by Category Group, 2009-2019
Figure 18: ZARA - Page Layout
Figure 19: Zara - Product Overview
Figure 20: Zara - Mobile App
Figure 21: El Corte Inglés: Homepage
Figure 22: El Corte Inglés - Layout
Figure 23: El Corte Inglés - Compare Tool
Figure 24: El Corte Inglés - Compare Tool
Figure 25: El Corte Inglés - Mobile Apps
Figure 26: Decathlon - Home Page Layout
Figure 27: Decathlon - Product Overview
Figure 28: Decathlon - Product Overview
Figure 29: Decathlon - Delivery Methods and Shipping Costs
Figure 30: Decathlon - Consumer Reviews
Figure 31: Decathlon - Mobile Apps
Figure 32: Privalia - Home Page Layout
Figure 33: Privalia - Product Overview
Figure 34: Privalia - Mobile Apps
Figure 35: Caprabo's online booth in-store in the wine section
Figure 36: Caprabo's online booth in-store in the wine section
Figure 37: The Triangulated Market Sizing Methodology

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