

# Omnichannel is king in Europe

Facts from GfK's FutureBuy study



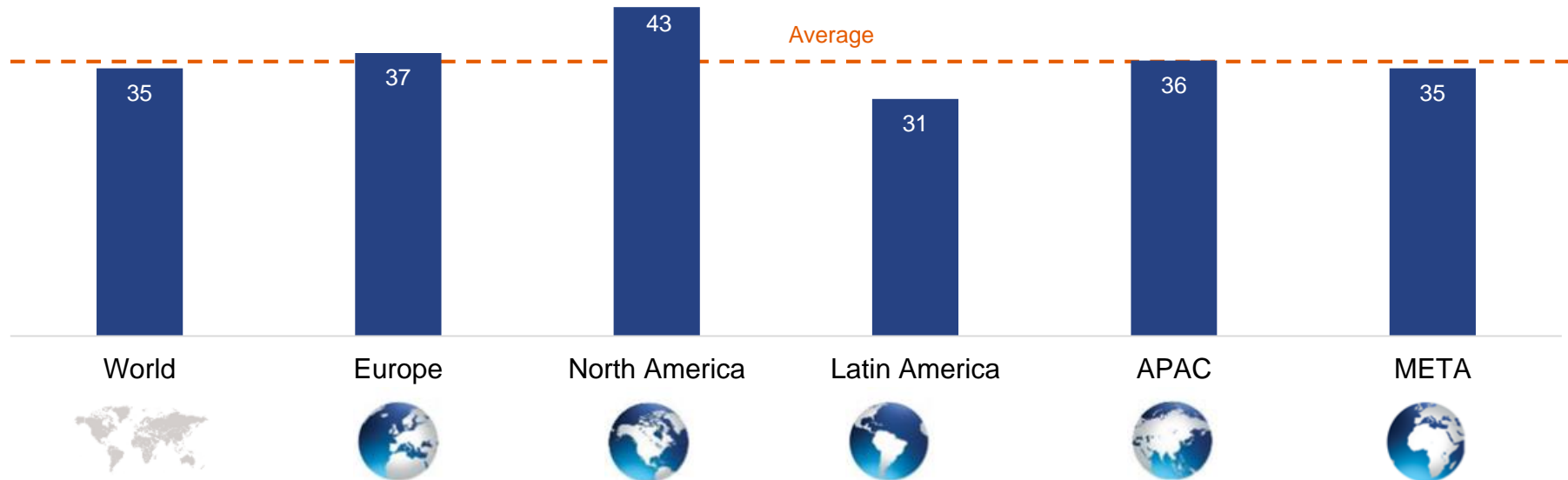
Omnichannel behavior is here to stay

# Europeans are average omnichannel shoppers of technical consumer goods



## Omnichannel behaviour by geography

% of respondents having shopped both online and offline



Source: GfK FutureBuy 2017

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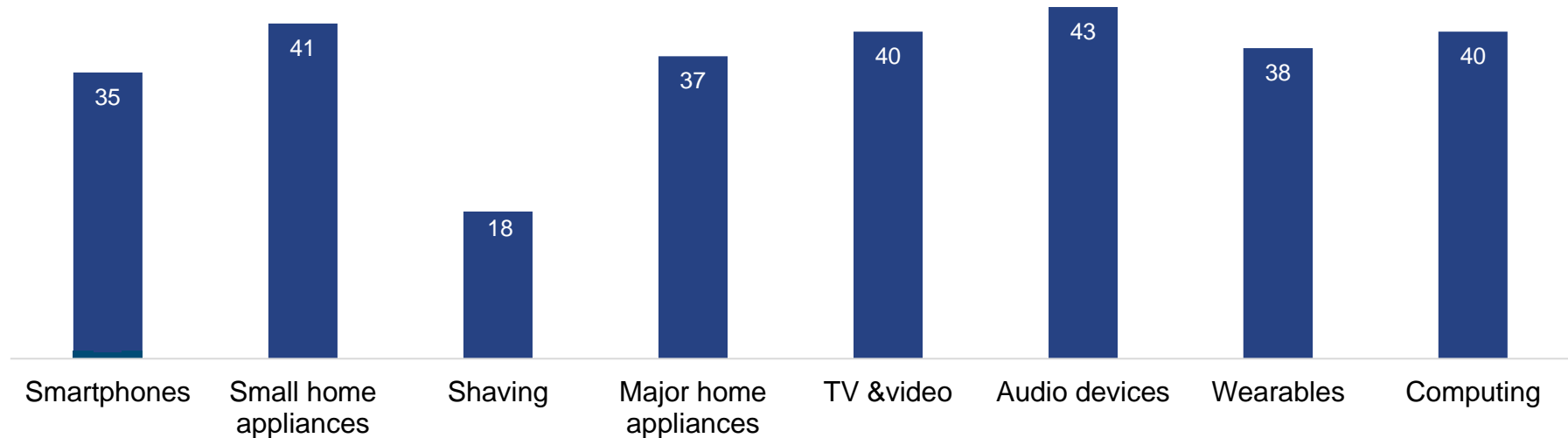
Omnichannel behaviour is particularly prevalent when shopping for audio devices, small appliances and computing



## Category shopped both online and offline by geography



% of respondents having shopped both online and offline



Source: GfK FutureBuy 2017

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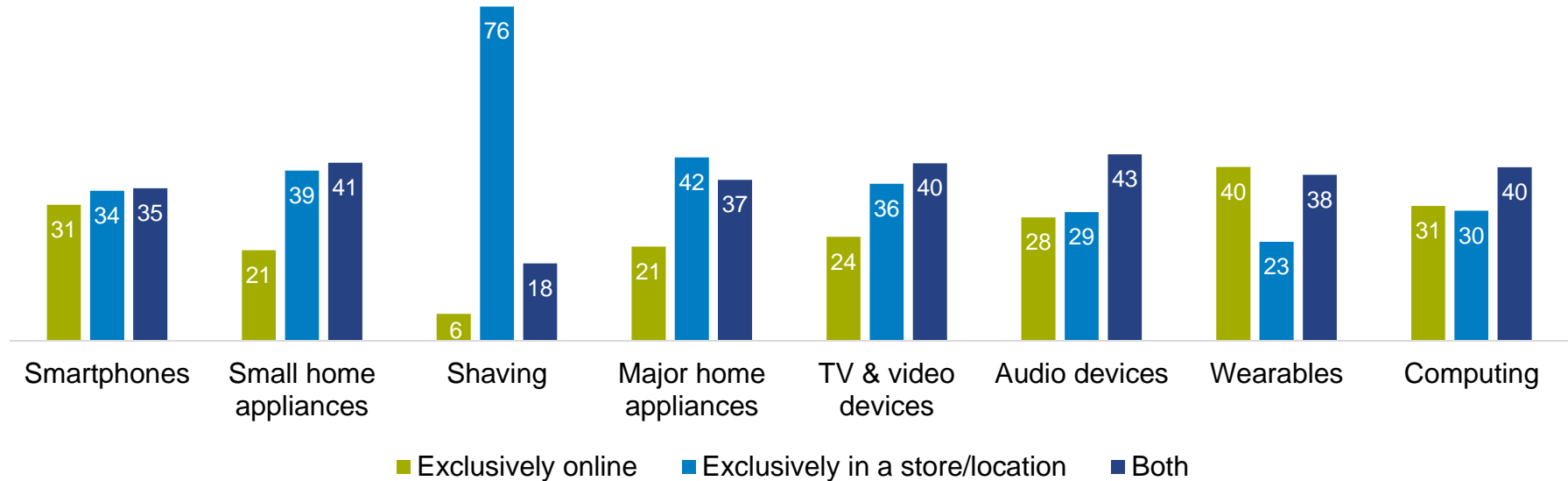
Nonetheless, exclusive in-store shopping remains popular for many categories...



## Channel where category was shopped



% of respondents agreeing



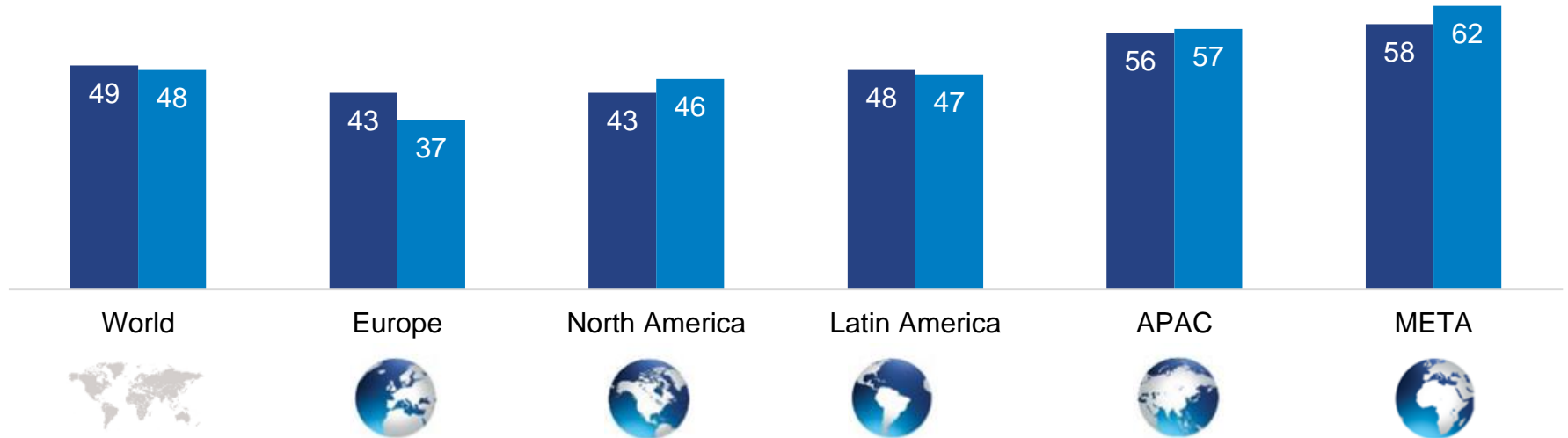
And even though in-store shopping is losing relevance for many consumers, acceptance is still comparably high in Europe



## The future of traditional retail

% of respondents agreeing

- Traditional retail stores are much less important in my shopping than a few years ago
- I can see a future where traditional stores are not a big factor in how I shop



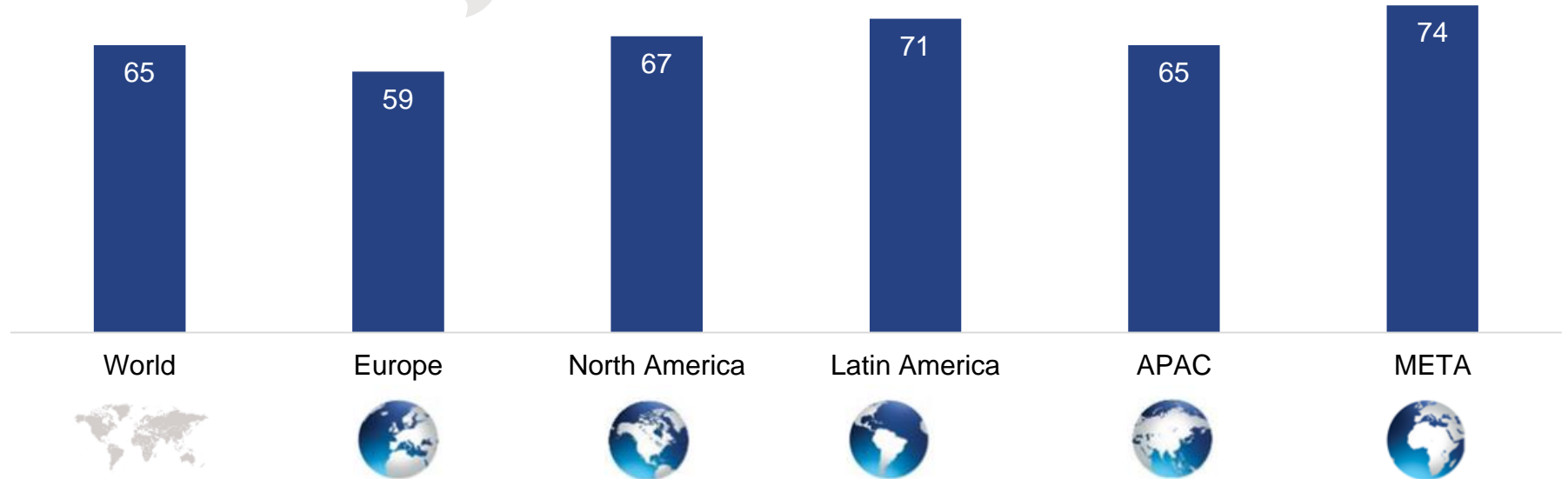
# The majority of shoppers expect the same price across all channels



## Omnichannel pricing

% of respondents agreeing

It is important to me that the price of an item be the same whether I buy it online or in-store



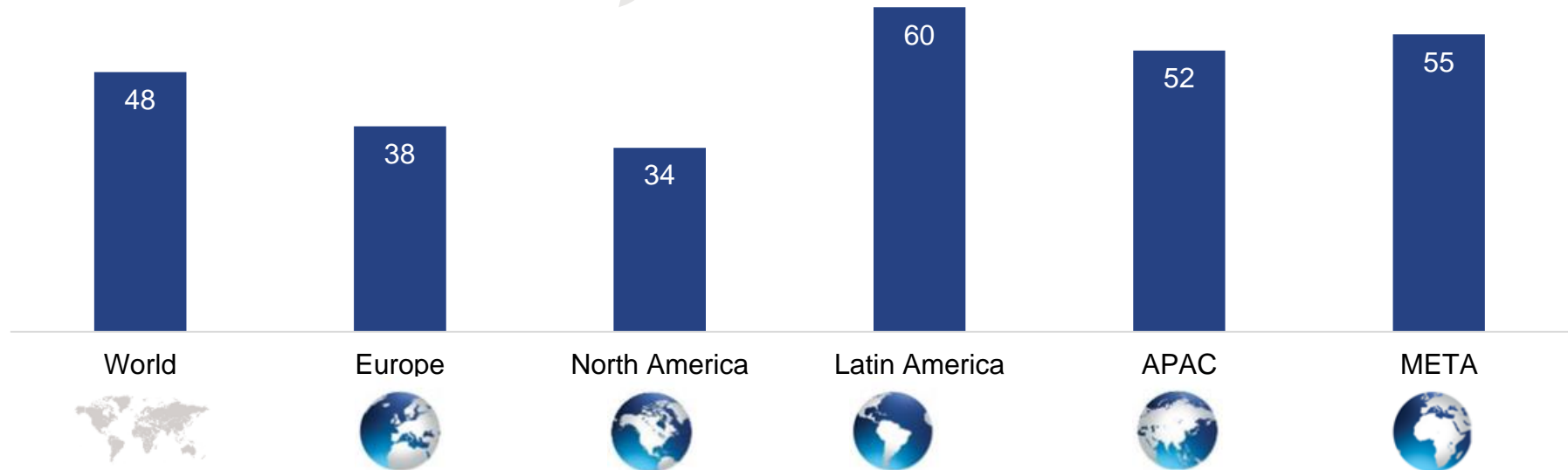
# New omnichannel delivery options become an additional asset, even though adoption is slower in Europe



## Preference for “click and collect”

% of respondents agreeing

I prefer to shop at retailers that offer “click and collect”, so I can purchase online and pick up later at a store or from a locker





Both channels have their strong points

Most importantly, Europeans shop in-store to see the product first; online they want to save money



## Top five factors driving channel choice

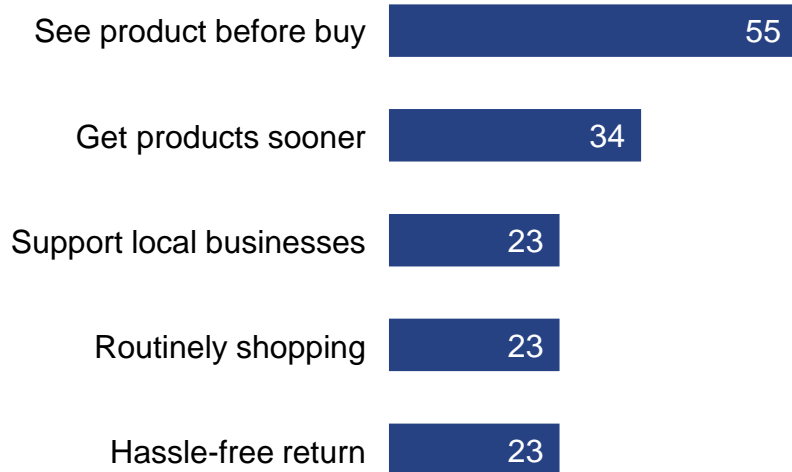


### Store



### Online

% of respondents agreeing

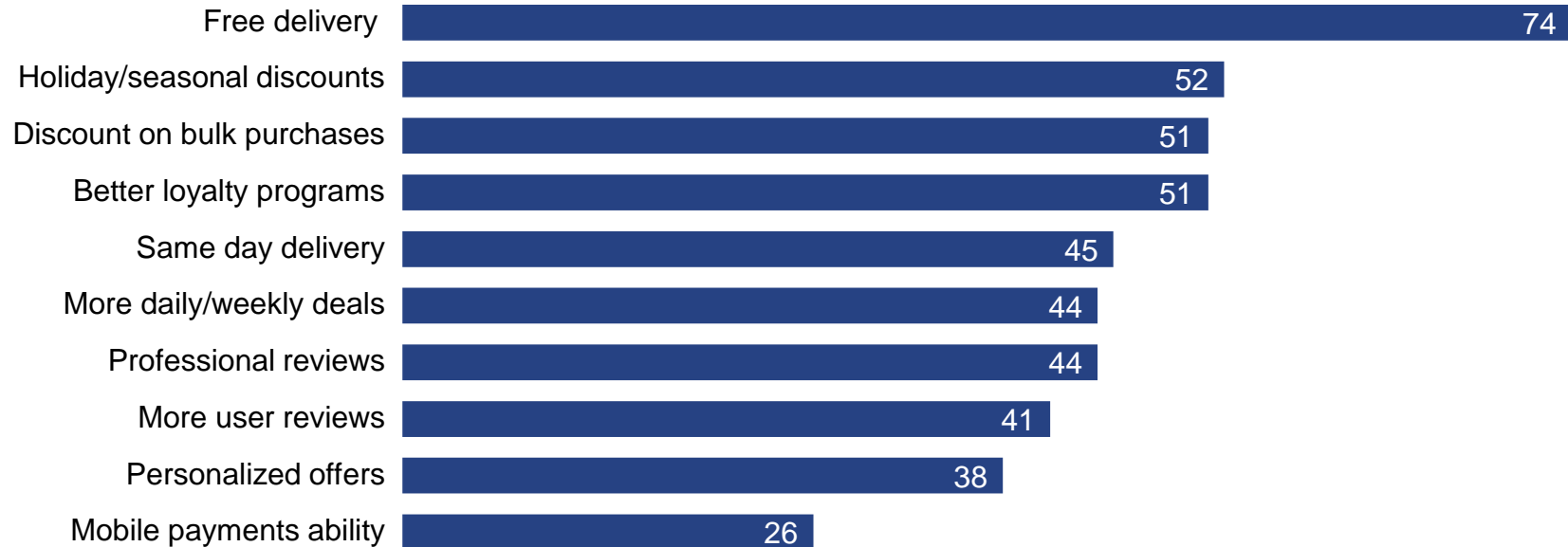


# Free delivery is the most decisive factor when it comes to online shopping in Europe



## Importance of online purchase factors

% of respondents considering factor as extremely or very important



# Cost of delivery is the most off-putting factor for online shopping in Europe



## Barriers to online shopping

% of respondents agreeing



Source: GfK FutureBuy 2017, data for consumer durables in Europe

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