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BRIEF

# Retailers: Treasure Multichannel Consumers

CONSUMER TECHNOGRAPHICS EUROPE

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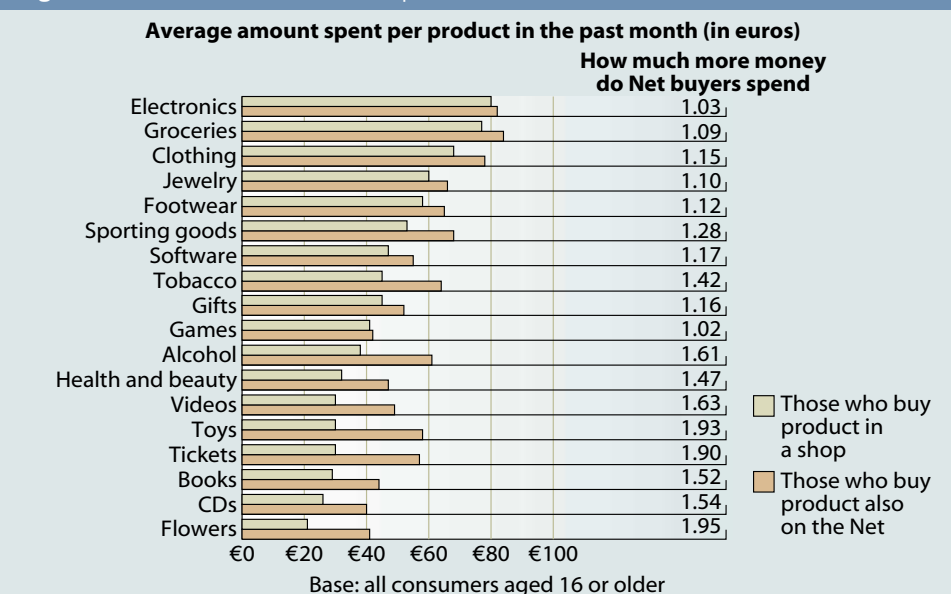
Europeans are continuing to move spending online, especially when it comes to entertainment-related products. A core of online buyers are mixing channels -- buying both offline and online -- and these multichannel consumers are the ones to watch, as they spend 30% more than consumers in general.

- **European consumers have moved 4% of their spending online.** The Web now accounts for 4% of an average consumers' regular spending on consumer goods in Europe. Entertainment-related products attract the biggest share of spend: 8% of video, DVD, and games spending is done online and 17% of all software spend already goes to the Web (see Figure 1).
- **Fifty percent of online shoppers mix online and offline buying.** For most products, half of online buyers regularly mix online and offline channels. For replenishment goods like clothing and toys these numbers even go up. In the last month, more than 60% of online buyers bought these products in a shop or via a catalog as well as buying online.
- **And multichannel consumers spend 30% more.** It's actually not a bad thing for retailers that consumers shop around at multiple channels. In fact, multichannel customers are valuable customers -- spending 30% more on products in an average month. They've spent twice as much on flowers, tickets, and toys and 50% more on CDs, videos, and books (see Figure 2).

Figure 1 Northern Europeans Use The Net To Shop

	Share of eCommerce in this sector's expenditure							
	UK	FR	DE	SE	NL	IT	ES	
Software	17%	19%	12%	20%	7%	16%	6%	5%
Videos	8%	9%	7%	13%	11%	7%	1%	1%
Games	8%	9%	4%	13%	9%	8%	1%	3%
Books	7%	9%	3%	14%	5%	8%	1%	1%
CDs	6%	8%	4%	9%	9%	9%	1%	1%
Tickets	6%	9%	1%	7%	9%	8%	2%	3%
Electronics	4%	6%	2%	6%	4%	4%	1%	0%
Gifts	2%	4%	0%	4%	1%	1%	0%	0%
Clothing	2%	2%	1%	4%	2%	2%	0%	0%
Toys	2%	2%	1%	4%	1%	1%	1%	0%
Sporting goods	2%	2%	1%	3%	1%	1%	1%	0%
Jewelry	2%	2%	0%	3%	2%	1%	1%	0%
Health and beauty	1%	1%	0%	2%	1%	1%	1%	0%
Flowers	1%	2%	1%	1%	1%	0%	0%	1%
Groceries	1%	2%	0%	1%	0%	0%	0%	0%
Footwear	1%	1%	0%	1%	1%	1%	0%	0%
Alcohol	1%	1%	0%	1%	0%	0%	0%	0%
Tobacco	0%	0%	0%	1%	0%	0%	0%	0%
<b>Share of the Net in total expenditure</b>	<b>4%</b>	<b>6%</b>	<b>2%</b>	<b>6%</b>	<b>4%</b>	<b>4%</b>	<b>1%</b>	<b>1%</b>

Figure 2 Multichannel Customers Spend More



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