



# The UK e-Comm Shopper

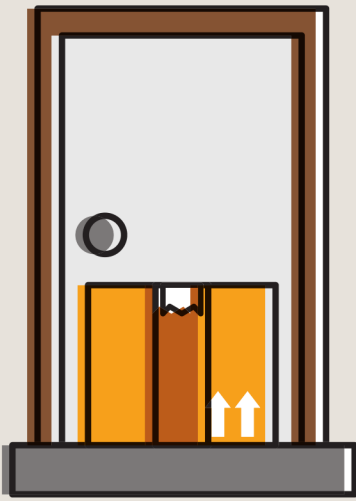


## Online Shopping: A National Trend

81.5% of internet users in the UK prefer shopping online.

## Global E-Commerce Powerhouse

The UK represents the third-largest e-commerce market in the world.

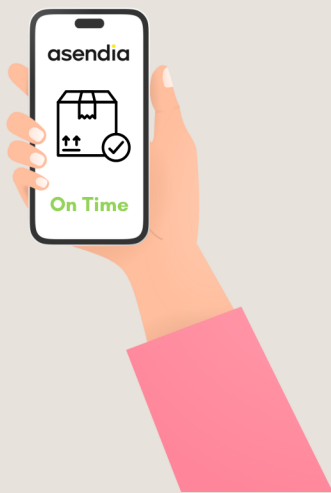


## Convenience at Your Doorstep

Home delivery & competitive pricing are primary motivators for online shopping.

## Online Spending Habits

34% of shoppers (representing the largest group) spend £10-£100 monthly, while 31% spend £100-£250.



## Mobile Commerce Revolution

Mobile commerce sales are projected to reach £105 billion by 2024.

## Preferred Fulfillment Method

80% of shoppers surveyed opted for home delivery for online orders.

