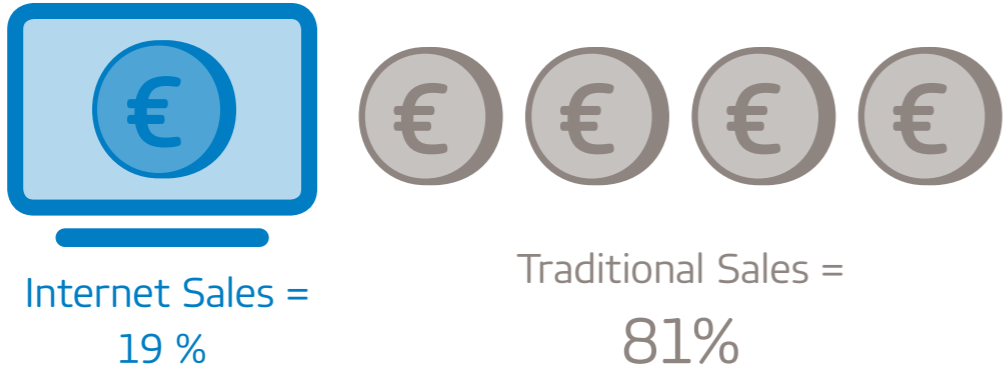


TOP 10 TRUTHS ABOUT ONLINE SHOPPING



#1 One of every 5 Euro is spent online on technical goods in Western Europe



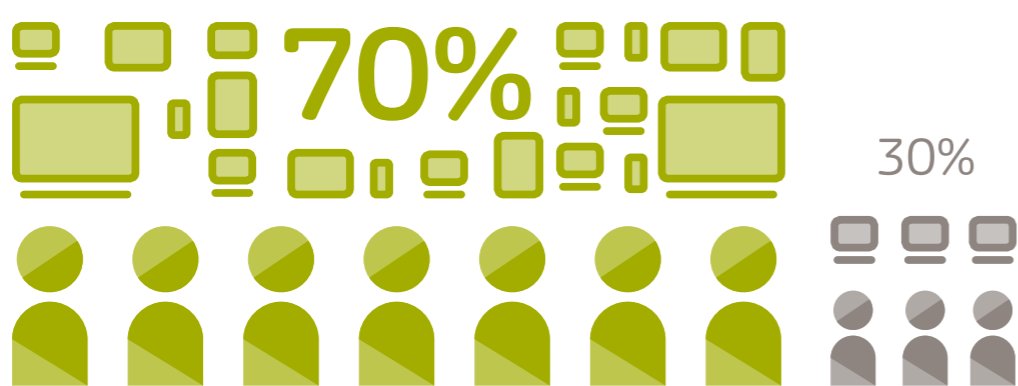
#2

Most non-food purchases in Western Europe have an online component



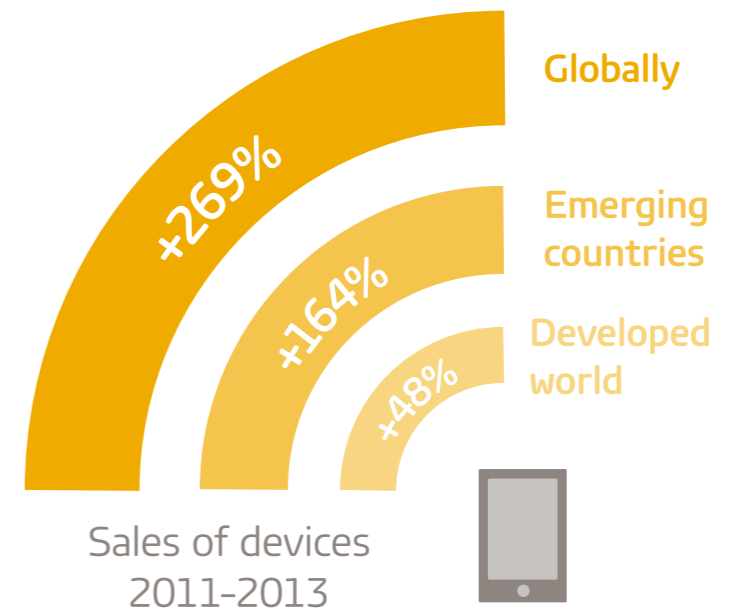
9 out of 10 shoppers research and/or purchase online

#3 Globally the majority of people use more than one device to connect to the Internet

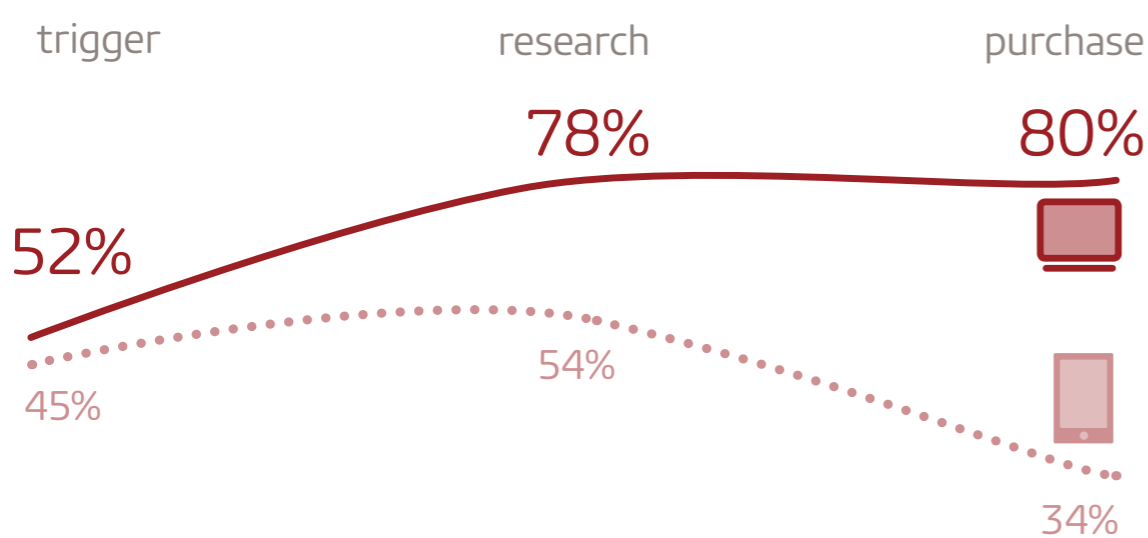


#4

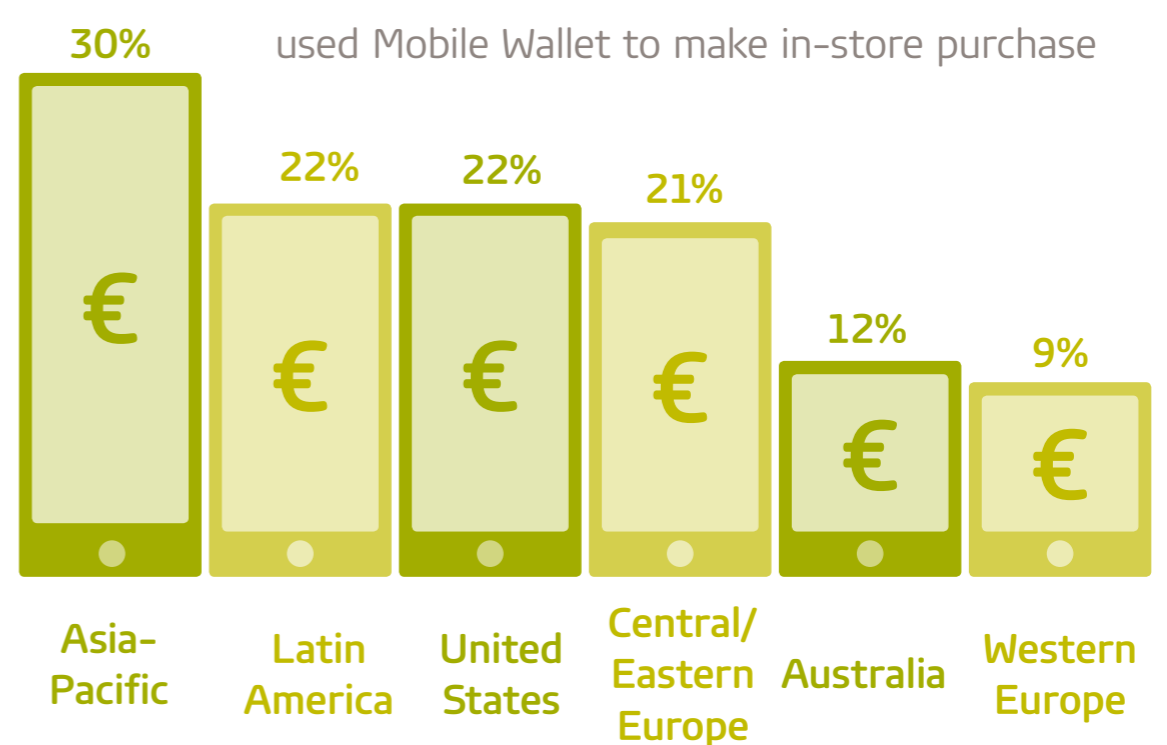
As smartphone sales explode, mobile web becomes mainstream



#5 Mobile is present throughout the entire purchase journey



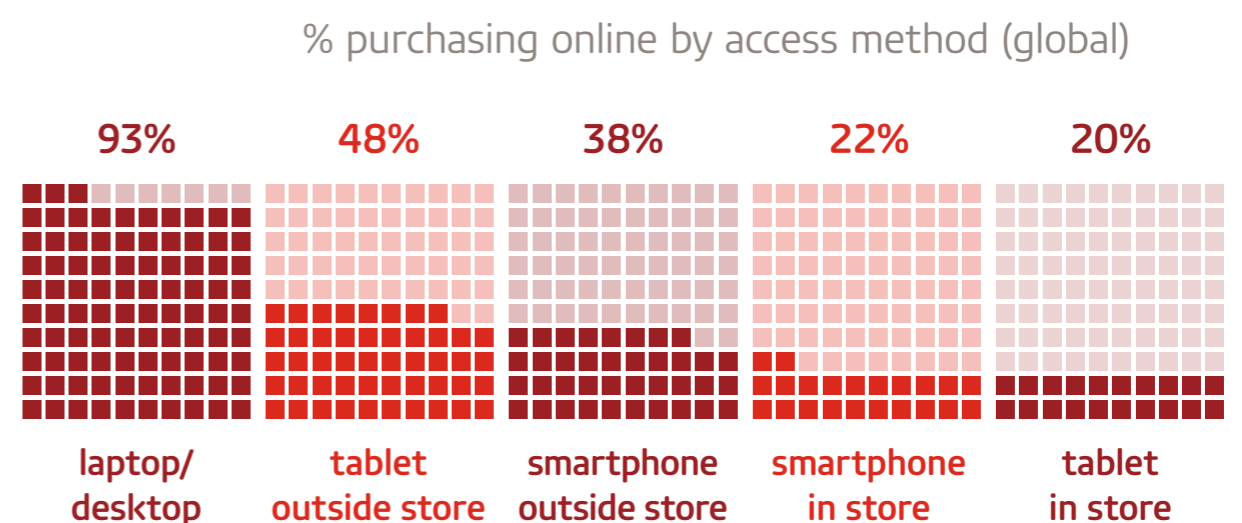
#6 Asia-Pacific leads in mobile payments



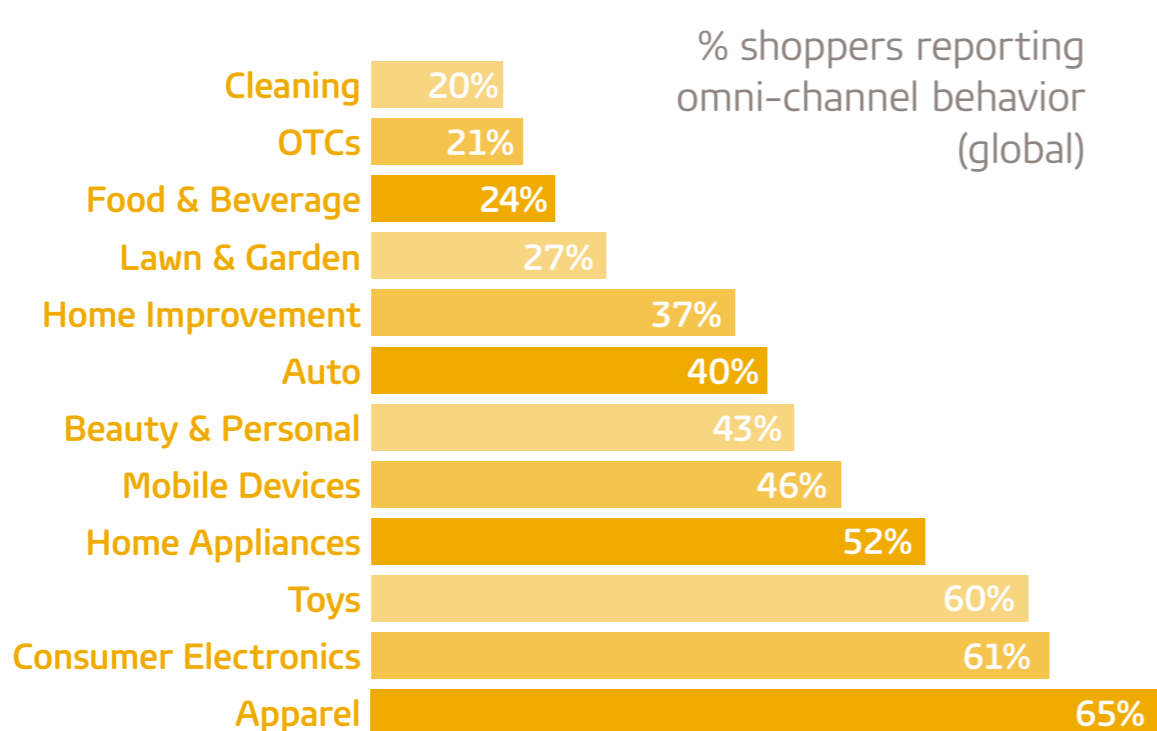
#7 People worldwide love shopping deals on social media



#8 Laptop and desktop are still the most popular devices for online shopping



#9 Omni-channel behavior is present even in atypical categories



#10 After-sales contact is often desired but not delivered



For more on online shopping, please contact Andrew Phipps, Global Director Online Retail, at andrew.phipps@gfk.com