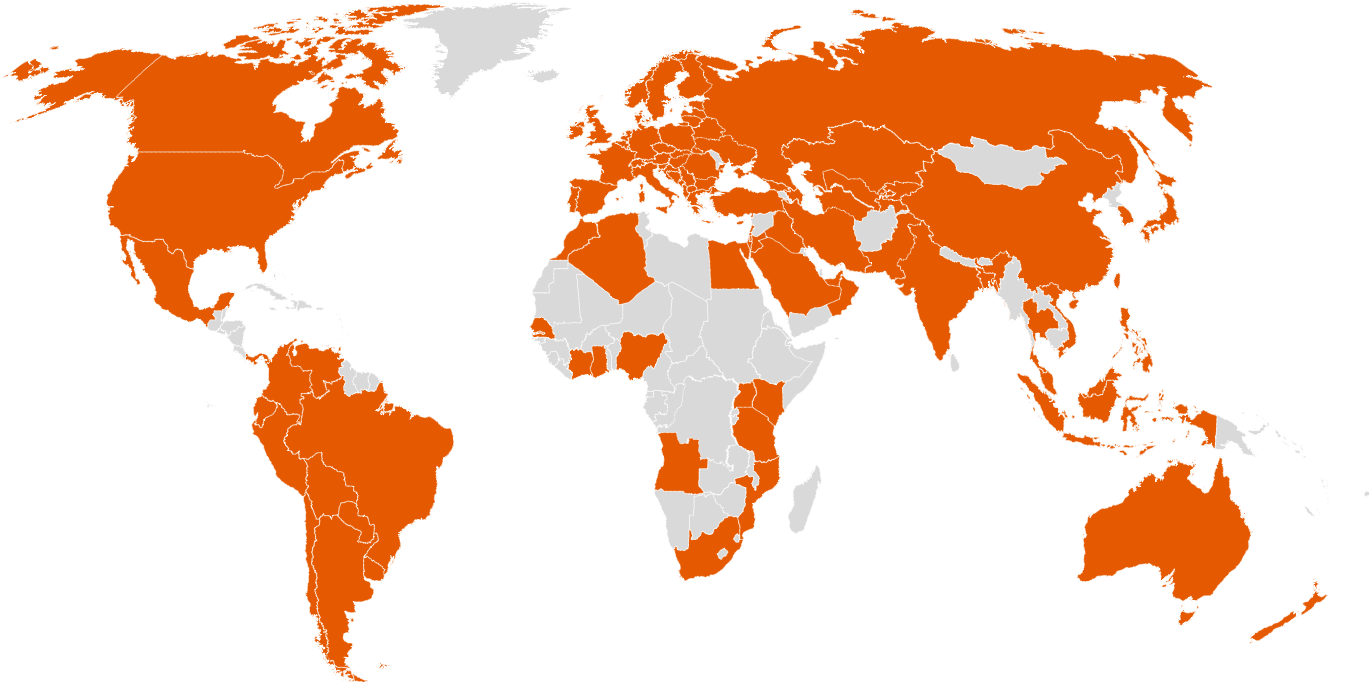


GfK eCommerce & Payment monitor

UNCTAD eCommerce Week - Geneva



More than 13,000 experts in more than 100 countries and globally leading in setting standards for B2C market tracking.





There is a big
need for **consistent
and reliable** global
market development
insights for eCommerce



But to-date there is no consistent global data source that frames eCommerce development by providing reliable and comparable market development insights

- Consistent global B2C market tracking insights for eCommerce
- A high quality overall excepted eCommerce spending benchmark
- Internationally comparable insights per category, device usage and payment method

● GfK provides this service and aims to scale it globally in partnership with multiple stakeholders from the non profit and private sector





The GfK eCommerce Monitor is a unique tracking service for online B2C sales development per category, device and payment method across key markets.



Both, on total level as well as per market segment

Online buyer information

Forecast upcoming year

(Dis)advantages online shopping

Cross border spending

- Description of the B2C eCommerce channel in terms of:
 - Spending
 - Shopping trips
 - Device usage
 - Payment methods
 - Online share (% of total market)



- Media & Entertainment
 - Consumer electronics
 - Household electronics
 - Computers & accessories
 - Telecom
 - Home & Garden
 - Sports & Recreation
 - Clothing
 - Shoes & Lifestyle
 - Toys
 - Food/Nearfood
 - Health & Beauty
 - Other products to be determined
- Package travel
 - Flight tickets & holiday accommodations
 - Insurances
 - Event tickets
 - Other services to be determined

eCommerce Monitor Methodology



Combining GfK's market tracking currencies with custom research

GfK Consumer Panels

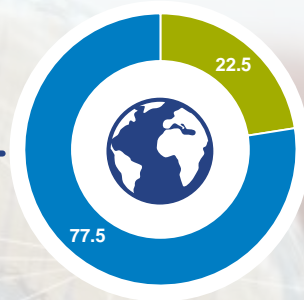
GfK PoS Panels

Ad-hoc custom research each quarter 7.500 respondents

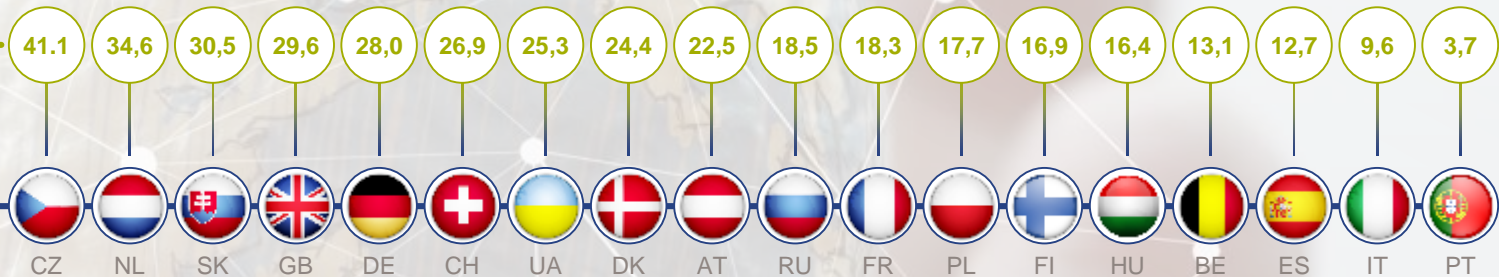
- Broad distribution of top-line insights in infographics
- Reporting frequency, content level and tailored customization to be determined with business partners

Technical Consumer Goods¹ |

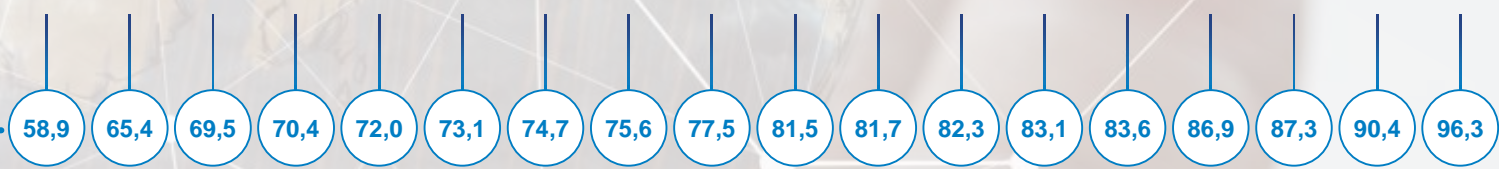
Europe 18² Retailer |
Jan – Sep 2016 |
Sales Value %



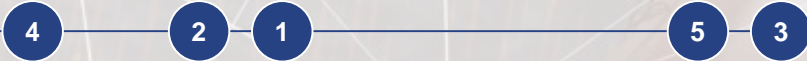
Internet sales



Traditional sales



Total Sales Ranking Internet



¹ CE, IT, OE, MTG, Photo, Telecom, SDA, PersDiag, MDA | ² AT, BE, CH, CZ, DE, DK, ES, FI, FR, GB, HU, IT, NL, PL, PT, RU, SK, UA, source: GfK Retail Panel

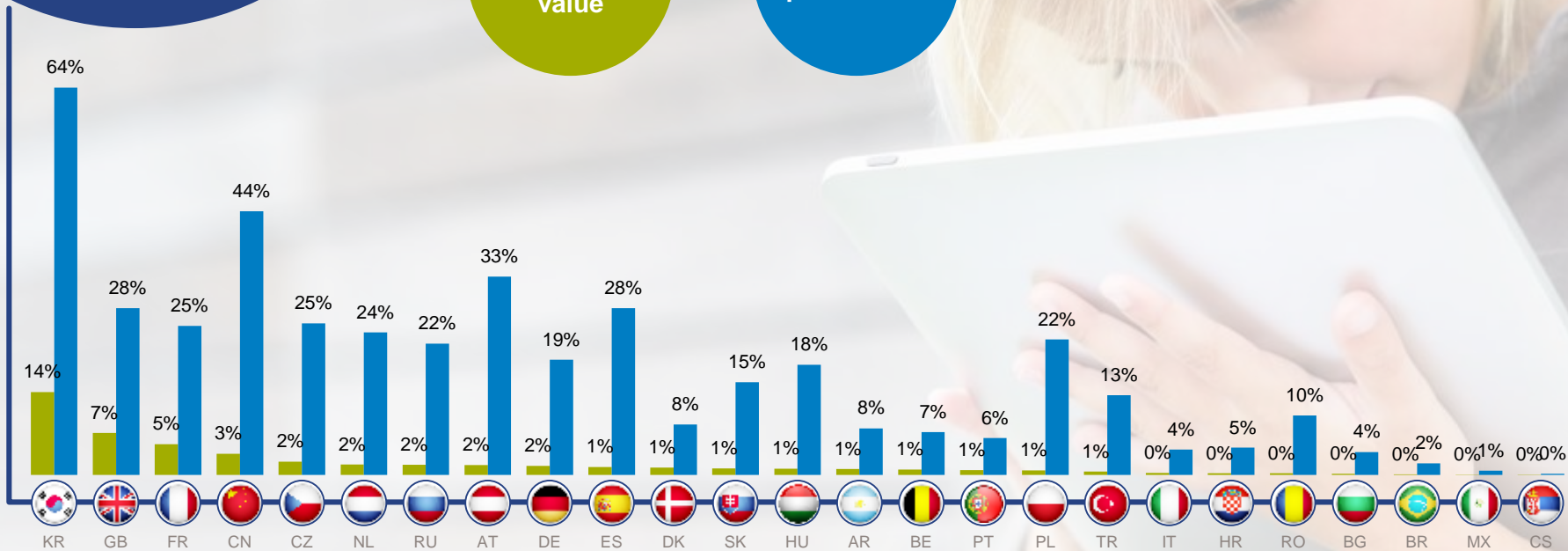
FMCG

Online share and online penetration year 2015

Only a handful of countries with >1% share from online retailing

Online share in value

Online penetration



The Dutch B2C eCommerce market accounted for **€ 20,16 billion** in 2016



+23%

Compared to
2015

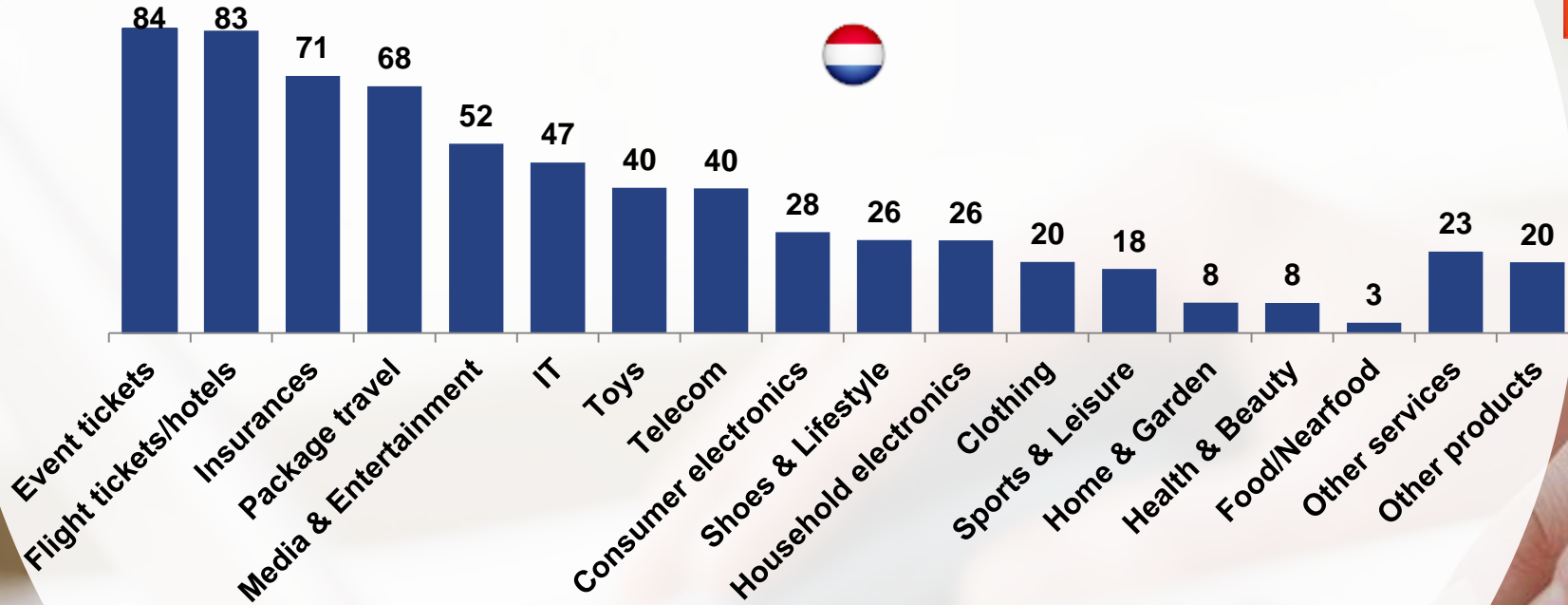
22%

of total B2C
spending

173,63

Million online
shopping
trips

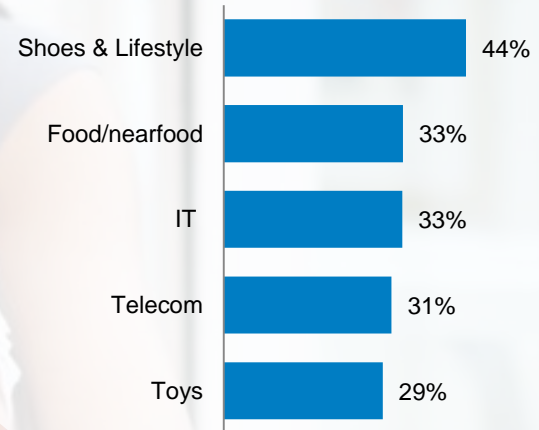
2016 Online shares market segments (% of total spending) Netherlands



Fashion & Food

are among the fastest growing product categories in the Dutch eCommerce landscape

2016 growth in online spending (compared to 2015)



“Mobile is the disruptor”


14,95 million
mobile shopping trips
in 2016



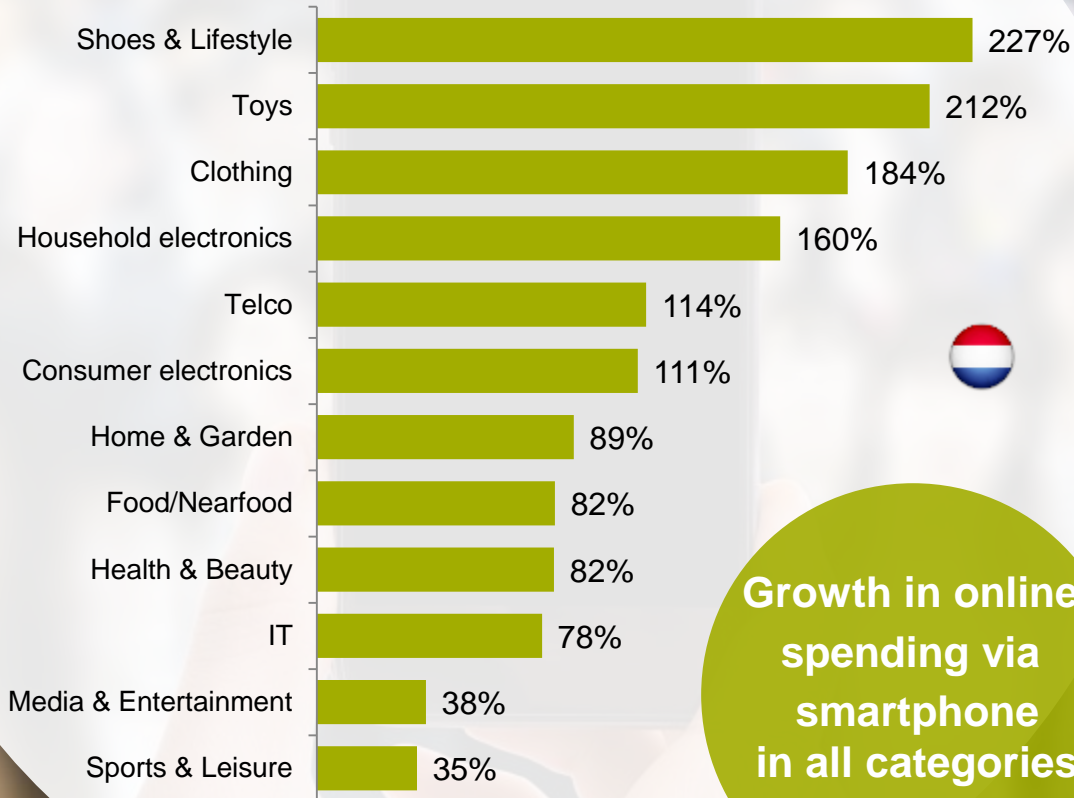
€ 1,02 billion
mobile spending
(+103% vs 2015)

Average value shopping basket
€ 68
(€ 56 in 2015)

16%
of mobile shopping trips are paid with



Growth online spending via smartphone per market segment



Biggest growth in
**Fashion
&
Toys**

Growth in online
spending via
smartphone
in all categories



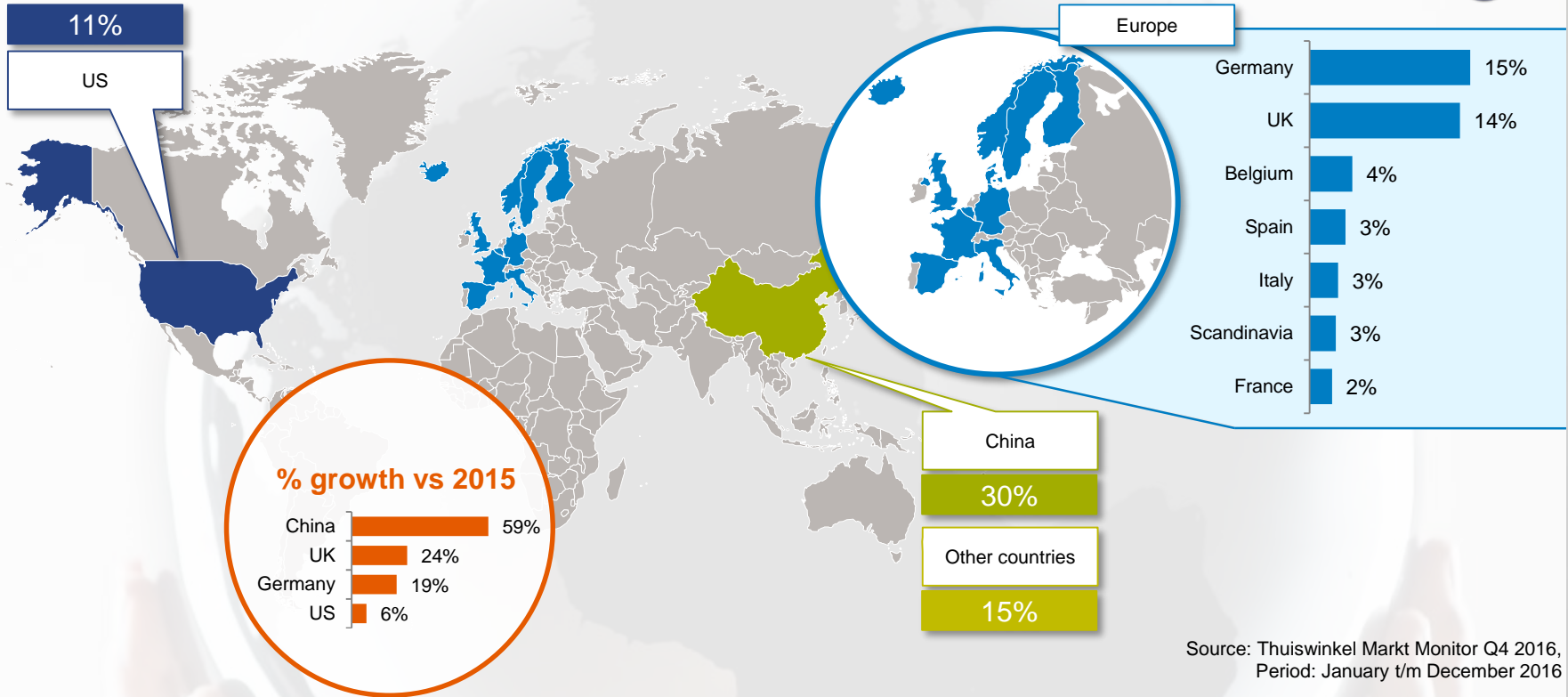
Total B2C online
cross border
spending
€ 637 MIO in 2016

3% of
all online
spending
in 2016

26%
of NL population (15 +)
made a online
cross border
purchase in 2016

+24% vs
2015
(products +41%)

Cross border spending 2016 (% of total cross border spending in NL)



Helping economies to build fact-based growth strategies



Proven standard

In a fast growing online retailing landscape, our European eCommerce Monitor will be the consistent cross-country market tracker for B2C eCommerce.



Comparison of developments and forecasts per country and category

Online growth/declines monitored on a quarterly or half yearly basis allowing to compare different countries and industries.



Benchmark and source of data integration & data activation

Benchmarks that help steer eCommerce throughout markets.



Unique methodology

Insights are based on integrated point-of-sales data, consumer panels and advanced custom research methods – providing a solid basis for decision making.

Launching a Global eCommerce Monitor



Based on the method
of the Dutch and
Belgian monitor



Define stakeholder
community and find funding
to drive this



Geographical
scope and level
of country specific
customization
to be determined
together with
partners

The GfK eCommerce Monitor is an accepted high quality market tracking standard.
But it requires multiple stakeholders to further scale it globally.

Let's build a truly global eCommerce Monitor together!



Marco Wolters
Global Head of eCommerce
marco.wolters@gfk.com

APPENDIX – Methodology GfK eCommerce Monitor

GfK eCommerce Monitor: methodology NL



To gain insight into the total market, where the online market is analyzed in detail, but is also being related to the offline market, several GfK data sources are used. For market segments, continually monitored by GfK, these continuous market data are used as starting point. Additionally an ad hoc consumer study is conducted. The result of the unique combination of these data sources, is a complete insight into the total online market in the Netherlands.

Ad Hoc Consumer Study	ConsumerJury Individuals Panel	ConsumerJury Household panel	ConsumerScan Household panel	Tof-T	Retailpanel
<p>Sample Individuals of 15 years and older. (Each quarter at least 7.500 individuals are interviewed)</p> <p>Data collection Online questionnaire.</p> <p>Representativiteit Market segments for personal purchases are representative for gender, age, education, and district. Market segments for household purchases are representative for age, household size, and district.</p> <p>Market Segment General topics + event tickets, sports & recreation, media & entertainment, telecom and other. Additionally parts of other market segments (home & garden, health & beauty)</p>	<p>Sample Stratified sample of 12.500 people aged 15 years and older.</p> <p>Data collection Online research individual customer behavior, regardless of place of purchase.</p> <p>Representativeness Weighting variables: gender, age, place/feature individual within household, district, and size of the municipality.</p> <p>Market segments Fashion</p>	<p>Sample Stratified sample of 10.000 households.</p> <p>Data collection Online research household purchase behavior, regardless of place of purchase.</p> <p>Representativeness Weighting variables: households size, age of contact person, district and size of the municipality</p> <p>Market segments Home&Garden, Toys</p>	<p>Sample Stratified sample of 10.000 households</p> <p>Data collection Domestic purchase registration using an electronic measuring instrument with integrated scanner.</p> <p>Representativeness Weighting variables: household size, age of contact person, district, size of municipality, and family composition (presence of children in the age 0-2 years old)</p> <p>Market segment FMCG</p>	<p>Sample Net sample of 20.000 individuals in the age 18-75 years old</p> <p>Data collection Online questionnaire on consumer behavior with regards to financial services</p> <p>Representativeness Weighting variables: age, education, province, district, household size, family cycle, rental/owned house, place/feature individual within household</p> <p>Market segment Insurances</p>	<p>Sample Representative panel for more than 10,000 outlets, focused on broad market coverage product sales.</p> <p>Datacollection Continuous collection of actual sales data from retailers, websites, and other commercial outlets.</p> <p>Representativeness By combining sampling and 'census' data very high reliability (95%>)</p> <p>Market segments Elektronics, Media & Entertainment, Telecom, Travel, Home & Garden</p>
<p>Projection For the market estimations, the development of the NL population size (15+) is taken into account. For the year 2016, we estimate the target population on 13.961.000 persons and 7.751.000 households. CBS StatLine, peildatum 01-01-2016</p>					

The total market contains 12 market segments and 18 (sub)segments.



Total market

Electronics <ul style="list-style-type: none">→ Consumer electronics→ Computers & Accessories→ Household electronics	Fashion <ul style="list-style-type: none">→ Clothes→ Shoes & Personal lifestyle	FMCG <ul style="list-style-type: none">→ Food/Nearfood→ Health & Beauty	Home & Garden
Media & Entertainment	Toys	Sports & Recreation	Telecom
Travelling <ul style="list-style-type: none">→ Package holidays→ Non-packaged airline tickets & accommodation	Tickets for attractions and events	Insurances	Other <ul style="list-style-type: none">→ Products→ Services

Definitions of the market segments: products (1).

Media & Entertainment
Music (physical, download, & streaming)
Video (DVD, blu-ray, streaming, video-on demand)
Game consoles, games, and accessories
Books & e-books
New subscriptions for papers and magazines (no single copy sales)
Paid apps

Sports & Recreation
Sport articles (e.g., footballs, fitness devices) – no clothes
Bikes & accessories for biking
Caravan, camper, trailer, tents
Camping & recreation articles

Telecom
Smartphones, mobile telephones & fixed phones
Headsets & (mobile) telephone accessories
Prepaid cards (purchase and recharging) and new telephone subscriptions
Smartwatches and fitness trackers

Home & Garden
Furniture and kitchens
Bathrooms
Floor coverings and window coverings (e.g., curtains, blinds)
Home textiles
Cookware (sets), kettles, and oven equipment
Table and kitchen articles
Articles for cleaning, wash and store
Decoration
Lamps and fixtures
DIY-articles
Garden articles
Flowers and plants (in home)

Definitions of the market segments: products (2).

Electronics
Consumer electronics
<ul style="list-style-type: none"> Camera's Audio equipment TV/Video equipment Car navigation (not integrated in the car)
Computer & accessories
<ul style="list-style-type: none"> IT hardware (pc's, laptops, tablets, e-readers, printers, scanners) Computer software Electronic musical instruments Computer accessories (e.g., USB-sticks, webcams, cartridges)
Household electronics
<ul style="list-style-type: none"> Large household appliances Small household appliances Personal care appliances

Fast Moving Consumer Goods
Food/Nearfood
<ul style="list-style-type: none"> Food and drinks Baby food Cleaning products Animal nutrition Tobacco Other non-food
Health & Beauty
<ul style="list-style-type: none"> Products for personal care & cosmetics Babycare products Perfume OTC medicines

Definitions of the market segments: products (3).

Fashion
→ Clothes
Body fashion
Children's wear
Swimwear & sportswear
Nightwear & hosiery
→ Shoes & Personal lifestyle
Shoes
Jewelry, bijoux, watches, & other fashion accessories (e.g., sunglasses)
Purses, wallets, suitcases

Toys
Baby and toddler toys
Construction toys/(building) blocks
Dolls/stuffed animals and clothes/accessories
Vehicles and accessories
Games (parlor games/boardgames)
Outdoor toys
Other types of toys

Other: Products
Car components
Glasses and contact lenses
Stationery
Pictures and photo albums
Pet supplies
Erotica
Other products

Definitions of the market segments: services.

Insurances

Non-life insurance (e.g., car, household insurance)

Life insurance

Health care insurance

Travel

Package holidays

Package holidays

Private transport, booked through a tour operator

Non-packaged airline tickets and accommodations

Non-packaged airline tickets

Non-packaged overnight stays at hotels

Apartment/bungalow/camping (own transport)

Non-packaged train & bus tickets to go abroad

Tickets for attractions and events

Tickets for concerts and festivals

Tickets for the cinema, circus, and theater

Tickets for the zoo and attraction parks

Tickets for museums and exhibitions

Tickets for sport matches and sporting events

Other tickets for attractions and events (e.g., fairs)

Other: Services

New subscriptions to dating service

Other services