

e-commerce still on the up

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GfK Web*Scope survey forecasts total sales of more than EUR 5.3 billion for 2003

Nuremberg, 14 October 2003 - German private households bought goods totalling EUR 2.4 billion over the Internet in the first six months of 2003. Sales for the whole of 2003 are likely to amount to at least EUR 5.3 billion, exceeding the previous year's volume of EUR 4.7 billion. These are the findings of the Web*Scope survey carried out by GfK Panel Services Consumer Research.

Online shopping continues to grow in popularity, with an increasing number of consumers opting in favour of hassle-free purchasing. Compared with the same period in the previous year, German private households are making 27 per cent more purchases via the Internet. With a share of 45 per cent, electronic appliances are particularly sought-after online purchases. Media products, by contrast, such as books, CDs and videos, computer and telecommunication products as well as other consumer technology goods, only achieve a market share of 12 per cent.

Online auctions are also proving increasingly popular, with German Internet users choosing used products in two out of three auction purchases.

Forecast for 2003 as a whole

The present time series form the basis for an initial forecast of total sales for 2003. With consistent purchasing frequency, i.e. number of purchases per consumer, and consistent average spends, i.e. the amount spent per online purchase, total online sales are likely to reach at least EUR 5.3 billion on account of the increasing number of Internet users alone. If, as in the first half of 2003, the purchasing frequency and average spend per purchase continue to rise, total sales could even rise as high as EUR 5.7 billion.

The survey

This data recorded as part of the GfK Web*Scope survey is based on continuous written surveys carried out partly online and partly offline, using a representative sample of 10,000 Internet users. GfK Panel Services Consumer Research uses GfK Web*Scope to provide ongoing data about the online purchasing behaviour of private consumers.

The GfK Group

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