

Online auction houses a runaway success

Contributed by GfK
Wednesday, 18 September 2002

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Current gfk-webgauge findings

Nuremberg, 19 September 2002 - Increasing numbers of Internet users in Europe using online auctions to buy or sell items. In Germany, in particular, snapping up bargains, curios or treasure has become increasingly popular.

Whereas in the winter half of 2000/2001, one in ten e-consumers participated in online auctions, the figure rose to 13 per cent in summer 2001 and still further to 16 per cent in the winter half of 2001/2002. Participation in auctions of this type is among the fastest growing sectors of e-commerce. A comparison of individual European countries shows that Germans are the most enthusiastic online auction users, with 27 per cent of e-consumers (i.e. people who have made at least one purchase on the Internet in the past six months), buying items from one of the auction houses. Online auctions are not, as yet, as significant in other countries. For example, the proportion of e-consumers using online auctions in the UK is no more than eight per cent. However, rates of usage are going up in other European countries.

In Germany, 69 per cent of those using online auctions are male and 83 per cent are aged between 20 and 49. Also worthy of note are the expectations which online auction users have in terms of e-commerce. They frequently give above-average value to the ease and convenience of this method of buying and the wide choice of products available. In addition, this particular group is no more concerned about security than the average e-consumer.

The GfK Group

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