

E-Shopping Continues to Surge

Contributed by BRMB
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This new peak, as measured by the internet monitor – also probably reflects a renewed faith in the internet as a tool for conducting shopping – particularly for summer items such as holidays.

The average online spend amongst e-shoppers (in the last six months) has increased to £605 from £572 in May 2004. Total annual internet spend is now put at £19.4 billion – a ten per cent increase on August last year.

Among users of the internet who have not yet bought online, concern over credit card security is still the most cited reason, mentioned by 27 per cent. This is down from 31 per cent in May, reflecting a general improvement in confidence in the security of E-commerce. This improvement in confidence has been the long-term trend but there was a dip in confidence earlier this year.

Almost a fifth (18 per cent) of internet users who have yet to buy online say they still prefer the personal contact of going into a shop.

eBay maintains its position as the most visited e-commerce site in the last four weeks at 51 per cent of the online population, an increase of five percentage points since May. Amazon.co.uk has moved back up to number two with 37 per cent. Argos has also slightly improved its percentage of visitors in the last four weeks but has slipped back to third overall due to Amazon's gains.

eBay also continues to enjoy the highest awareness of all the e-commerce sites measured (91 per cent – up from 78 per cent just one year ago).

Meanwhile, Tesco remains the most-visited supermarket site, visited by 23 per cent of internet users in the last four weeks, followed by Sainsbury's (12 per cent), Asda (nine per cent), Iceland (six per cent), Safeway (five per cent), and Ocado (two per cent).

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