

AMAZON ER PÅ VEJ TIL DANMARK

HVAD BETYDER DET FOR
DIG OG DIN VIRKSOMHED

Disclaimer

Al anvendelse af data fra Retail Buying Study skal have følgende kildeangivelse

Kildeangivelse: IUM, Retail Buying Study 2018

Metode: + 50.000 gennemførte CAWI interviews Q2 2018

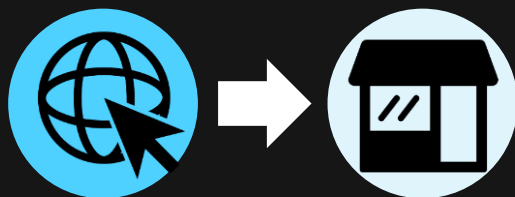
**For yderligere information kontakt
Jan Sørensen, Strategisk Direktør, IUM
jso@ium.dk - mobil 60434034**

RETAIL BUYING STUDY™

TRACKING THE RETAIL SCENE SINCE 2011

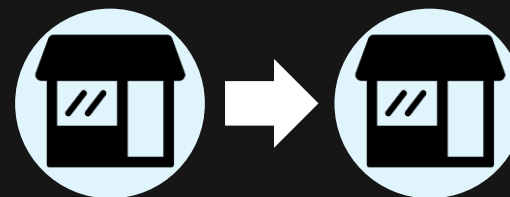
WEBROOMING

Inspiration online, køb i butik



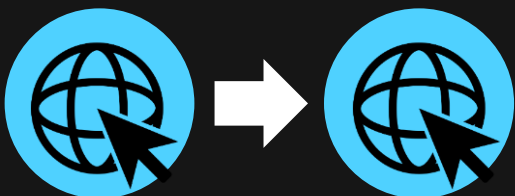
STORE SHOPPERS

Inspiration i butik, køb i butik



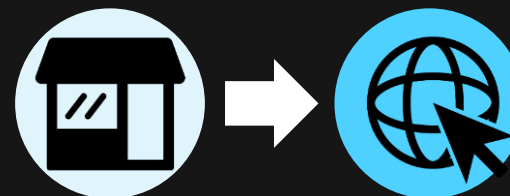
ONLINE SHOPPERS

Inspiration online, køb online



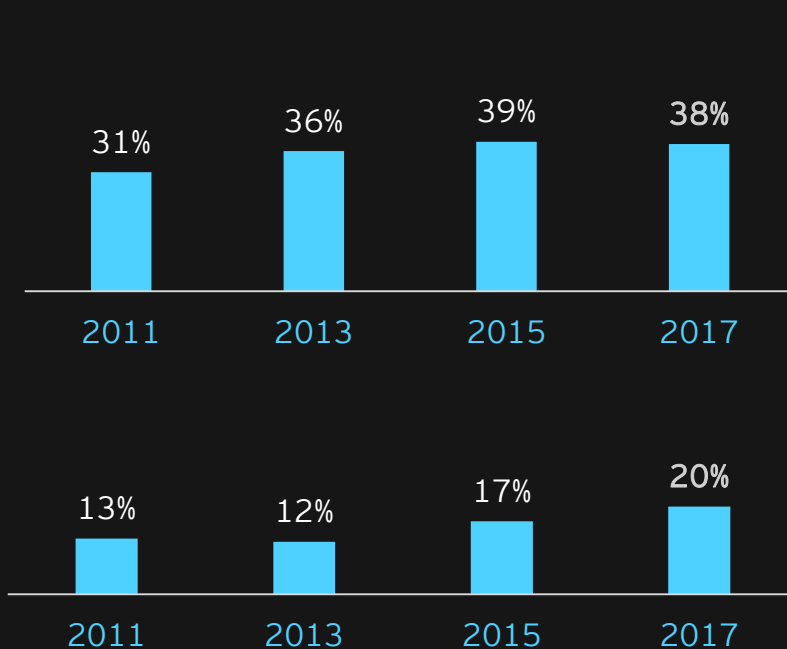
SHOWROOMING

Inspiration i butik, køb online

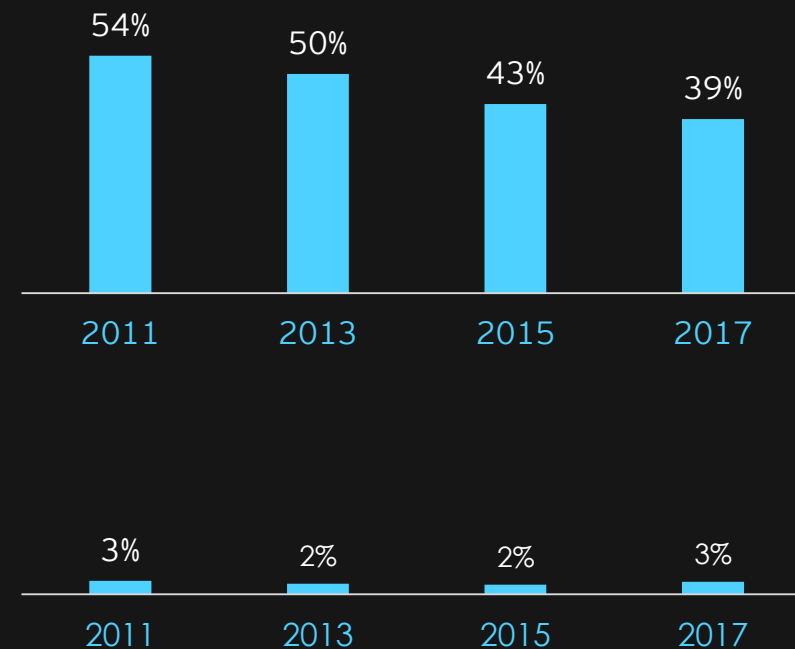


**UDVIKLINGEN
PÅ DEN DANSKE
RETAIL SCENE.**

WEBROOMING



STORE SHOPPERS



ONLINE SHOPPERS

SHOWROOMING

BEAUTY



TØJ OG SKO



BYGGEMARKEDER
OG HAVECENTRE

SPORT OG OUTDOOR



BOGHANDLERE

OPTIKERE



RETAIL BUYING STUDY™



DAGLIGVARER

MØBLER



ELEKTRONIK OG
HÅRDE HVIDEVARER

LEGETØJ & HOBBY



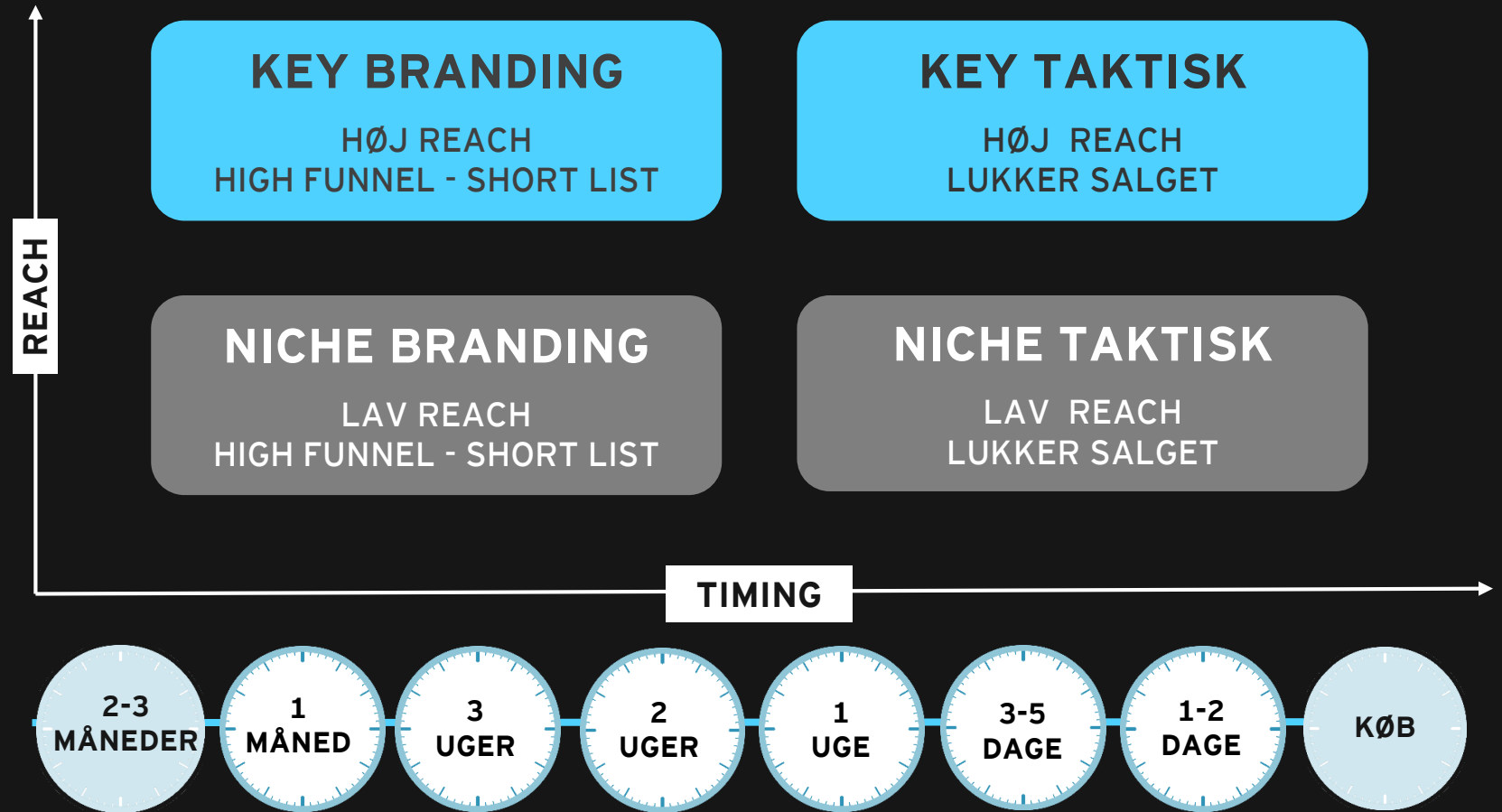
INTERIØR OG DESIGN



KØKKEN/BAD

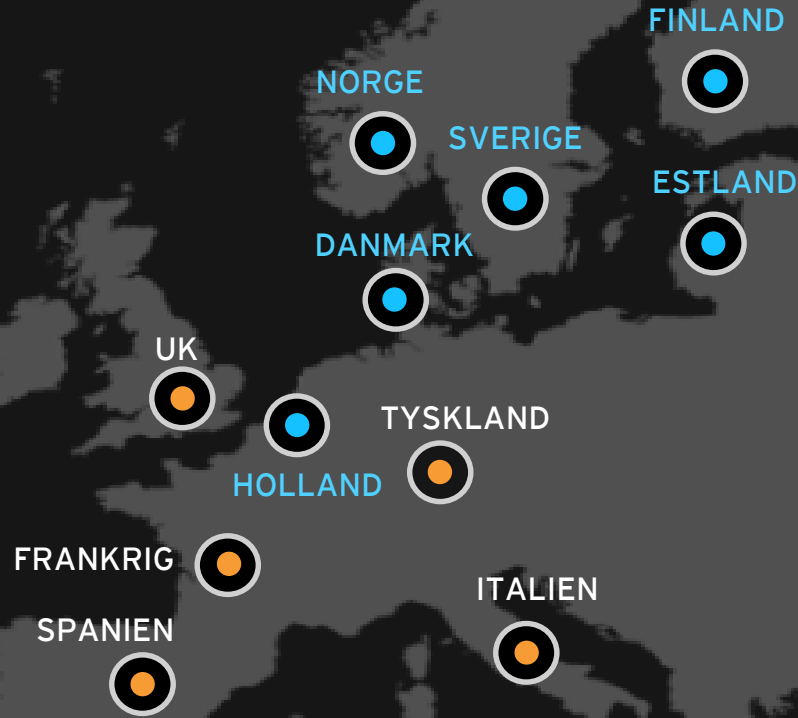
STRATEGIC MATRIX

- ▶ KATEGORIER
- ▶ RETAILER
- ▶ SEGMENTER
- ▶ **LANDE**



**RETAIL BUYING STUDY
ER NU
EUROPÆISK.**

RETAIL BUYING STUDY™

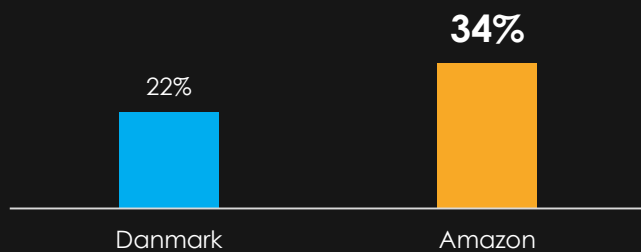
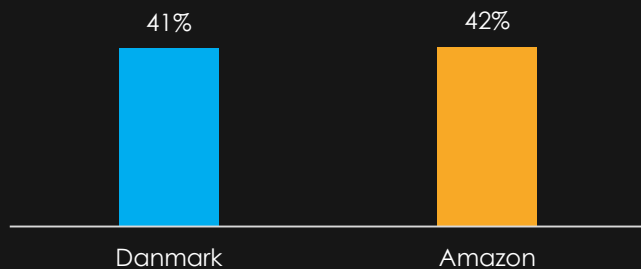




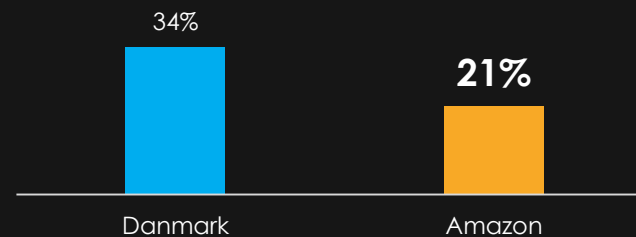
KØBSADFÆRD:

DANMARK VS. AMAZON

WEBROOMING



STORE SHOPPERS



ONLINE SHOPPERS

SHOWROOMING



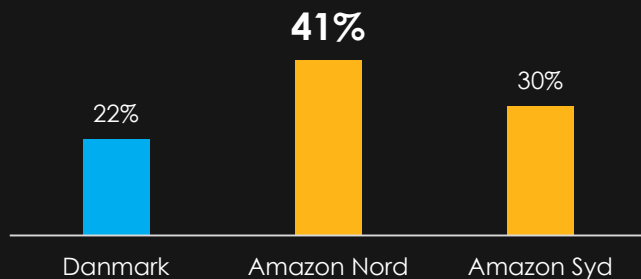
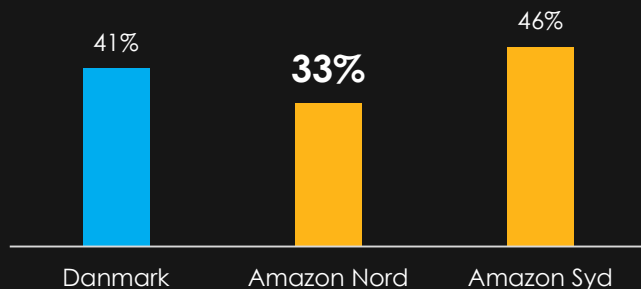
NORD

- UNITED KINGDOM: ETABLERET SIDEN 1998
- TYSKLAND: ETABLERET SIDEN 1998

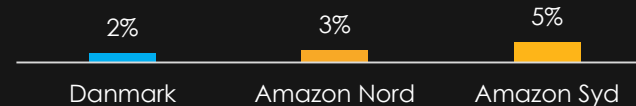
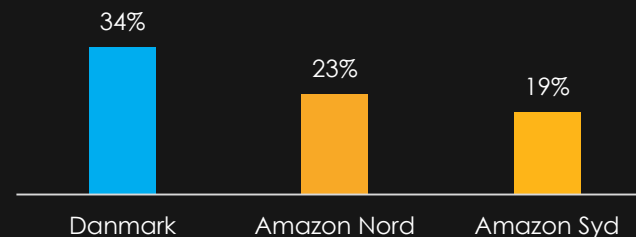
SYD

- FRANKRIG: ETABLERET SIDEN 2000
- ITALIEN: ETABLERET SIDEN 2010
- SPANIEN: ETABLERET SIDEN 2011

WEBROOMING



STORE SHOPPERS



ONLINE SHOPPERS

SHOWROOMING

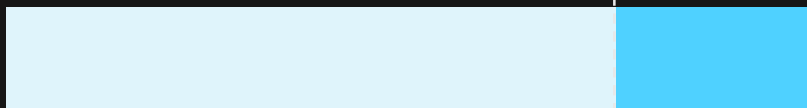
HANDLER
I BUTIK



HANDLER
ONLINE



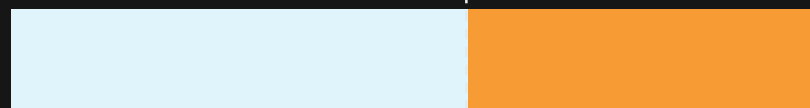
75%



25%

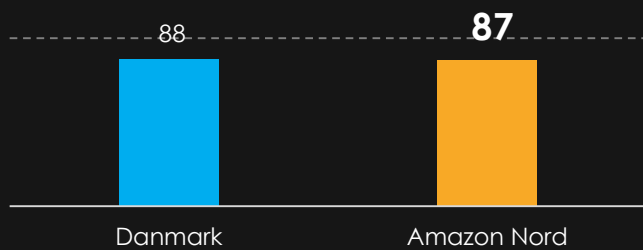
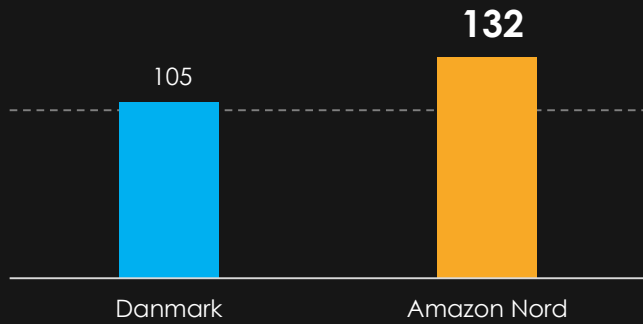


56%



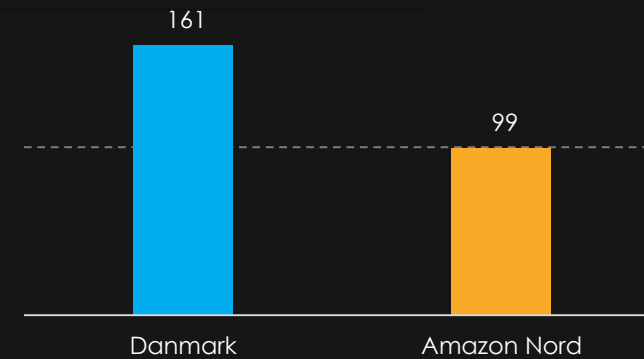
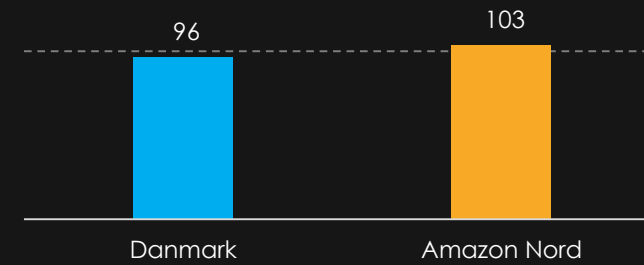
44%

WEBROOMING



ONLINE SHOPPERS

STORE SHOPPERS



SHOWROOMING



DENMARK

AMAZON NORD TYSKLAND + UK

RETAIL KUNDER

100%

100%

% AF KUNDER SOM STARTER
KØBSPROCESSEN DIGITALT

64%

74%

ONLINE SHOPPERS /
WEBROOMERS

35%

65%

+ 10%

+ 20%

ANDEL AF WEBROOMERS
I DEN FYSISKE BUTIK

55%

59%

**HVAD HAR
BETYDNING FOR
KØBSADFÆRDEN.**



MILLENNIALS - GEN Y

< 34 år



GENERATION X

35 - 55 år

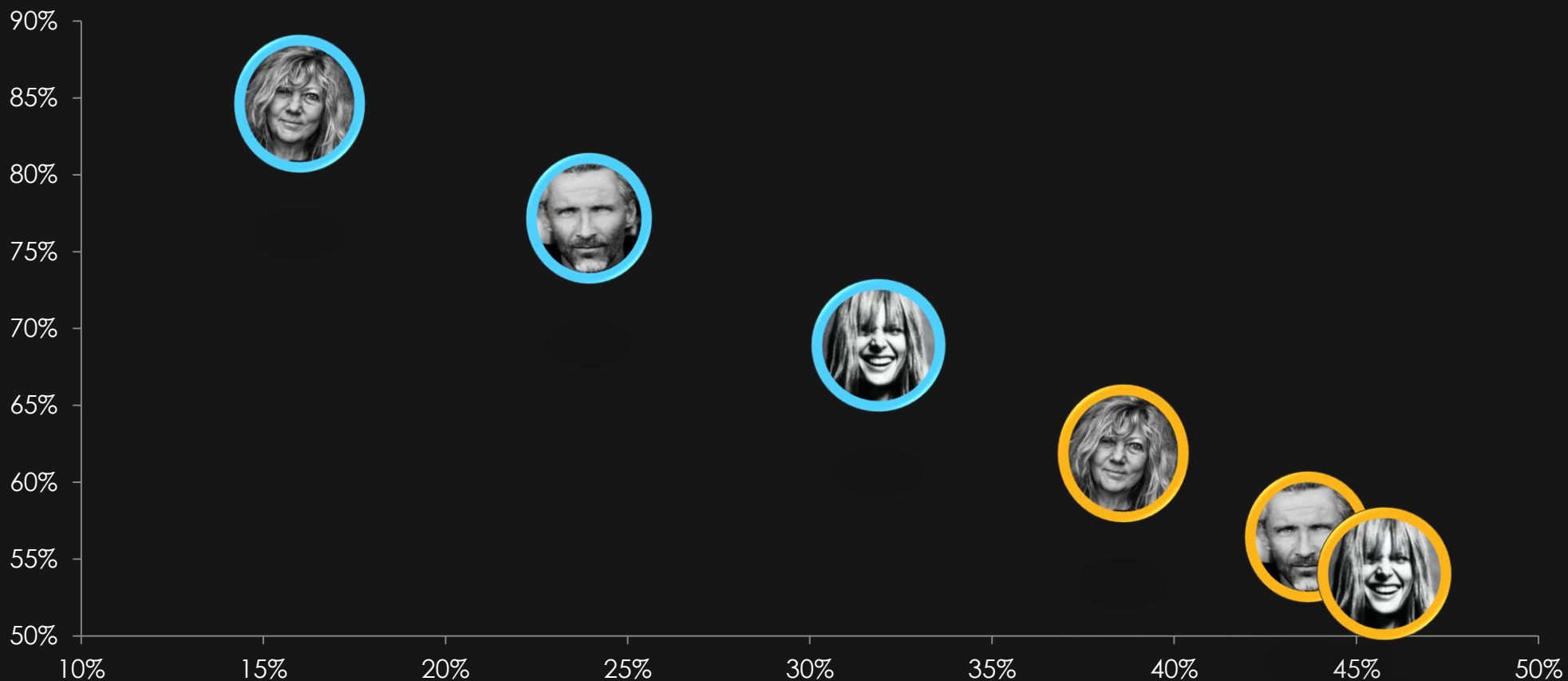


BABY BOMMERS

> 56 år



KØB I BUTIK



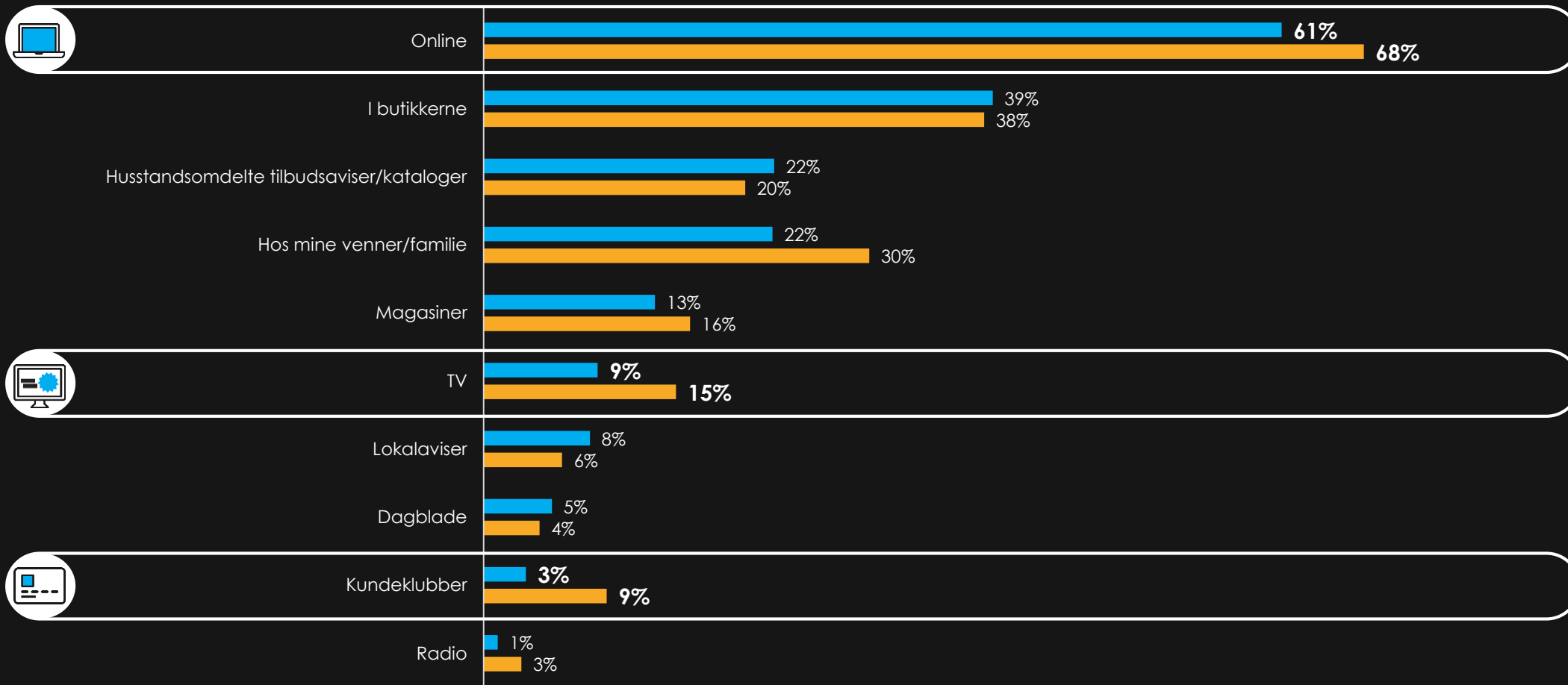
ONLINE KØB



MEDIEADFÆRD:

DANMARK VS. AMAZON

■ Danmark ■ Amazon Nord





SOCIALE MEDIER



19%



30%



19%



33%



15%



33%



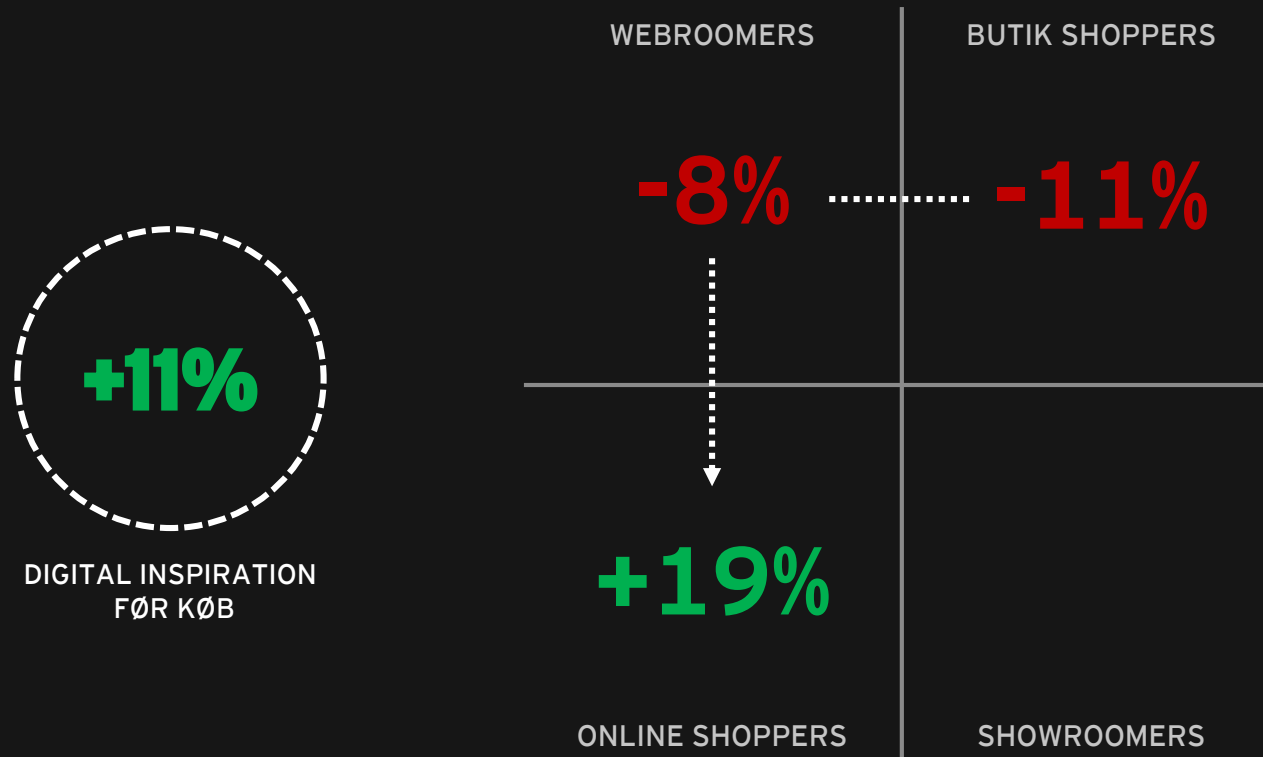
6%



28%



UDVIKLING



TRANSFORMATION

UDNYT ELLER FORSVAR

1. BUTIKKEN SOM MEDIE

- FASTLÆG ROLLE FOR RETAILERS/PRODUCT BRANDS

2. PRIVATE LABELS

- SKAB UNIKNESS + UDNYT AMAZON

3. KUNDEKLUBBER/LOYALITET

- SKAB PRÆFERENCER/BARRIERER

4. KANAL-STRATEGI FOR PRODUCT BRANDS

- RETAIL STRATEGI VS AMAZON STRATEGI