



Córdoba

WORLDWIDE

E-COMMERCE UK

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UK MARKET PLACE

- e-commerce now accounts for more than one quarter of all retail sales in the UK.
- expected to steadily increase - would reach nearly one-third of all retail sales by 2024.

Online shopping has become a daily norm for millions of UK consumers

- UK shoppers are well familiar with receiving (and returning) merchandise bought online.
- UK consumers have great expectations - delivery speed, user experience and smooth returns procedures
- To succeed companies set up in the UK must take these expectations into account.

STAGES FOR SUCCESS

- E-Commerce is the lifeblood for the majority of B2B and B2C companies.
- not enough to just have an E-Commerce site – need to improve site to keep a competitive advantage
- a lot of formulas and equations to consider when evaluating the strength of an E-Commerce company's business model.
- simple sales funnel involves 4 main points: **Attract, Convert, Close, and Retain**. The E-Commerce Sales Funnel.

ASSESSMENT OF CURRENT BUYER BEHAVIOUR IN MARKET

- Internet shopping is more popular in the UK than in any other major country.
- Consumer eCommerce now accounts for over 36% of the total retail market in the UK (up from 20% in 2019) with over \$3 billion spent weekly in the UK internet retail market. This boost has been compounded by the COVID-19 pandemic.
- The key digital figures for the UK in 2021 indicate:
 - Population: 68.05M
 - Mobile phone connections: 67.61M
 - Internet users: 65.32M
 - Active social media users: 53M
- The growth of online retailing is driving a relentless pursuit of value for money. People continue to look online for the best deals and prices and this is driving the proportion of money being spent online, which has increased for the second year in a row.
- The internet is now the natural place for shoppers to look for fashion, health and beauty, home and garden, consumer electronics and travel services.

THE TOP ECOMMERCE SITES IN THE UK ARE:

- **Amazon** - eCommerce, estimated monthly traffic: 437 Million visits
- **ebay** - eCommerce, estimated monthly traffic: 328 Million visits
- **Argos** - most categories excl. groceries, estimated monthly traffic: 60.5 Million visits
- **Tesco** - groceries, homeware, clothing, estimated monthly traffic: 39.3 Million visits
- **Next** - clothing, estimated monthly traffic: 37.1 Million visits
- **Asda** - groceries, homeware, clothing, estimated monthly traffic: 33.7 Million visits
- **Marks & Spencer** - groceries, homeware, clothing, estimated monthly traffic: 32.6 Million visits
- **B&Q** – DIY and home improvement, estimated monthly traffic: 31.8 Million visits
- **Screwfix** - tools and accessories, estimated monthly traffic: 31.5 Million visits
- **Currys** - electricals, estimated monthly traffic: 31.4 Million visits
- Almost all UK-based online businesses allow customers to use credit or debit cards. Visa and MasterCard are almost universally accepted, while American Express, Diners Club and JCB, less so. Many websites use Pay Pal or other similar services.
- UK consumers are becoming much more aware of the issue of online identity theft and will generally only conduct financial transactions on secure websites.

ECOMMERCE IN THE UK

- Food eCommerce is one of the fastest-growing product categories in eCommerce, experiencing year-over-year growth of 58.5% during 2020. According to Statista, the industry is forecast to bring in nearly \$26 billion in 2022.
- This major eCommerce growth signals how consumers are becoming more reliant on online shopping to meet their needs in the food and beverage category.

So, what can businesses in this space do to leverage this growing consumer interest?

EXPECTATIONS FROM ECOMMERCE SUPPLIERS

Consumers expect fast shipping & deliveries

- Having a super-fast delivery service is a must for any online business, especially when selling food and drink. Many food and beverage products are occasion-based, such as bottles of champagne or birthday cakes. This means that timely delivery is essential to ensure a positive customer experience.

Ethics and transparency

- Consumers are more conscious of the impact of their purchasing habits than ever before. From the environmental degradation caused by palm oil plantations to slave labour in supply chains, shoppers increasingly want to see evidence that food brands are ethical in their operations.

Subscription products

- When we think of subscriptions, it's usually fashion, beauty, or wellness offerings that come to mind. Yet curated or replenishment subscription business models are quickly becoming one of the biggest trends in the food and beverage space.

EXPECTATIONS FROM ECOMMERCE SUPPLIERS

Personalization

- Personalized shopping journeys are becoming really popular in this niche. Research by Epsilon found that 80% of consumers are more likely to make a purchase when a brand offers personalized experiences.

Cross-selling

- Cross-selling is where brands suggest companion products related to items that a customer has selected. It's a widespread eCommerce trend designed to boost the value of retail sales. Prompts such as 'people also frequently purchased' and 'shoppers are also interested in' provide eCommerce businesses with ample opportunities to maximize each transaction.

Luxury and niche products

- As competition in the food and beverage space heats up, food production has gone artisan in a big way. Thanks to nostalgia, changing eating habits, and more consumers appreciating the finer things in life, the shift towards craft ingredients and small-scale production has become a major trend.

CONSUMERS BUYING POWER

- 80% of consumers are more likely to make a purchase when a brand offers personalized experiences.
- In the past five years, the artisan food and beverage sector has experienced a 28% annual growth rate, according to Innova Market Insights research.
- 93% of consumers say that online reviews influence their purchasing decisions!
- Mobile eCommerce (or “M-commerce”) has grown rapidly thanks to increasing smartphone penetration. According to Statista, 72.9% of all retail eCommerce sales were generated from mobile commerce - up from 58.9% in 2017.

LEADING ECOMMERCE FOOD RETAIL

- [Asda](#)
- [Buymie](#)
- [Co-op Food](#)
- [Getir](#)
- [Gorillas](#)
- [Gousto](#)
- [Iceland](#)
- [Marks & Spencer](#) – via a partnership with [Ocado](#)
- [Morrisons](#) – systems and delivery outsourced to [Ocado](#)
- [Ocado](#)
- [Riverford](#)
- [Sainsbury's Online](#)
- [Tesco.com](#)
- [Waitrose](#)

EUROPEAN FOOD E-COMMERCE

- <https://europafoodxb.com/>
- <https://www.balticfoodoxford.co.uk/>
- <https://www.easterneuropefoods.co.uk/>
- <https://www.beryozkashop.co.uk/home>
- <https://wallysdeli.co.uk/>
- <https://www.eurofoods.co.uk/>
- <https://ourfood.uk/>
- <https://panzers.co.uk/>
- <https://www.myfooden.com/>
- <https://www.falcononline.co.uk/>
- <https://www.balticfoodoxford.co.uk/>
- <https://www.europafresh.co.uk/>
- <https://www.bestwaywholesale.co.uk/>
- <https://lituanica.co.uk/>
- <https://groceries.morrisons.com/browse/world-foods-182137/eastern-european-182140>



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