

UK Offline Remote Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future 2022

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SUMMARY

WiseGuyReports published new report, titled "The Offline Remote Market in the UK".

"The Offline Remote Market in the UK 2017-2022", report offers comprehensive insight and analysis of the market which is made up of the mail order, telephone and door-to-door channels as well as a view of spend influenced by the TV channel in the UK and provides forecasts of these to 2022.



With spend shifting online, the offline remote market, which includes spend via mail order, telephone and door-to-door channels, is forecast to continue to decline, decreasing by £850m over the next five years bringing the market to just £1,145m by 2022, accounting for 0.4% of offline retail spend (and 0.3% of total retail spend).

Retailers which have traditionally marketed products via dedicated television channels with the option to place an order over the phone are now directing shoppers to buy via their websites. As a result spend influenced by the TV channel is included within the total online market, though is only a small part of it and is declining year on year, forecast to fall to £453m by 2022, accounting for 0.7% of all online spend.

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Scope

- As online remains the fastest growing channel within retail, forecast to rise 35.0% over the next five years, and consumers become more confident purchasing via this channel, key players in the offline remote market such as N Brown and Findel are focussing on improving their digital offers while still serving the core catalogue shopper by providing the option to pay via a postal order form or over the telephone. To compete in the fast paced online market, retailers who previously operated primarily in the offline remote market are now required to consistently improve and invest in their online proposition to meet changing consumer needs.

- Despite retailers attempting to generate interest in TV selling channels by partnering with well-known personalities such as QVC offering ranges by Amanda Holden and Ruth Langsford, the growth of video content online will negate the need for television channels devoted to selling

products.

Key points to buy

- Utilise our five year forecasts to 2022 for the offline remote market and spend influenced by the TV channel to gain strategic insight.
- Review our analysis and understand the factors affecting the market.

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