

# UK Mobile & Tablet Retailing Market 2017 -Develop Market-Entry and Market Expansion Strategies

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## SUMMARY

WiseGuyReports published new report, titled "Mobile & Tablet Retailing in the UK"

"Mobile & Tablet Retailing in the UK 2017" report offers comprehensive insight and analysis of the UK mobile and tablet markets, the main trends and hot issues, best in class retailers, and consumer shopping behaviour. It also provides forecasts to 2022 across key retail sectors.

Expenditure via the mobile channel is set to grow by 112.0%, overtaking the tablet market over the next five years, and accounting for 23.8% of all online expenditure by 2022. The growing investment in mobile developments along with the increasing use of social media and familiarity with mobile payments will aid mobile expenditure growth.

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Charlotte Pearce, Retail Analyst at GlobalData, explains: "Food & grocery and clothing & footwear retailers in particular are driving spending via smartphone, and the clothing & footwear sector will account for 42.0% of all smartphone spend by 2022. This is largely boosted by online pureplays such as ASOS and boohoo.com, which target younger shoppers who are more willing to purchase on a mobile phone; these kind of fast fashion pureplays are already experiencing high penetration from smartphones at around 70% of all traffic."

Pearce continues: "In an increasingly competitive market where consumers are also shifting their spend from retail to leisure, loyalty schemes have become a hot topic aimed at driving spend per



head, with many retailers launching programmes in the past year. Retailers should use promotional activity to drive awareness of new apps and the benefits of using these to encourage downloads and repeat app use.”

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## Hot Issues

- Online spend via the mobile channel is set to skyrocket reaching £16.3bn by 2022, accounting for 23.8% of all online expenditure.
- In contrast, tablet spend will slow as usage fails to rise and consumers increasingly turn to the device that is most often in hand to browse and purchase.
- For retailers to capture consumer spend, mobile sites and apps must be frequently updated working towards creating a smooth shopping experience with simple navigation and a fast, frictionless checkout process.
- Mobile first design must lead retailers' digital strategy prioritising the fastest growing channel and considering the way in which consumers use their mobile device.
- Personalisation is vital on mobile as consumers have become more demanding and expect to immediately see the results they were looking for. Displaying the most relevant content and products both on and off-site, for example, using retargeting on social media channels, will increase conversion.

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