

# European Mobile Commerce Study

November 2018



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**Target Group:** Online-representative sample per country, 18 years +  
Overall 12 countries: IT, GER, FR, ES, UK, POL, NL, SE, CH, HUN, RUS, IRE

**Studiendesign:** Online Befragung  
Die Befragten wurden über das INNOFACT Online Panel entscheidclub.de und internationale Partnerpanels rekrutiert.

**Stichprobe:** Total N: 18.174

<b>Italy</b> n=1547	<b>Germany</b> n=1559	<b>France</b> n=1541	<b>Spain</b> n=1500	<b>UK</b> n=1511	<b>Poland</b> n=1505	<b>Netherlands</b> n=1500	<b>Sweden</b> n=1500	<b>Switzerland</b> n=1500	<b>Hungary</b> n=1511	<b>Russia</b> n=1500	<b>Ireland</b> n=1500
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**Field Time:** 14. 11. 2018 – 19.11. 2018

1. Main Questionnaire – Country overview by question.....p.4
2. Main Questionnaire – Overview by country..... p.16

	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
Always	12	14	16	9	14	12	13	7	13	13	7	10	16
Often	<u>29</u>	<u>34</u>	<u>32</u>	23	<u>38</u>	<u>31</u>	<u>35</u>	19	25	<u>31</u>	23	<u>30</u>	<u>34</u>
Occasionally	25	25	24	22	21	24	20	27	<u>31</u>	29	28	<u>30</u>	25
Rarely	14	12	12	14	13	11	15	17	18	15	19	14	13
Never	19	16	16	<u>32</u>	16	22	17	<u>31</u>	14	13	<u>24</u>	17	12

XX Highest rating per country      Highest rating per category      Lowest rating per category

Q1: Do you use your mobile phone for making purchases (i.e. ordering something from an online shop via your smartphone)? (all respondents)

	Total n=14703	Italy n=1303	Germany n=1312	France n=1044	Spain n=1268	UK n=1175	Poland n=1243	Netherlands n=1043	Sweden n=1298	Switzerland n=1300	Hungary n=1149	Russia n=1248	Ireland n=1320
More than once a week	14	16	15	11	16	16	18	8	13	11	10	13	14
Once a week	25	27	32	22	27	31	27	19	19	27	18	23	25
Once a month	<u>35</u>	<u>33</u>	<u>33</u>	<u>35</u>	<u>35</u>	<u>33</u>	<u>31</u>	<u>31</u>	<u>37</u>	<u>37</u>	<u>38</u>	<u>40</u>	<u>35</u>
Once a semester	17	15	13	18	14	11	17	25	19	17	24	18	15
Once a year	6	5	4	6	5	6	4	9	7	5	8	4	6
Less than once a year	4	5	3	7	3	3	4	8	6	3	4	3	6

XX Highest rating per country    Highest rating per category    Lowest rating per category

Q2: How often do you use your mobile phone for making purchases (i.e. ordering something from an online shop via your smartphone)?  
 (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1.)

	Total n=14703	Italy n=1303	Germany n=1312	France n=1044	Spain n=1268	UK n=1175	Poland n=1243	Netherlands n=1043	Sweden n=1298	Switzerland n=1300	Hungary n=1149	Russia n=1248	Ireland n=1320
Yes	<u>75</u>	<u>80</u>	<u>75</u>	<u>73</u>	83	<u>81</u>	<u>81</u>	<u>65</u>	64	<u>72</u>	<u>72</u>	83	<u>67</u>
No	25	20	26	27	17	19	19	35	36	28	28	17	33

XX Highest rating per country    Highest rating per category    Lowest rating per category

Q3: Do you use shopping apps on your mobile device?  
 (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1.)

	Total n=10981	Italy n=1046	Germany n=978	France n=763	Spain n=1048	UK n=951	Poland n=1011	Netherlands n=677	Sweden n=835	Switzerland n=931	Hungary n=823	Russia n=1038	Ireland n=880
None	1	1	0	1	0	1	0	1	1	0	1	0	1
1	15	19	10	15	14	11	16	12	15	13	23	19	12
2-5	<u>64</u>	<u>63</u>	<u>69</u>	<u>61</u>	<u>66</u>	<u>66</u>	<u>64</u>	<u>62</u>	<u>56</u>	<u>66</u>	<u>62</u>	<u>67</u>	<u>66</u>
6-10	13	12	14	14	14	17	13	16	15	13	8	9	16
11-15	3	3	3	4	4	3	3	6	4	4	2	3	3
16-20	2	1	1	2	1	1	1	1	4	1	2	1	1
More than 20	2	2	2	3	1	2	1	2	4	2	3	1	2

XX Highest rating per country

Q4: How many shopping apps have you used the last 12 months?

(Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1 and who use shopping apps on their smartphone according to Q3.)

	Total n=14703	Italy n=1303	Germany n=1312	France n=1044	Spain n=1268	UK n=1175	Poland n=1243	Netherlands n=1043	Sweden n=1298	Switzerland n=1300	Hungary n=1149	Russia n=1248	Ireland n=1320
Clothing and accessories	54	51	68	54	62	55	54	48	44	57	43	56	57
Electronics and appliances	40	50	49	28	40	36	43	27	33	38	43	47	36
Books	38	45	50	32	41	43	44	27	28	38	31	31	40
Travel (hotels, flights etc.)	37	45	37	27	51	35	29	27	37	44	25	26	53
Tickets for concert, theater or cinema	37	34	39	25	45	33	44	29	35	40	29	39	46
Health and beauty care products	33	35	43	27	35	37	35	19	31	29	25	43	34
Food and beverages	33	27	26	28	35	45	31	39	24	29	37	41	33
Tickets for public transport	31	28	35	19	26	36	34	22	47	48	21	17	34
Sporting and recreational goods	26	35	40	23	31	17	24	17	22	31	20	24	22
Multimedia and software	23	24	39	23	29	17	26	19	17	28	21	18	17
Park ticket	20	16	12	12	14	17	20	23	44	12	34	9	20
Furniture and furnishings	18	19	28	15	18	16	20	14	16	20	14	16	16
Office equipment and supplies	13	14	22	15	17	12	18	12	10	11	9	12	9
None of the above	4	3	4	8	3	4	3	10	3	3	4	3	3

XX Highest rating per country    Highest rating per category    Lowest rating per category

Q5: Which of the products below have you bought already via mobile devices?  
 (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1.)



	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
A great deal	13	<u>36</u>	8	9	18	12	17	4	13	8	7	9	15
Considerably	17	12	17	15	<u>27</u>	23	<u>22</u>	10	14	14	15	16	<u>23</u>
Moderately	24	22	<u>30</u>	24	24	22	<u>22</u>	24	21	28	26	26	<u>23</u>
Slightly	18	15	17	17	14	15	19	16	22	20	22	21	18
Not at all	<u>27</u>	15	27	<u>34</u>	18	<u>28</u>	21	<u>46</u>	<u>30</u>	<u>30</u>	<u>30</u>	<u>28</u>	21
Top-2 Boxes (A great deal/Considerably)	30	48	26	25	45	35	38	14	27	21	22	25	38

**XX** Highest rating per country    Highest rating per category    Lowest rating per category

Q6: Do you plan to shop your Christmas gifts via mobile devices?  
(all respondents)

	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
Increased speed	<u>44</u>	<u>51</u>	<u>59</u>	<u>40</u>	41	<u>40</u>	63	<u>37</u>	17	<u>56</u>	38	<u>45</u>	<u>38</u>
One-click purchase	33	42	33	24	<u>48</u>	34	33	22	20	30	<u>41</u>	32	37
Easier navigation	30	43	26	25	38	34	24	17	30	23	23	44	36
Enhanced security	14	15	7	20	20	22	11	10	11	8	11	17	21
None of the above	25	13	21	31	19	25	20	41	<u>44</u>	21	25	17	20

XX Highest rating per country    Highest rating per category    Lowest rating per category

Q7: What are the key drivers to shop via mobile devices?  
(all respondents)

	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
The amount doesn't matter	17	<u>20</u>	<u>20</u>	16	15	<u>21</u>	17	<u>18</u>	<u>19</u>	<u>19</u>	10	14	18
Up to £ 25	10	7	5	8	6	8	12	13	8	4	17	<u>20</u>	8
£ 25- £ 50	15	15	12	15	13	15	<u>20</u>	14	13	11	<u>22</u>	<u>21</u>	14
£ 51- £ 100	<u>18</u>	19	17	<u>20</u>	18	17	<u>20</u>	17	14	18	19	15	<u>21</u>
£ 101- £ 200	13	16	14	10	<u>19</u>	10	11	7	12	<u>19</u>	11	10	15
£ 201- £ 500	9	10	12	7	12	6	7	5	11	12	5	6	10
More than £ 500	5	7	7	4	7	6	4	2	11	7	2	4	5
I would not spend any via mobile devices	14	7	13	21	11	18	9	26	13	11	15	10	10

XX Highest rating per country    Highest rating per category    Lowest rating per category

Q8: What is the maximum amount you would spend for products and services via mobile devices?  
(all respondents)

<u>Top-2 Boxes</u>	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
First thing in the morning 6am to 9am (during the week)	12	13	10	15	9	13	13	11	16	13	14	5	15
9am – 12pm (during the week)	31	35	24	35	30	28	32	31	30	29	40	25	31
12pm – 5pm (during the week)	42	45	40	40	41	43	40	47	39	38	52	45	35
5pm – 9pm (during the week)	<u>49</u>	<u>49</u>	<u>54</u>	<u>45</u>	<u>50</u>	<u>51</u>	<u>49</u>	<u>50</u>	<u>51</u>	<u>51</u>	<u>48</u>	<u>52</u>	<u>43</u>
9pm – 12am (during the week)	20	26	21	21	29	16	18	18	17	22	12	23	20
12am – 6am (during the week)	2	2	2	3	3	2	2	2	2	2	1	3	4
First thing in the morning 6am to 9am (on weekends)	2	1	2	2	2	3	2	2	1	2	1	1	3
9am – 12pm (on weekends)	7	5	5	8	6	9	7	8	6	8	7	7	9
12pm – 5pm (on weekends)	13	9	16	13	9	16	13	14	18	15	11	15	14
5pm – 9pm (on weekends)	13	11	17	13	13	14	16	11	14	13	10	15	15
9pm – 12am (on weekends)	6	5	8	6	7	5	7	4	5	6	3	8	8
12am – 6am (on weekends)	1	1	1	1	2	2	1	2	1	1	1	2	2

XX Highest rating per country

Q9: If you buy Christmas related items (food, presents) online using a smartphone or tablet, when do you typically do it? (Select your top 3 in order of likelihood and the least likely time to shop)  
 (1) most often; (2) second most often; (3) third most often; highly unlikely (*all respondents*)

	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
At home on the sofa	<u>82</u>	<u>85</u>	<u>84</u>	<u>82</u>	<u>84</u>	<u>80</u>	<u>82</u>	<u>79</u>	<u>77</u>	<u>82</u>	<u>82</u>	<u>86</u>	<u>79</u>
At home in bed either last thing at night/first thing in the morning	25	21	26	28	24	25	33	17	21	23	26	21	29
At your place of work or study	18	14	22	11	16	17	21	9	17	22	23	24	18
On public transport whilst commuting to work or place of study	10	7	13	7	10	10	10	6	12	16	6	12	10
Whilst waiting for the bus or train	9	7	14	8	10	8	11	5	11	15	8	6	7
During a break in a restaurant/canteen	9	10	11	8	8	9	8	6	9	12	6	7	10
When you are out shopping on the high street or a mall	7	7	6	6	9	8	7	12	6	6	4	7	5
In your garden or public park	6	5	11	6	6	4	8	3	4	7	7	4	3
In the bath	5	7	5	4	9	6	6	4	5	5	4	4	4
At the pub in the evening	4	5	3	3	8	5	4	3	5	3	3	3	4
In the cinema/theatre	3	2	2	4	4	2	3	2	4	2	2	1	3

**XX** Highest rating per country    Highest rating per category    Lowest rating per category

Q10: If you buy Christmas related items (food, presents) online using a smart phone or tablet, where you do you typically do it? (Tick all that apply)  
(all respondents)

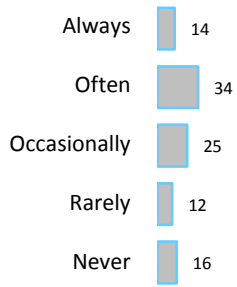
<u>Mean values</u>	Total n=18174	Italy n=1547	Germany n=1559	France n=1541	Spain n=1500	UK n=1511	Poland n=1505	Netherlands n=1500	Sweden n=1500	Switzerland n=1500	Hungary n=1511	Russia n=1500	Ireland n=1500
Physically in a shop	<u>51</u>	<u>50</u>	<u>44</u>	<u>53</u>	<u>53</u>	43	<u>50</u>	<u>57</u>	<u>53</u>	<u>56</u>	<u>44</u>	<u>59</u>	<u>53</u>
Online at home or at work on a PC or laptop	24	26	24	28	22	30	25	24	24	20	29	20	19
Online at home or at work on smartphone or tablet	17	18	23	14	17	20	16	13	16	17	17	15	20
Online but not at work or home on a smartphone or tablet	7	7	8	6	8	7	9	7	7	7	10	5	8

XX Highest rating per country    Highest rating per category    Lowest rating per category

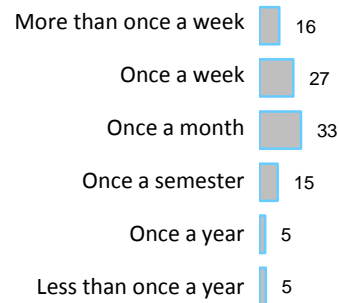
Q11: Thinking about how you shop, what proportion of what you spend will you do: (give a percentage for each)  
 (all respondents)

1. Main Questionnaire – Country overview by question.....p.4
2. Main Questionnaire – Overview by country..... p.16
  - Italy..... p.16
  - Germany..... p.18
  - France..... p.20
  - Spain..... p.22
  - UK..... p.24
  - Poland..... p.26
  - Netherlands..... p.28
  - Sweden..... p.30
  - Switzerland..... p.32
  - Hungary..... p.34
  - Russia..... p.36
  - Ireland..... p.38

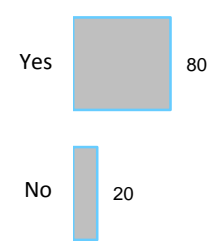
**Q1:**  
Smartphone usage for mobile shopping



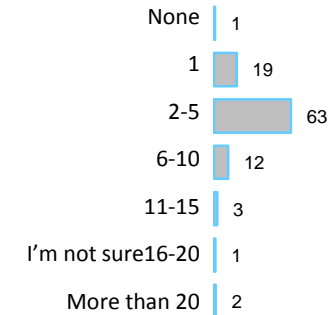
**Q2: \***  
Frequency of shopping via smartphone



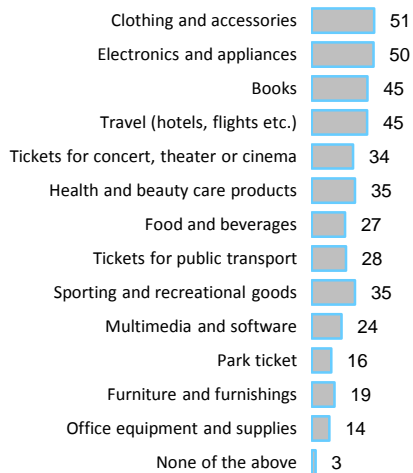
**Q3: \***  
Shopping app usage



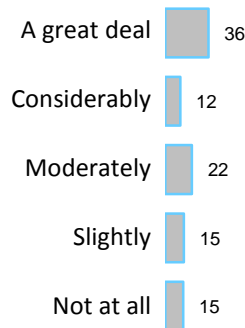
**Q4: \*\***  
Number of used shopping apps P12M



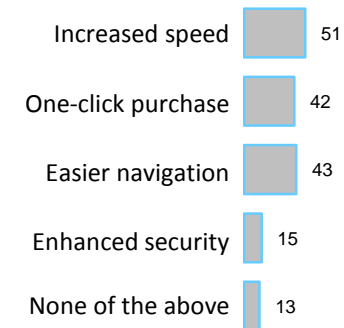
**Q5: \***  
Bought products via mobile devices



**Q6:**  
Christmas gift shopping via mobile device



**Q7:**  
Key drivers for mobile shopping



Base: All respondents Italy: n = 1.547

*\*(Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1303) \*\* and who use shopping apps on their smartphone according to Q3. n=1046)*



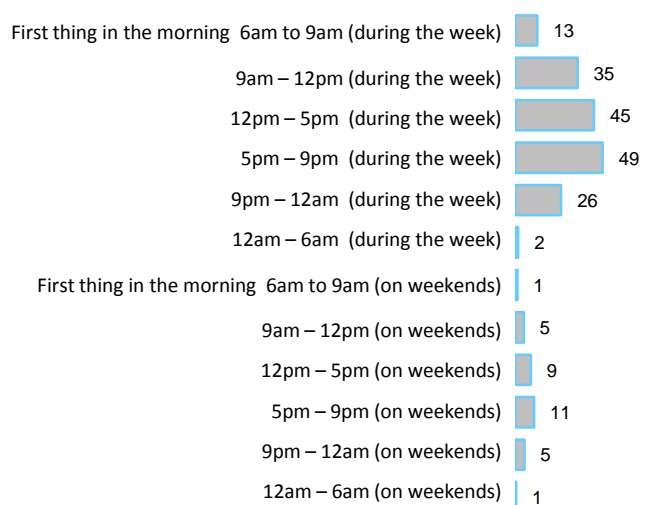


# Result Overview – Italy

## Q8: Max amount spent via mobile device



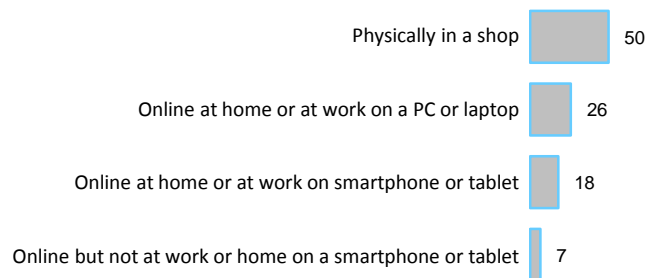
## Q9: Preferred day and time for shopping via mobile device (Top-2)



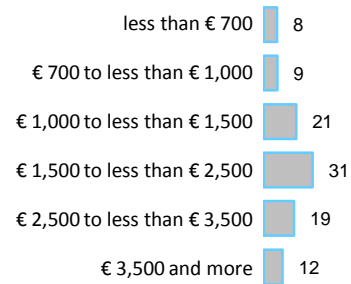
## Q10: Usual places for Christmas shopping via mobile device



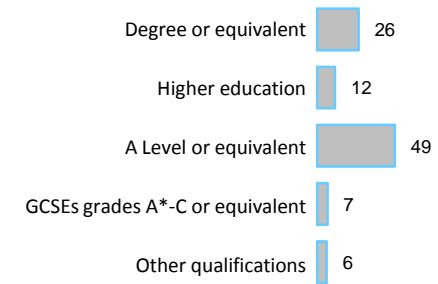
## Q11: Percentages on money spend per shopping location/ device



## Q12: Household net-income



## Q13: Education\*\*\*



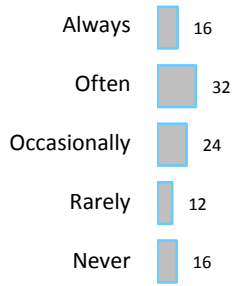
Base: All respondents Italy : n = 1.547

\*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

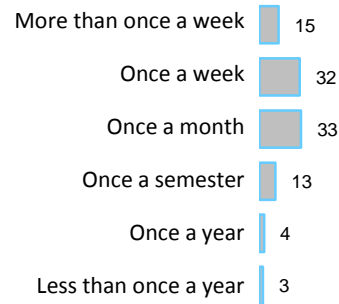


# Result Overview – Germany

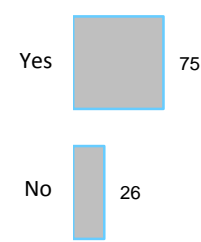
## Q1: Smartphone usage for mobile shopping



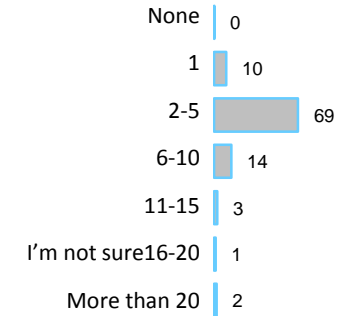
## Q2: \* Frequency of shopping via smartphone



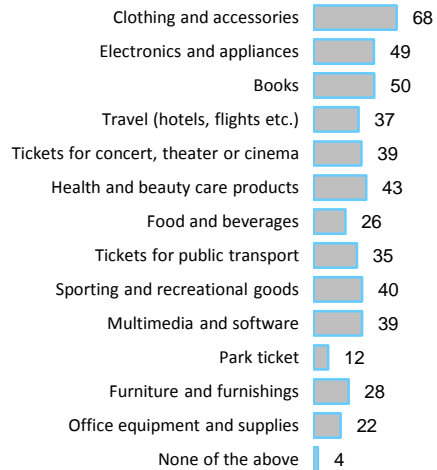
## Q3: \* Shopping app usage



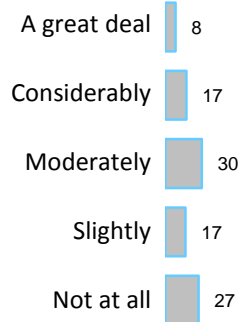
## Q4: \*\* Number of used shopping apps P12M



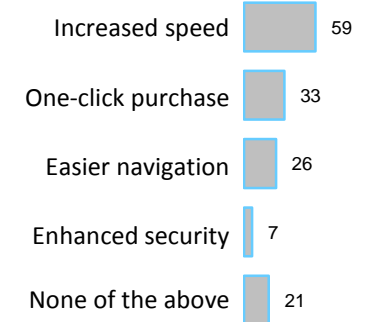
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping



Base: All respondents Germany: n = 1.559

\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1312) \*\* and who use shopping apps on their smartphone according to Q3. n=978)

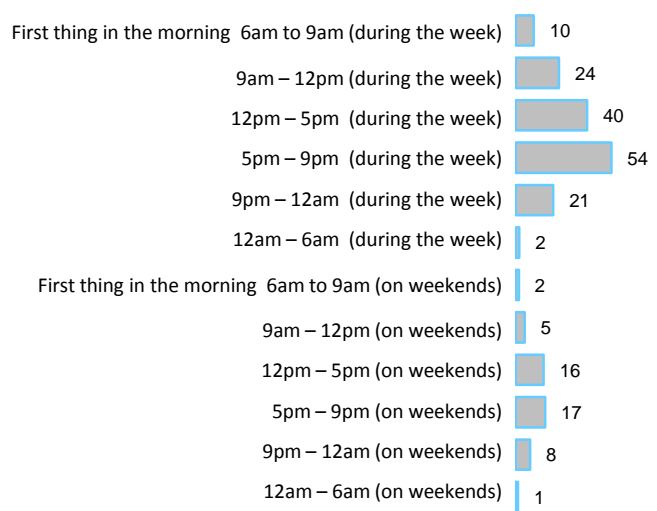


# Result Overview – Germany

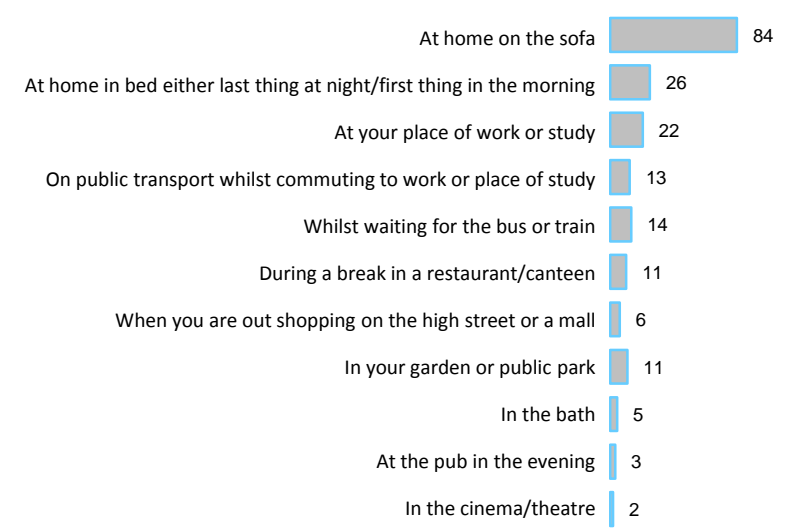
**Q8: Max amount spent via mobile device**



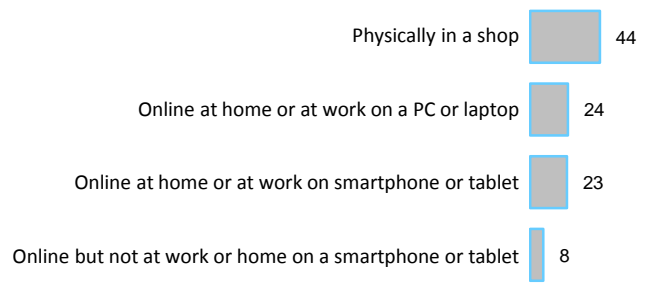
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



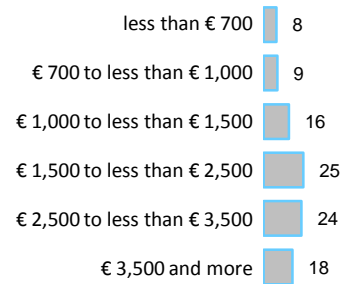
**Q10: Usual places for Christmas shopping via mobile device**



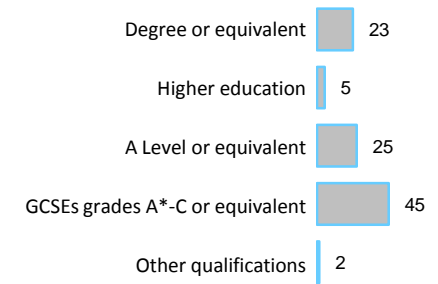
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



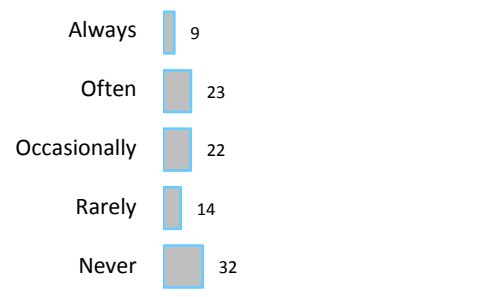
**Q13: Education\*\*\***



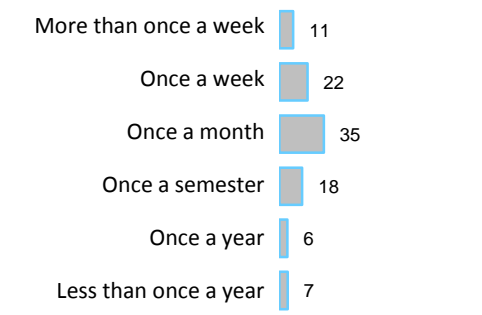
Base: All respondents Germany: n = 1.559  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)



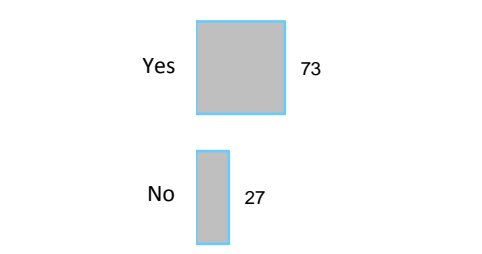
**Q1: Smartphone usage for mobile shopping**



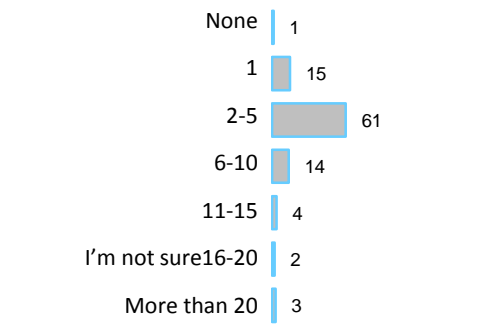
**Q2: \* Frequency of shopping via smartphone**



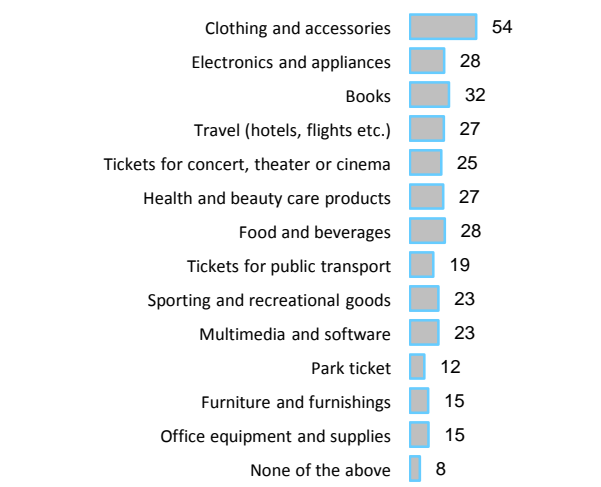
**Q3: \* Shopping app usage**



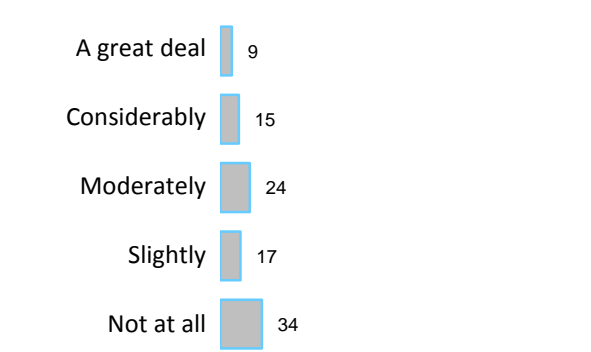
**Q4: \*\* Number of used shopping apps P12M**



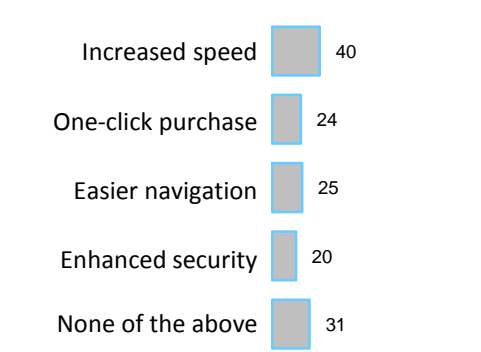
**Q5: \* Bought products via mobile devices**



**Q6: Christmas gift shopping via mobile device**



**Q7: Key drivers for mobile shopping**



Base: All respondents France: n = 1.541

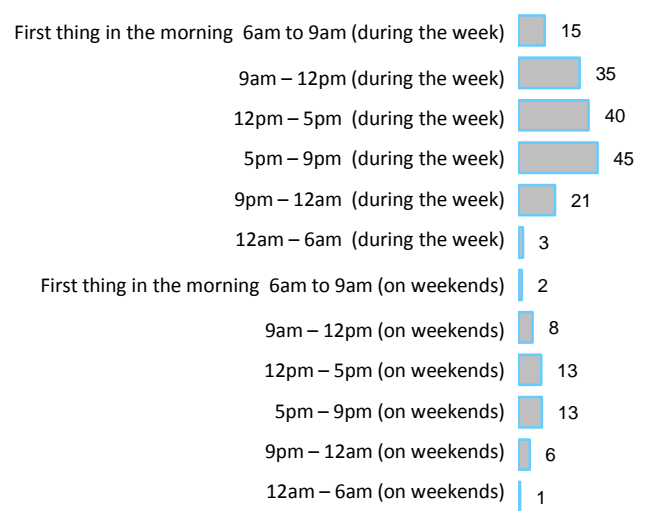
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1044) \*\* and who use shopping apps on their smartphone according to Q3. n=763)

# Result Overview – France

**Q8: Max amount spent via mobile device**



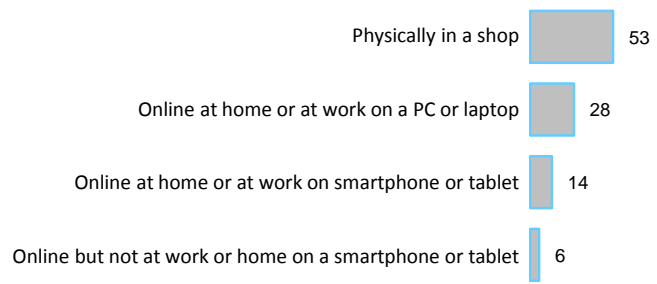
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



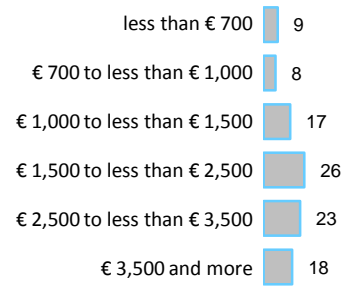
**Q10: Usual places for Christmas shopping via mobile device**



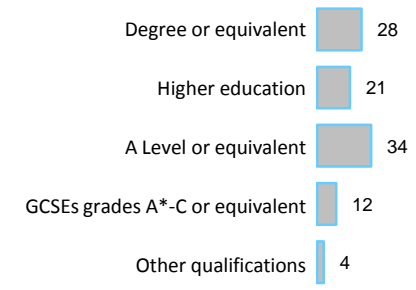
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



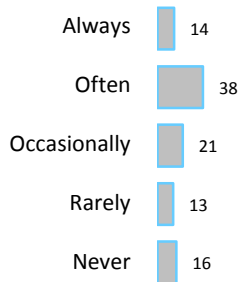
**Q13: Education\*\*\***



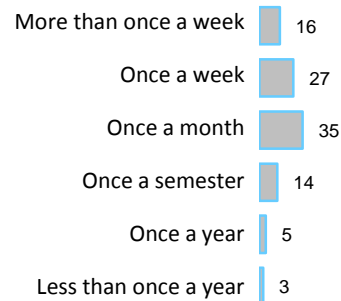
Base: All respondents France: n = 1.541  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

# Result Overview – Spain

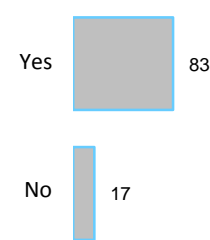
## Q1: Smartphone usage for mobile shopping



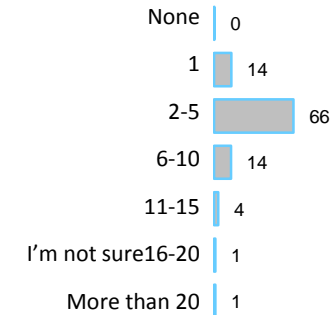
## Q2: \* Frequency of shopping via smartphone



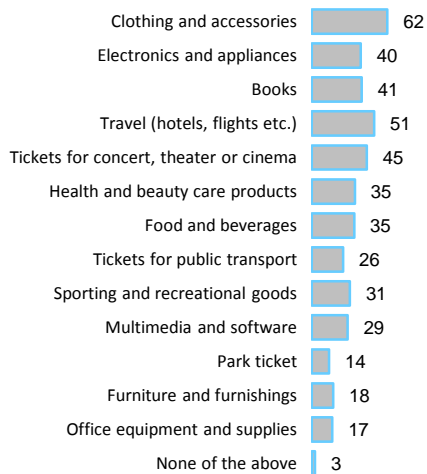
## Q3: \* Shopping app usage



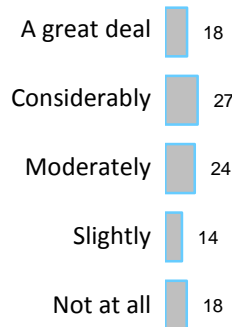
## Q4: \*\* Number of used shopping apps P12M



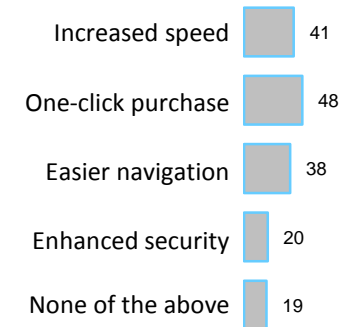
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping



Base: All respondents Spain: n = 1.500

\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1268) \*\* and who use shopping apps on their smartphone according to Q3. n=1048)

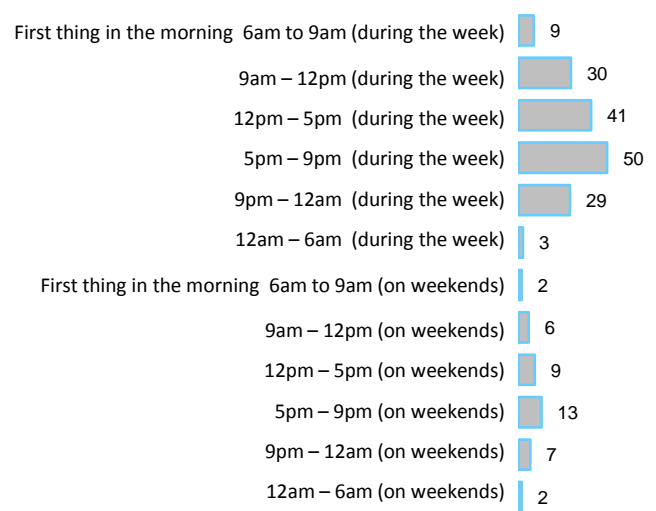


# Result Overview – Spain

**Q8: Max amount spent via mobile device**



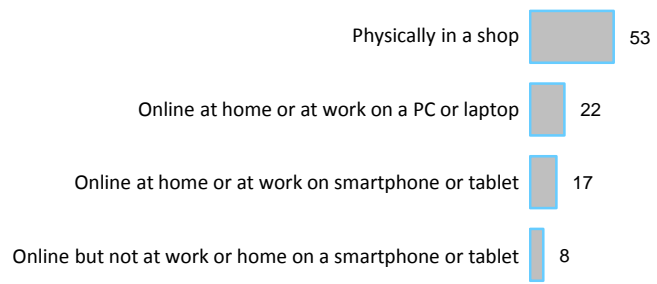
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



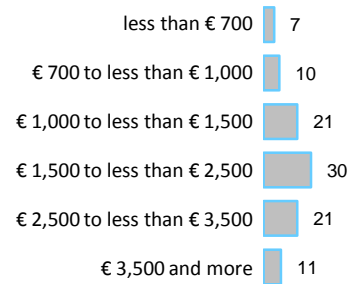
**Q10: Usual places for Christmas shopping via mobile device**



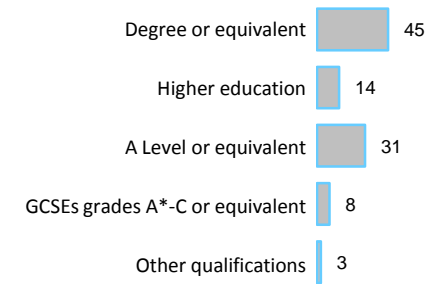
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



**Q13: Education\*\*\***

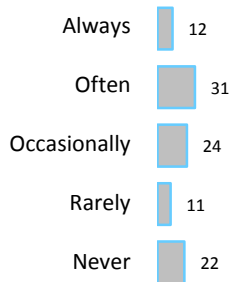


Base: All respondents Spain: n = 1.500  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

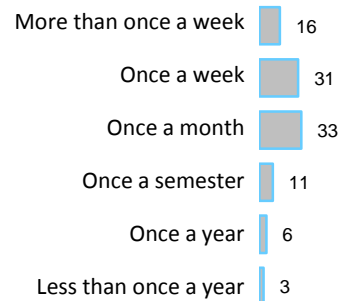


# Result Overview – UK

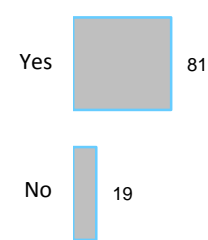
## Q1: Smartphone usage for mobile shopping



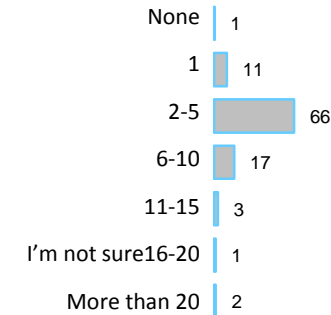
## Q2: \* Frequency of shopping via smartphone



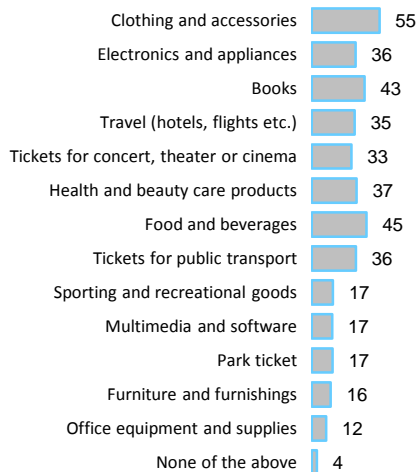
## Q3: \* Shopping app usage



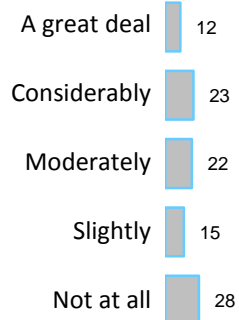
## Q4: \*\* Number of used shopping apps P12M



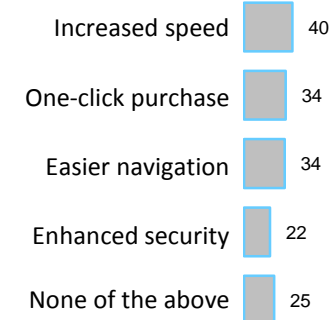
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping



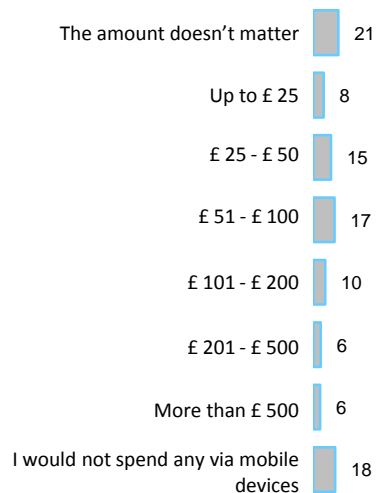
Base: All respondents UK: n = 1.511

\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1175) \*\* and who use shopping apps on their smartphone according to Q3. n=951)

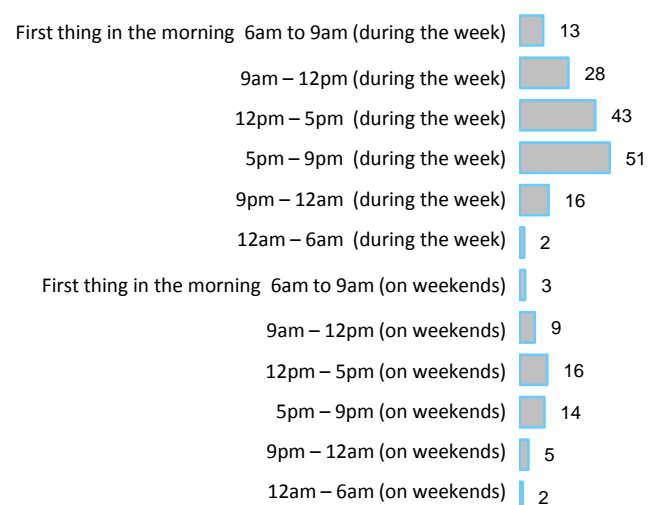




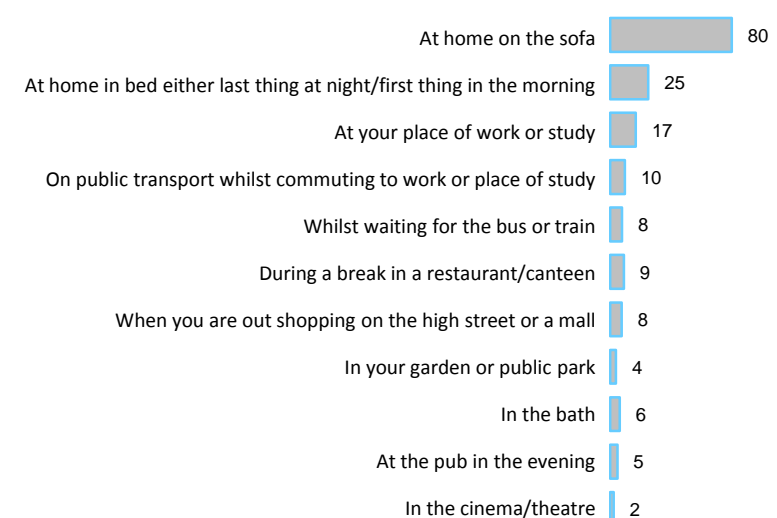
**Q8: Max amount spent via mobile device**



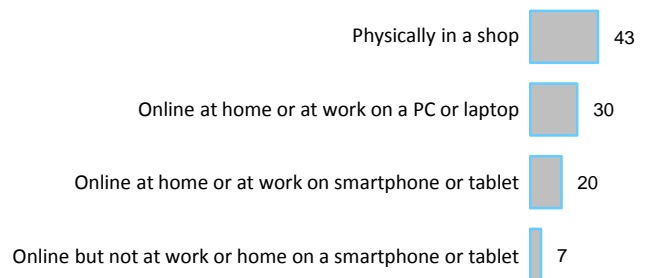
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



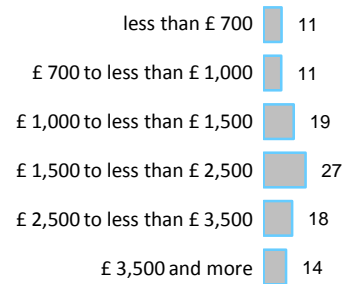
**Q10: Usual places for Christmas shopping via mobile device**



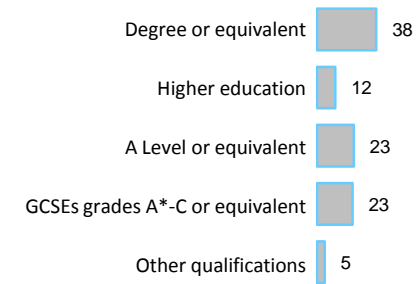
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



**Q13: Education\*\*\***



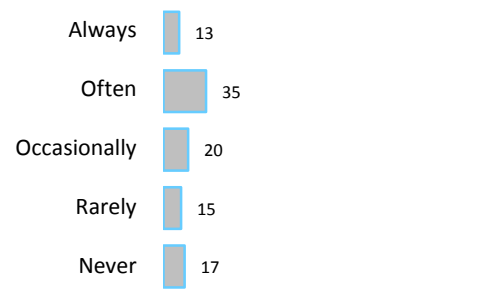
Base: All respondents UK: n = 1.511

\*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

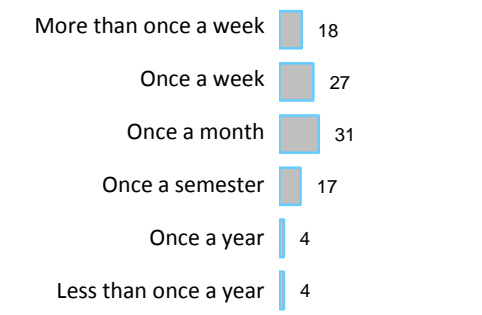


# Result Overview – Poland

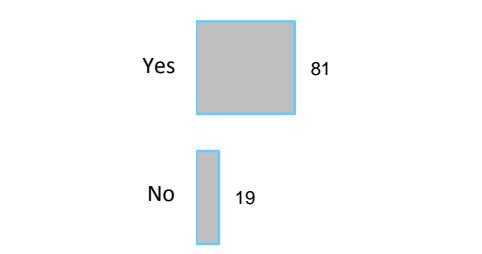
**Q1: Smartphone usage for mobile shopping**



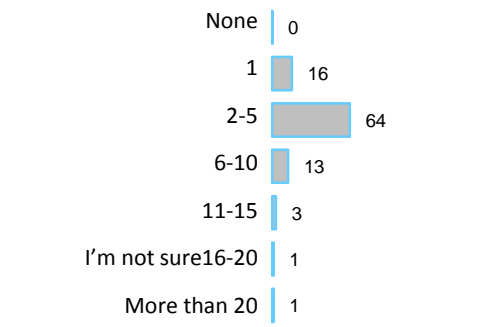
**Q2: \* Frequency of shopping via smartphone**



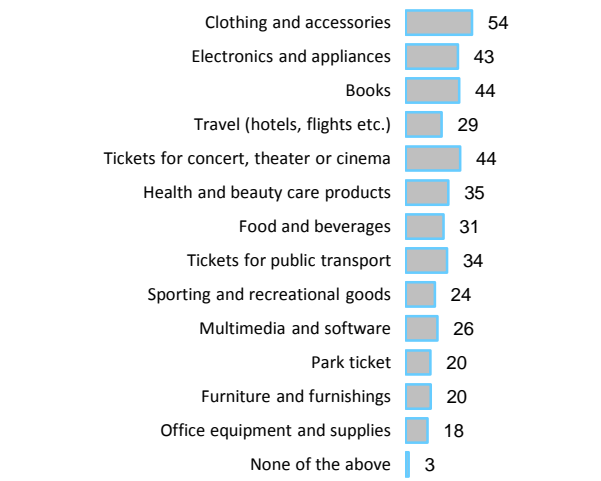
**Q3: \* Shopping app usage**



**Q4: \*\* Number of used shopping apps P12M**



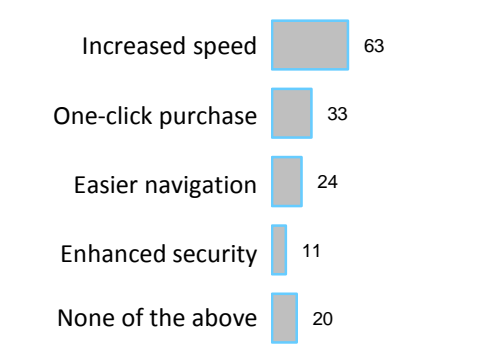
**Q5: \* Bought products via mobile devices**



**Q6: Christmas gift shopping via mobile device**



**Q7: Key drivers for mobile shopping**

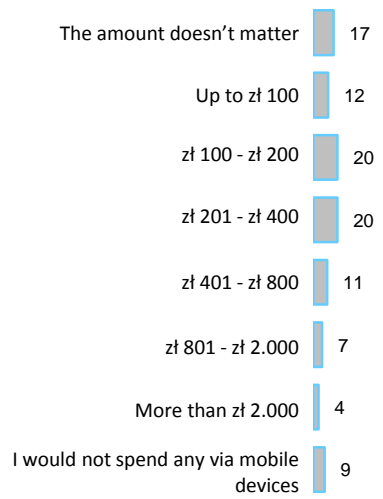


Base: All respondents Poland: n = 1.505

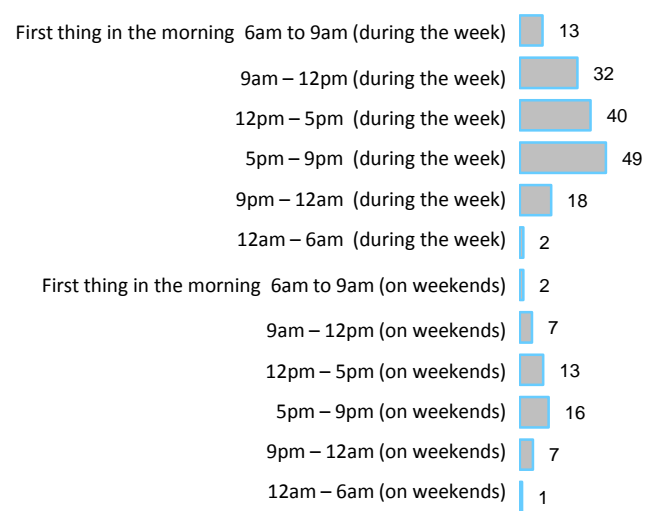
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1243) \*\* and who use shopping apps on their smartphone according to Q3. n=1011)

# Result Overview – Poland

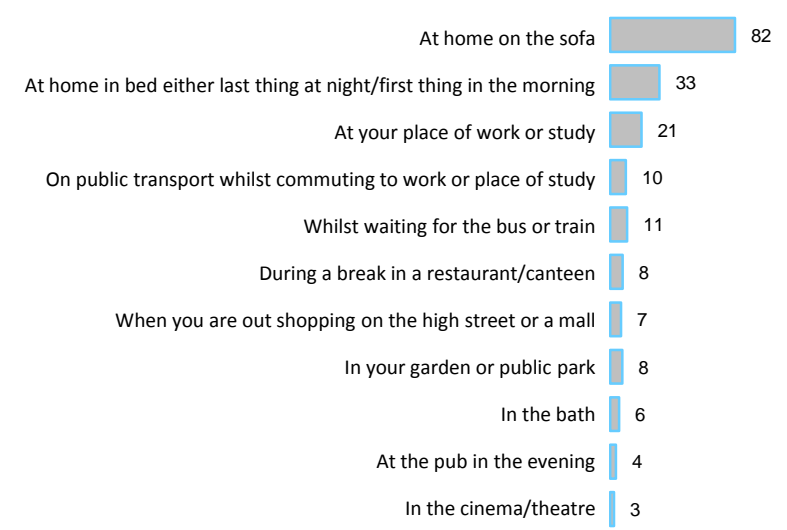
**Q8:**  
**Max amount spent via mobile device**



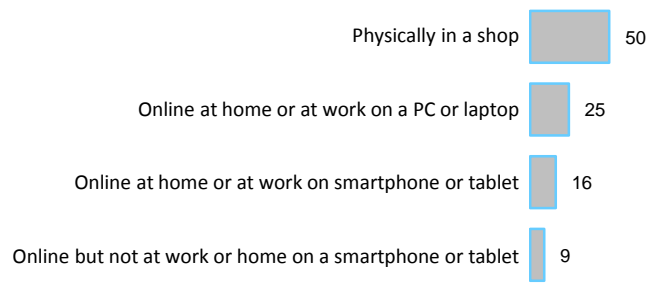
**Q9:**  
**Preferred day and time for shopping via mobile device (Top-2)**



**Q10:**  
**Usual places for Christmas shopping via mobile device**



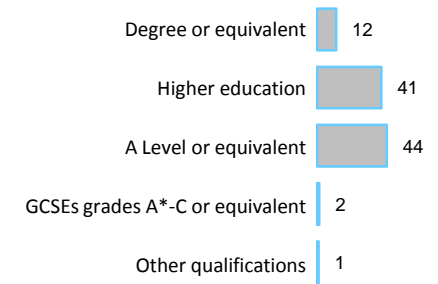
**Q11:**  
**Percentages on money spend per shopping location/ device**



**Q12:**  
**Household net-income**



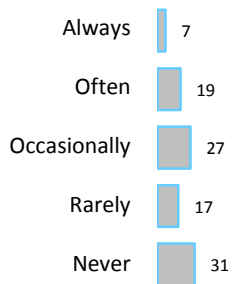
**Q13:**  
**Education\*\*\***



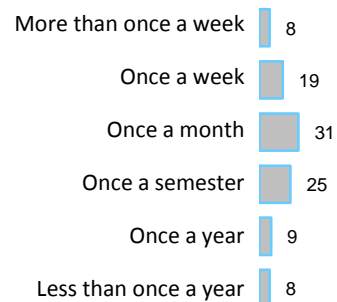
Base: All respondents Poland: n = 1.505  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

# Result Overview – Netherlands

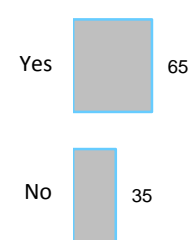
## Q1: Smartphone usage for mobile shopping



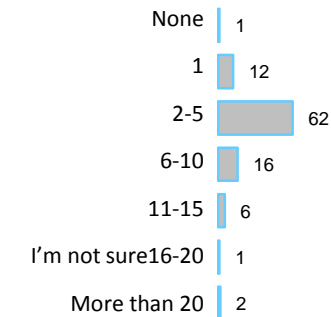
## Q2: \* Frequency of shopping via smartphone



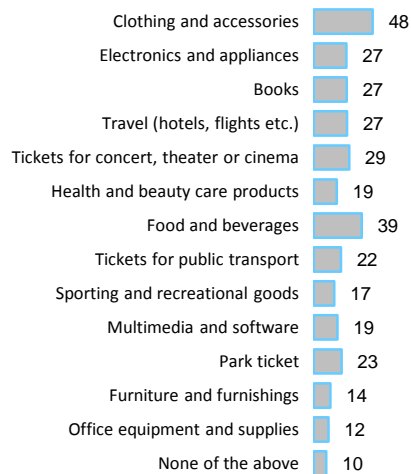
## Q3: \* Shopping app usage



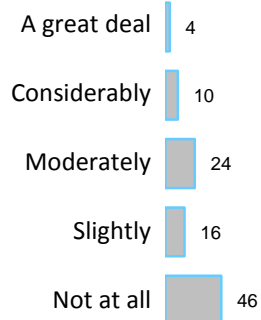
## Q4: \*\* Number of used shopping apps P12M



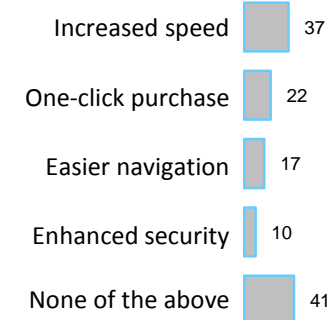
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping



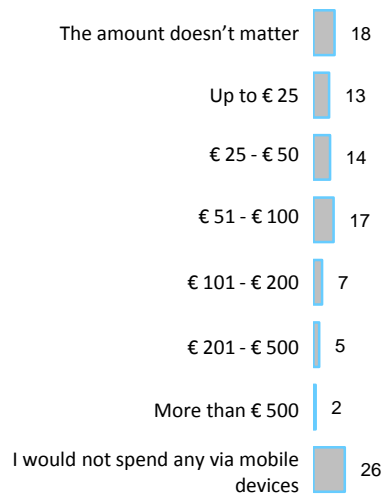
Base: All respondents Netherlands: n = 1.500

\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1043) \*\* and who use shopping apps on their smartphone according to Q3. n=677)

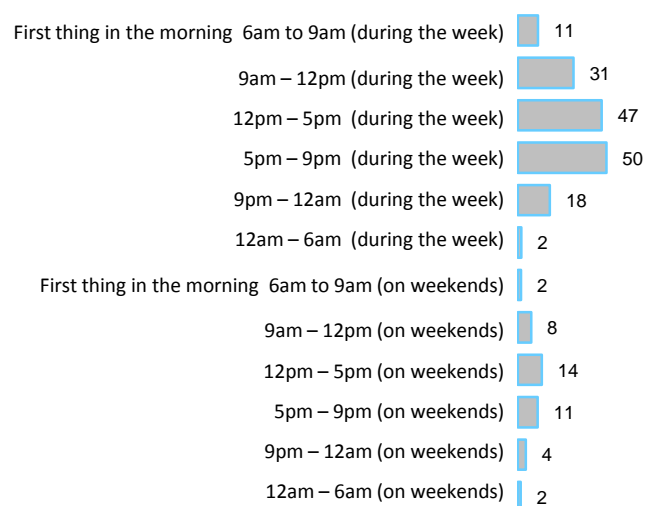


# Result Overview – Netherlands

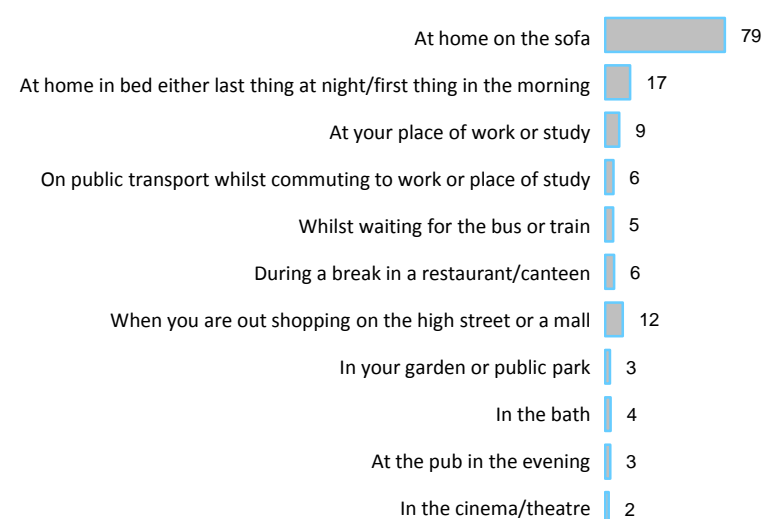
**Q8:**  
**Max amount spent via mobile device**



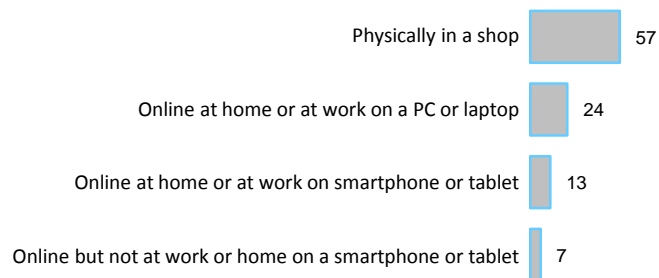
**Q9:**  
**Preferred day and time for shopping via mobile device (Top-2)**



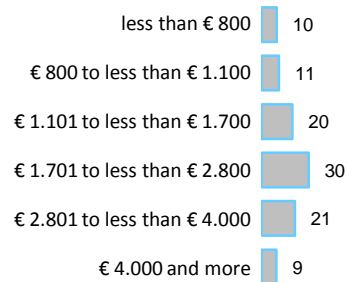
**Q10:**  
**Usual places for Christmas shopping via mobile device**



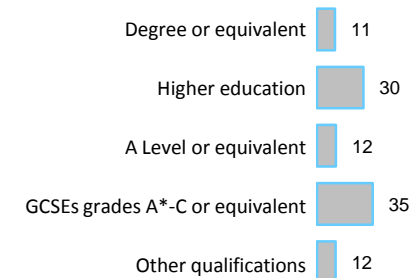
**Q11:**  
**Percentages on money spend per shopping location/ device**



**Q12:**  
**Household net-income**



**Q13:**  
**Education\*\*\***

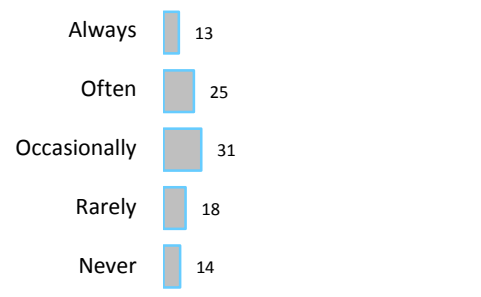


Base: All respondents Netherlands: n = 1.500

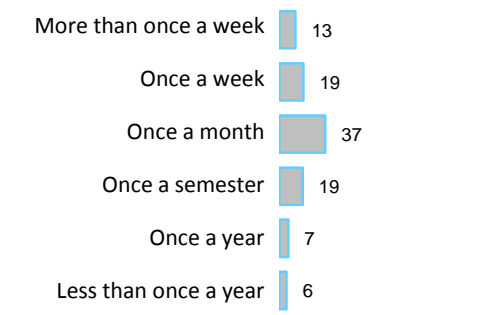
\*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

# Result Overview – Sweden

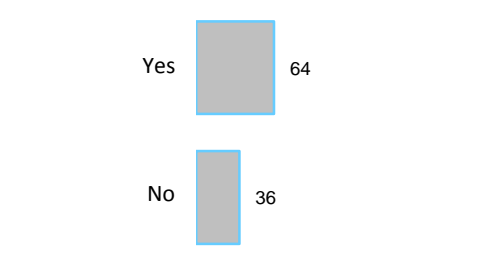
**Q1: Smartphone usage for mobile shopping**



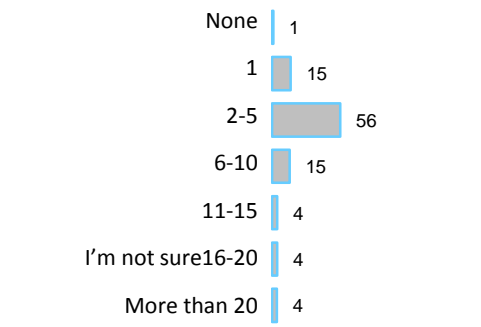
**Q2: \* Frequency of shopping via smartphone**



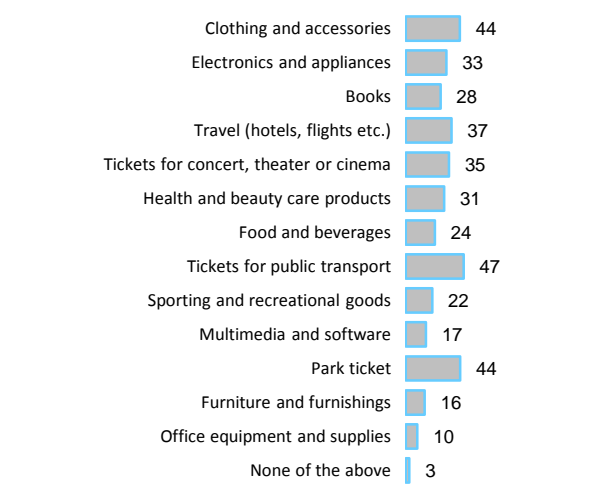
**Q3: \* Shopping app usage**



**Q4: \*\* Number of used shopping apps P12M**



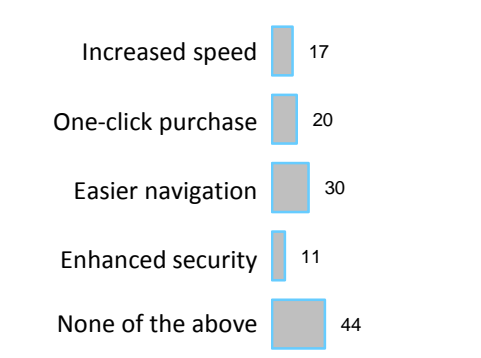
**Q5: \* Bought products via mobile devices**



**Q6: Christmas gift shopping via mobile device**



**Q7: Key drivers for mobile shopping**



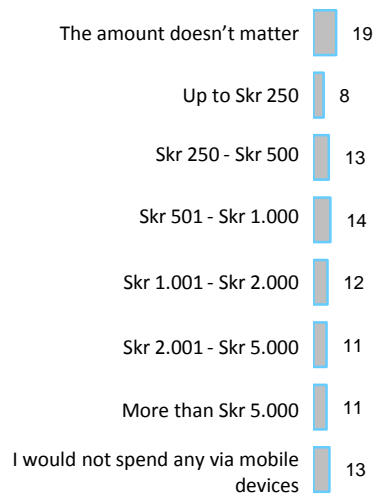
Base: All respondents Sweden: n = 1.500

\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1298) \*\* and who use shopping apps on their smartphone according to Q3. n=835)

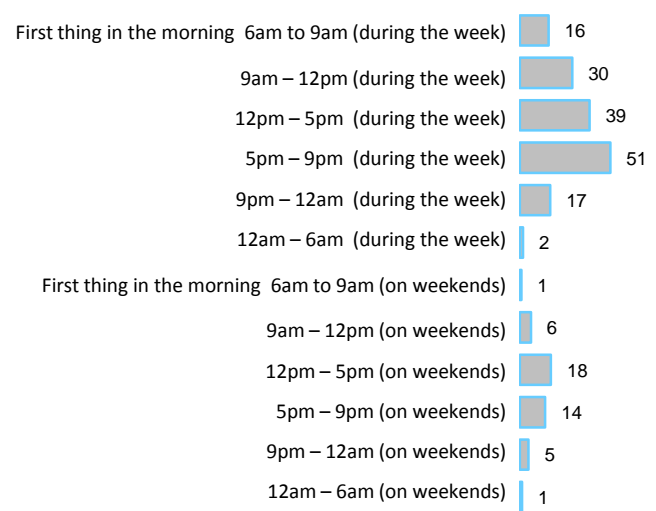


# Result Overview – Sweden

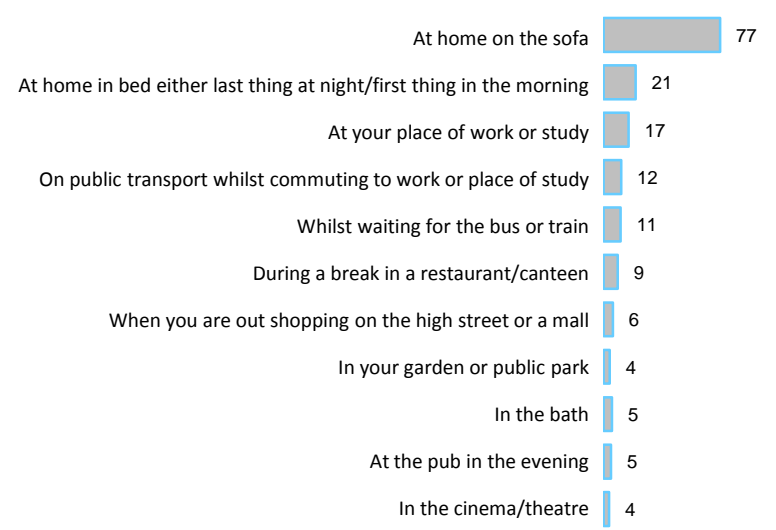
**Q8: Max amount spent via mobile device**



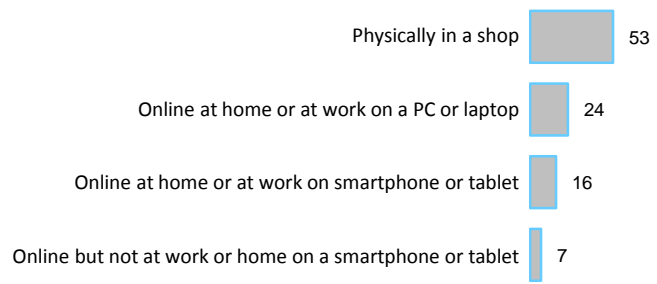
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



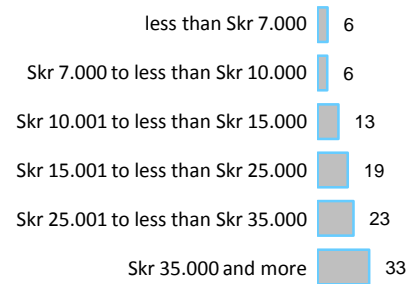
**Q10: Usual places for Christmas shopping via mobile device**



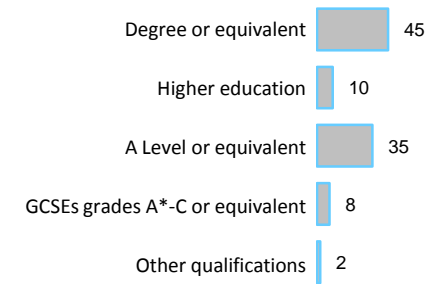
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



**Q13: Education\*\*\***

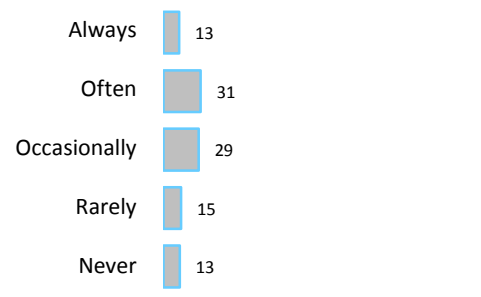


Base: All respondents Sweden: n = 1.500  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

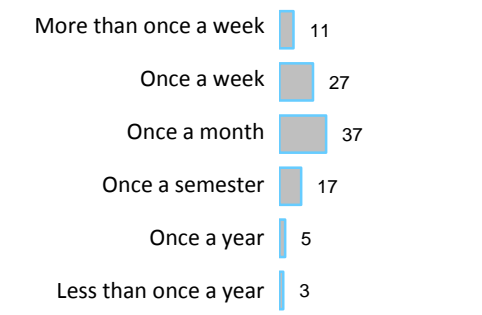


# Result Overview – Switzerland

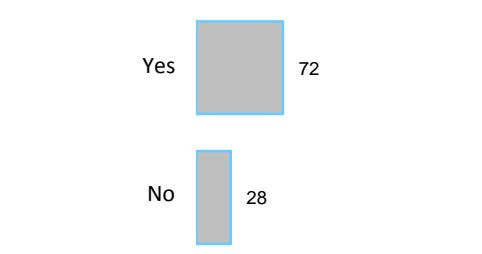
**Q1: Smartphone usage for mobile shopping**



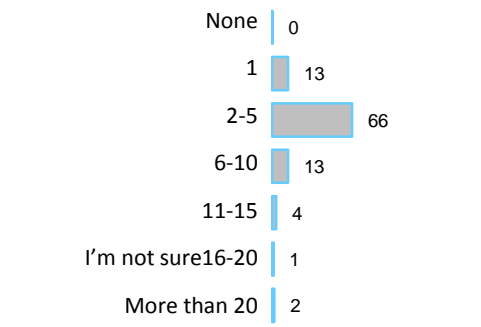
**Q2: \* Frequency of shopping via smartphone**



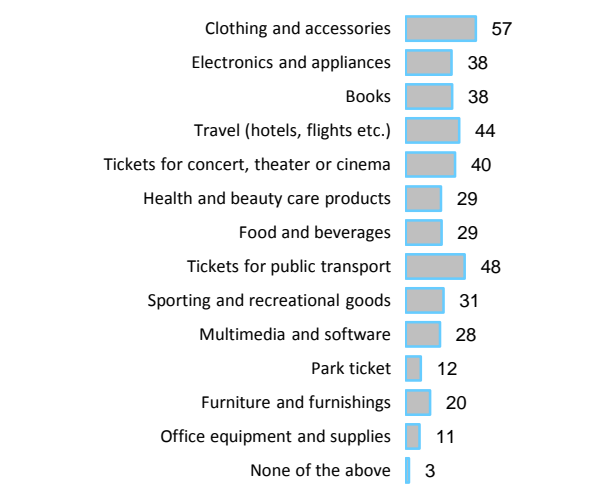
**Q3: \* Shopping app usage**



**Q4: \*\* Number of used shopping apps P12M**



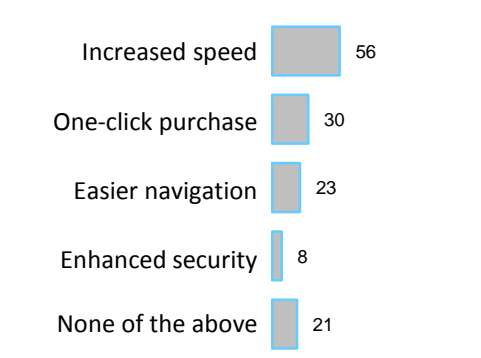
**Q5: \* Bought products via mobile devices**



**Q6: Christmas gift shopping via mobile device**



**Q7: Key drivers for mobile shopping**



Base: All respondents Switzerland: n = 1.500

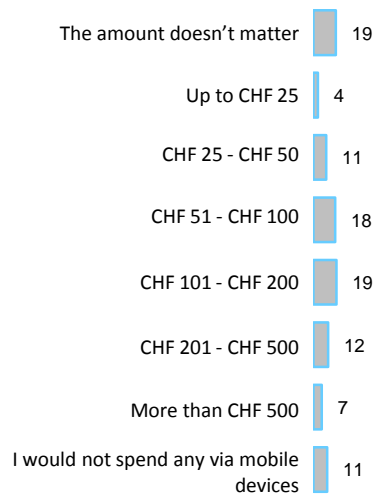
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1300) \*\* and who use shopping apps on their smartphone according to Q3. n=931)



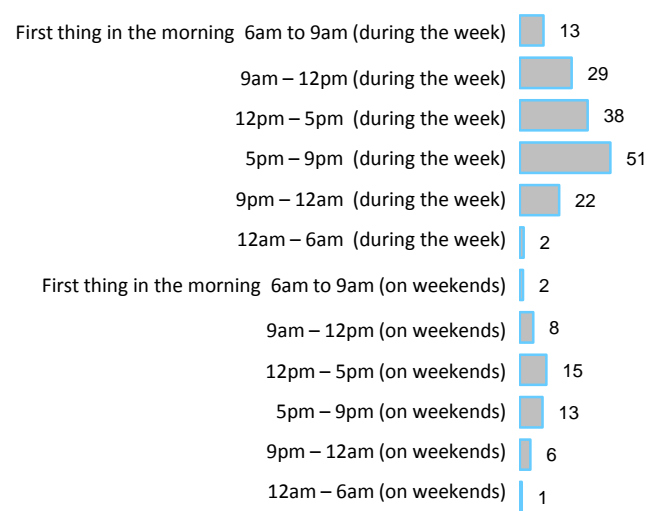


# Result Overview – Switzerland

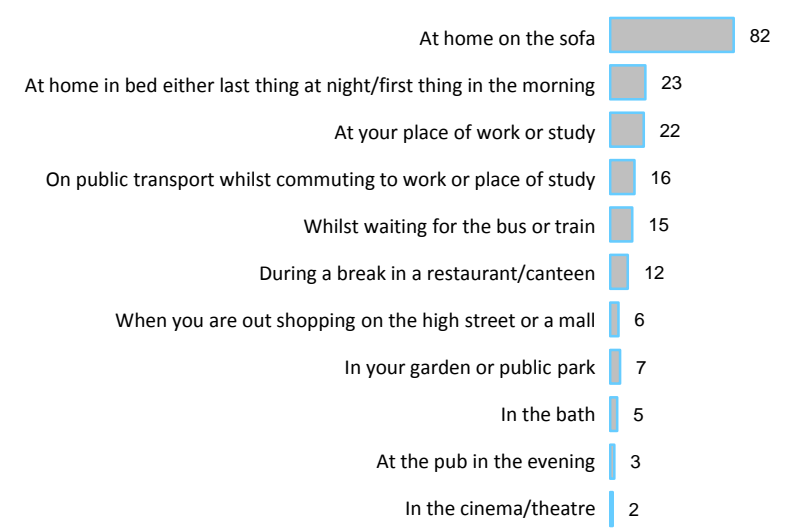
**Q8:**  
**Max amount spent via mobile device**



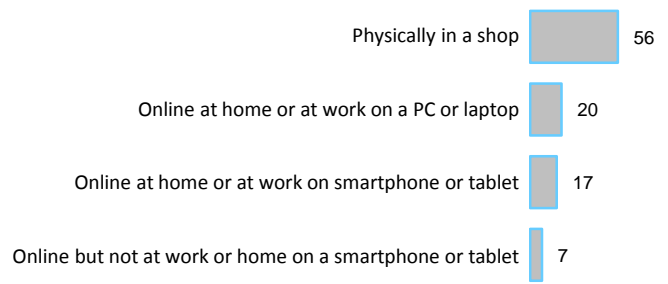
**Q9:**  
**Preferred day and time for shopping via mobile device (Top-2)**



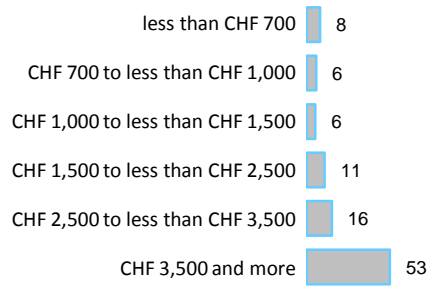
**Q10:**  
**Usual places for Christmas shopping via mobile device**



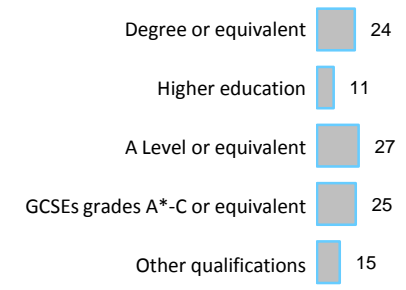
**Q11:**  
**Percentages on money spend per shopping location/ device**



**Q12:**  
**Household net-income**



**Q13:**  
**Education\*\*\***



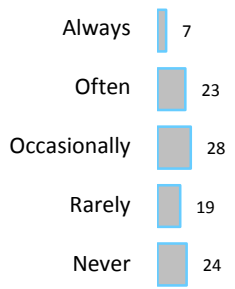
Base: All respondents Switzerland: n = 1.500

\*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

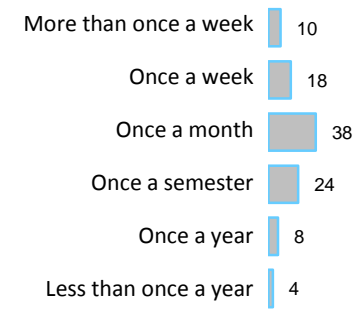


# Result Overview – Hungary

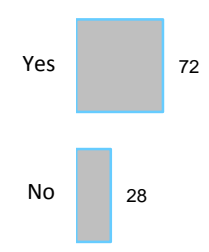
**Q1:**  
Smartphone usage for mobile shopping



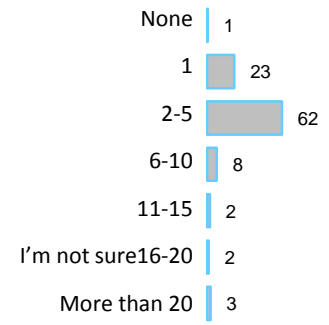
**Q2: \***  
Frequency of shopping via smartphone



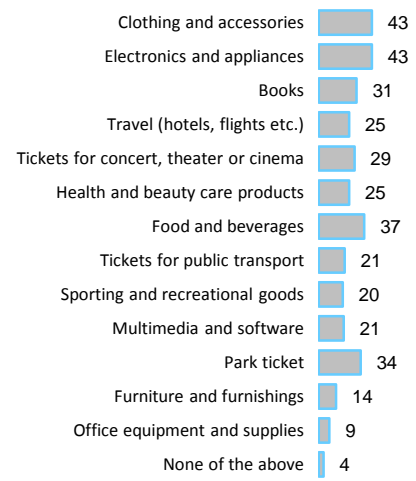
**Q3: \***  
Shopping app usage



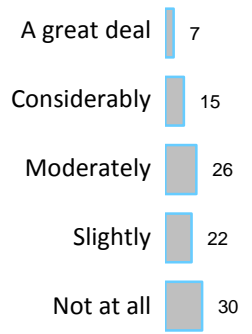
**Q4: \*\***  
Number of used shopping apps P12M



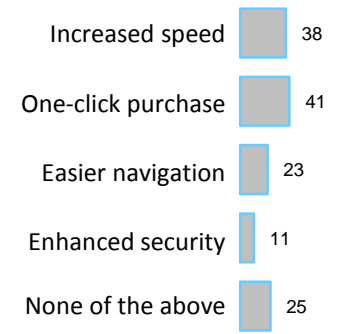
**Q5: \***  
Bought products via mobile devices



**Q6:**  
Christmas gift shopping via mobile device



**Q7:**  
Key drivers for mobile shopping

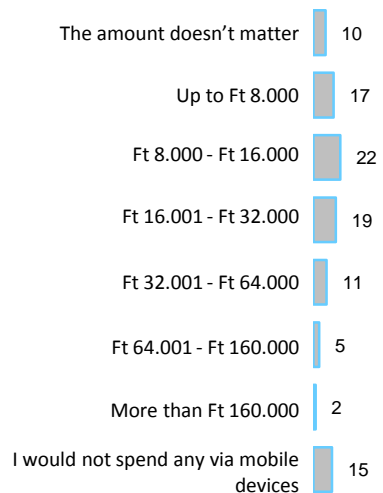


Base: All respondents Hungary: n = 1.511

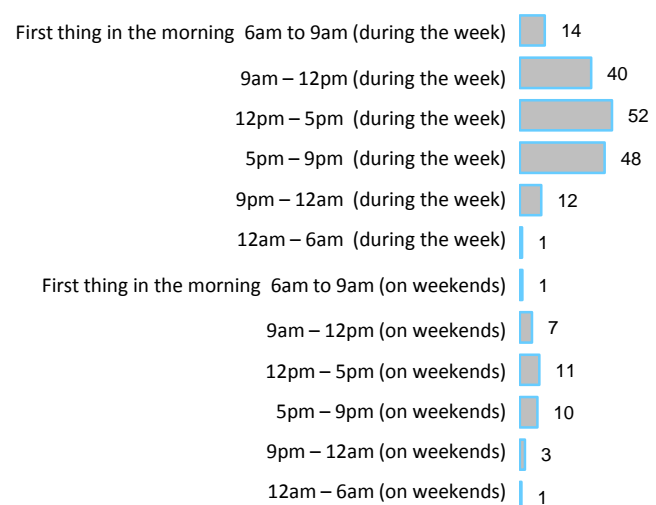
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1149) \*\* and who use shopping apps on their smartphone according to Q3. n=823)



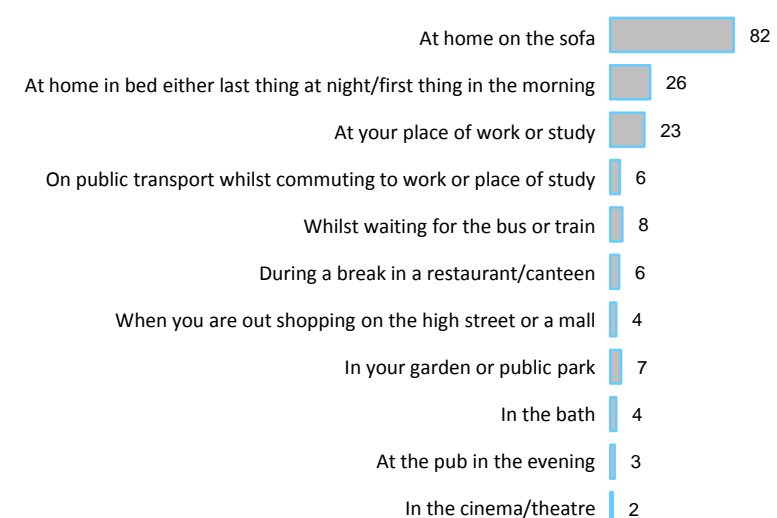
**Q8:**  
Max amount spent via mobile device



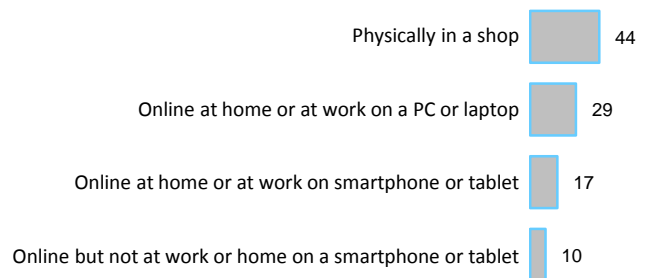
**Q9:**  
Preferred day and time for shopping via mobile device (Top-2)



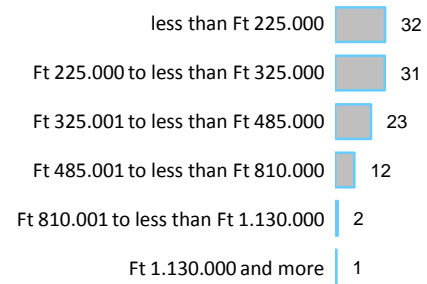
**Q10:**  
Usual places for Christmas shopping via mobile device



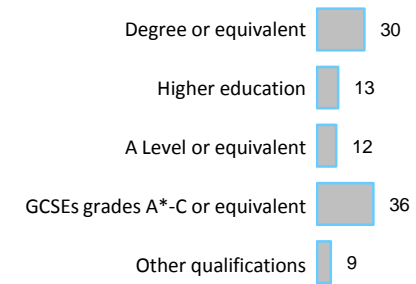
**Q11:**  
Percentages on money spend per shopping location/ device



**Q12:**  
Household net-income



**Q13:**  
Education\*\*\*

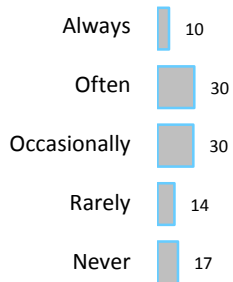


Base: All respondents Hungary: n = 1.511

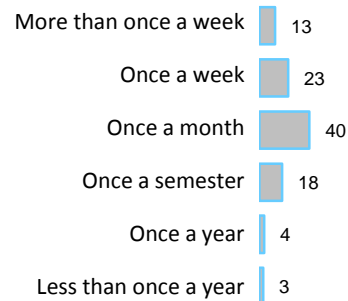
\*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

# Result Overview – Russia

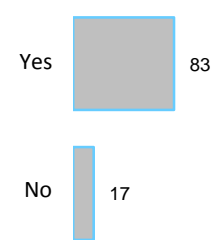
## Q1: Smartphone usage for mobile shopping



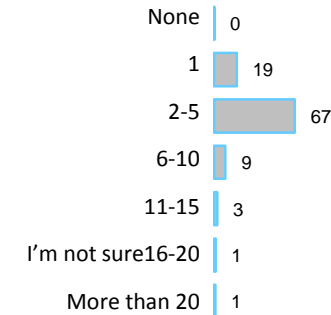
## Q2: \* Frequency of shopping via smartphone



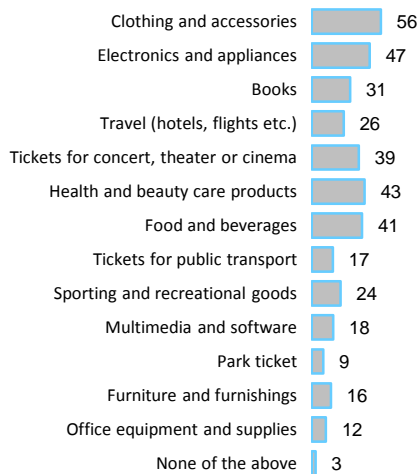
## Q3: \* Shopping app usage



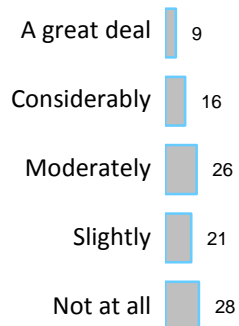
## Q4: \*\* Number of used shopping apps P12M



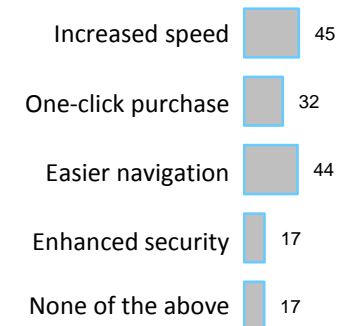
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping

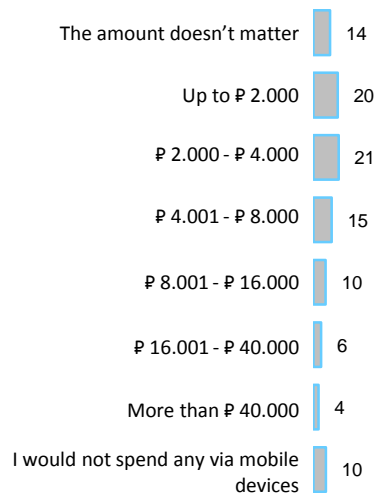


Base: All respondents Russia: n = 1.500

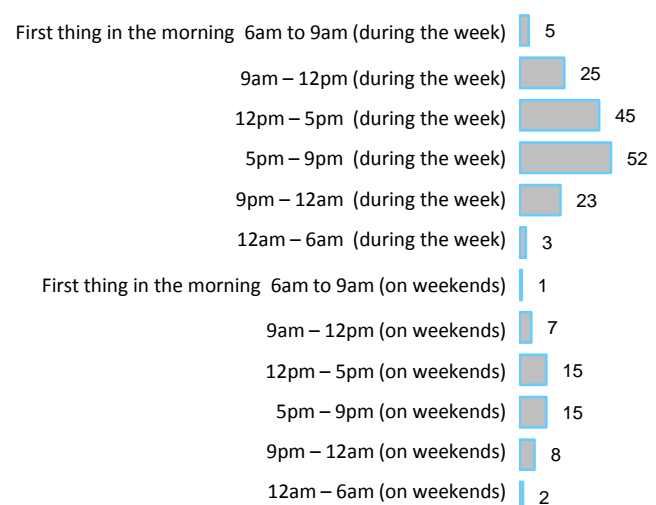
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1248) \*\* and who use shopping apps on their smartphone according to Q3. n=1038)

# Result Overview – Russia

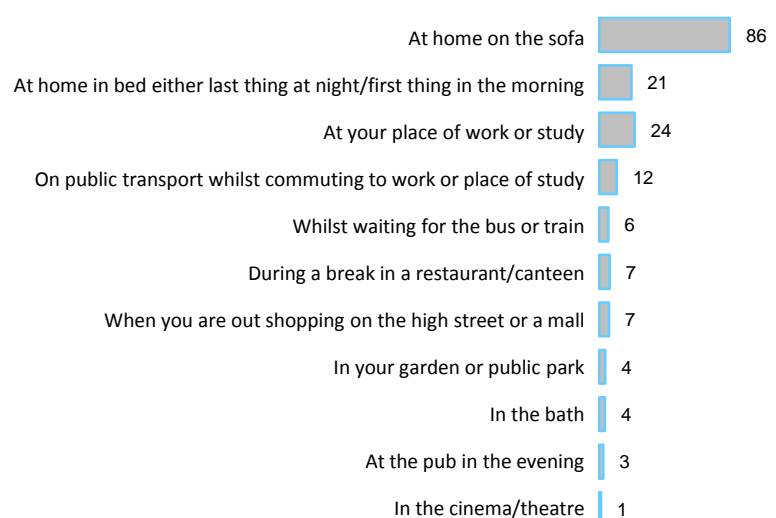
**Q8: Max amount spent via mobile device**



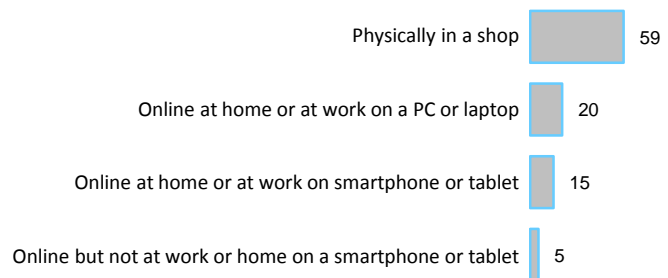
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



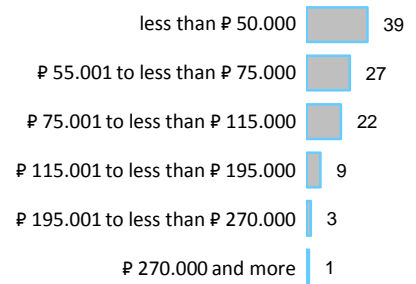
**Q10: Usual places for Christmas shopping via mobile device**



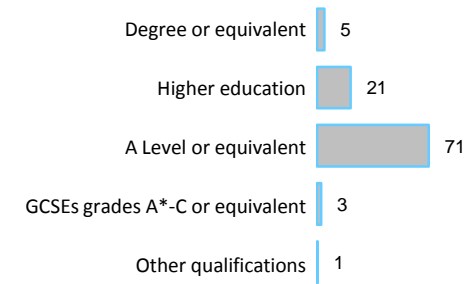
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



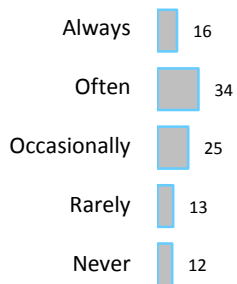
**Q13: Education\*\*\***



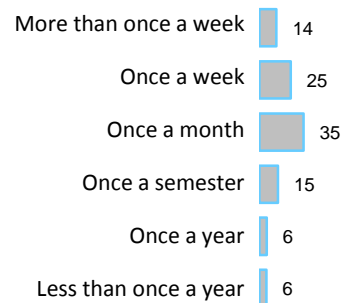
Base: All respondents Russia: n = 1.500  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)

# Result Overview – Ireland

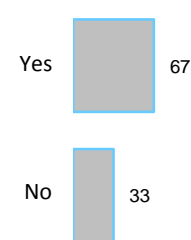
## Q1: Smartphone usage for mobile shopping



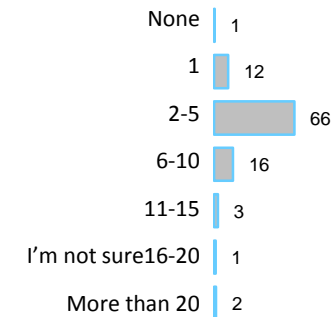
## Q2: \* Frequency of shopping via smartphone



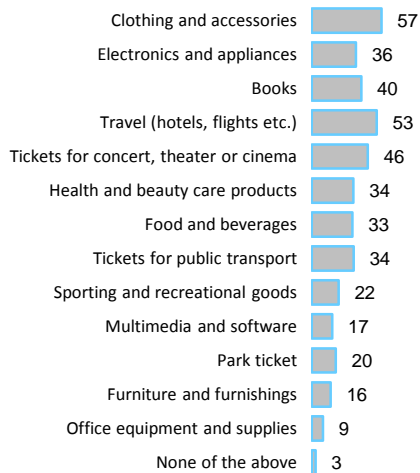
## Q3: \* Shopping app usage



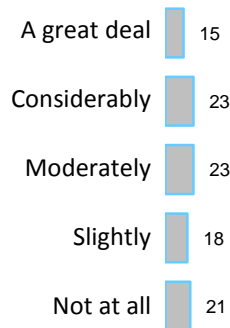
## Q4: \*\* Number of used shopping apps P12M



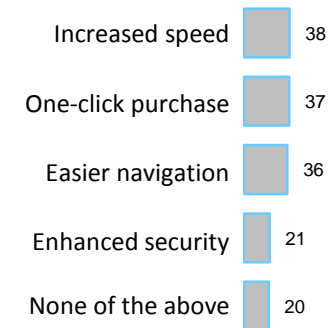
## Q5: \* Bought products via mobile devices



## Q6: Christmas gift shopping via mobile device



## Q7: Key drivers for mobile shopping



Base: All respondents Ireland: n = 1.500

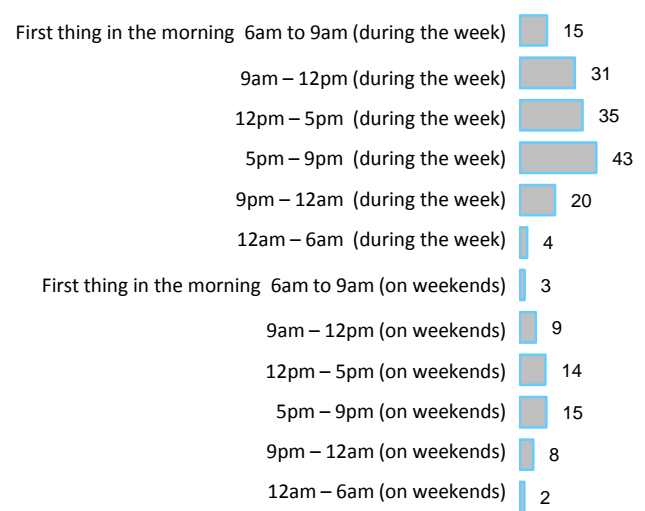
\* (Only respondents who stated to at least rarely use their smartphone to make online purchases according to Q1. n=1320) \*\* and who use shopping apps on their smartphone according to Q3. n=880

# Result Overview – Ireland

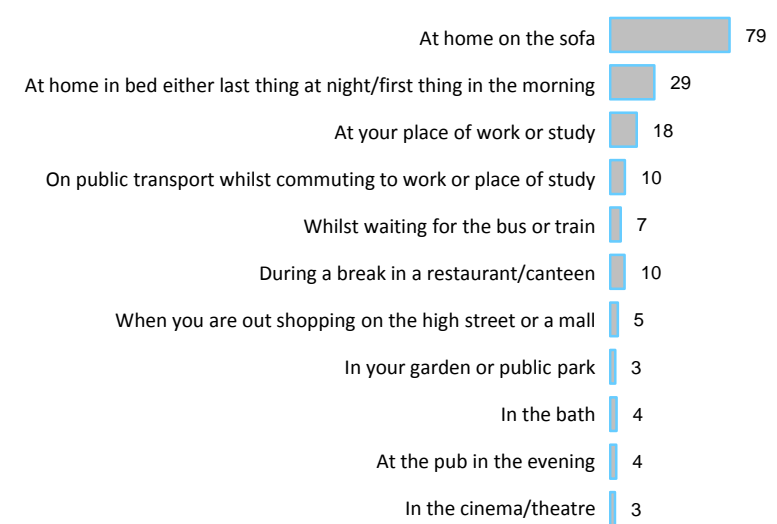
**Q8: Max amount spent via mobile device**



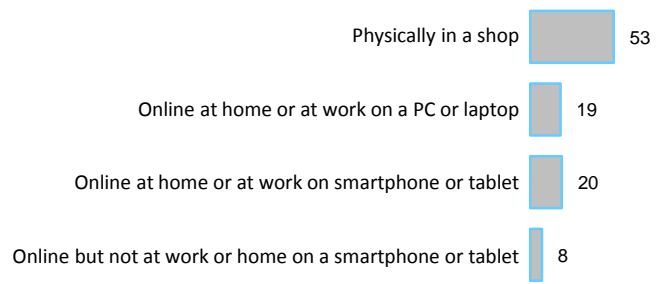
**Q9: Preferred day and time for shopping via mobile device (Top-2)**



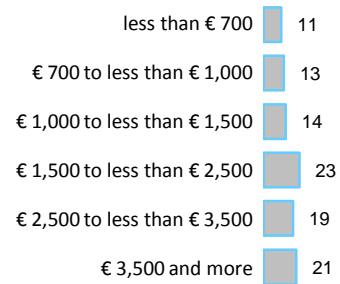
**Q10: Usual places for Christmas shopping via mobile device**



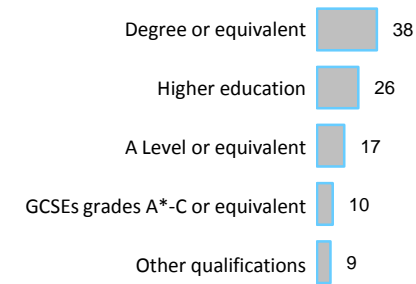
**Q11: Percentages on money spend per shopping location/ device**



**Q12: Household net-income**



**Q13: Education\*\*\***



Base: All respondents Ireland: n = 1.500  
 \*\*\* (The survey included the educational equivalents for each country based on the shown English degrees.)