

Retail websites reach 75% of European internet audience each month

LONDON, UK: comScore, Inc, a leader in measuring the digital world, has released results from a study of online shopping in Europe. In January 2011, 270.6 million unique visitors in Europe visited sites in the retail category, representing a market penetration of 74.5% of Internet users, up 8.5 percentage points versus last year.



Retail sites also showed high penetration in individual markets, reaching at least 75% of the total online audience in 7 out of 18 European markets. In 2010, approximately one out of every ten Internet sessions in Europe included a visit to a retail site.

Retail penetration and engagement growth in Europe

In the United Kingdom, the Retail category reached 89.4% of the total online audience (up 6.3 points from last year), the highest penetration of any European market. France ranked second with a reach of 87% (up 10.5 points), followed by Germany at 82.1% (up 9.0 points). Ireland and the Netherlands round out the list of markets with highest penetration, with Retail reaching 80.7% in Ireland (up 15.8 percentage points) and 80.2% in the Netherlands (up 4.9 percentage points).

Ireland and Russia experienced the highest growth in Retail penetration in Europe, with both markets posting gains of 15.8 percentage points. With 40.6 million visitors coming to retail sites in January, Germany remains the largest European market for this category, followed by France and the UK with 36.6 million visitors and 34.6 million visitors, respectively.

Reach of Retail Sites in European Countries January 2010 vs. January 2011 Age 15+ - Home and Work				
Locations Source: comScore Media Metrix				
	Percent Reach of Internet Users	Average Minutes per Visitor		
	Jan-2010	Jan-2011	Point Change	
Europe	66.0%	74.5%	8.5	52.4
United Kingdom	83.2%	89.4%	6.3	84.1
France	76.4%	87.0%	10.5	83.2
Germany	73.1%	82.1%	9.0	63.8
Ireland	64.9%	80.7%	15.8	35.7
Netherlands	75.3%	80.2%	4.9	50.2
Spain	68.4%	76.7%	8.3	39.7
Denmark	68.2%	75.1%	7.0	40.6
Sweden	73.8%	73.6%	-0.2	43.7
Norway	66.7%	73.4%	6.7	38.0
Belgium	71.7%	73.3%	1.6	29.7
Switzerland	70.3%	73.2%	2.9	34.5
Poland	N/A	72.4%	N/A	20.4
Austria	61.3%	71.4%	10.1	34.1
Turkey	68.0%	69.8%	1.9	73.0
Italy	67.4%	69.5%	2.1	21.4
Finland	63.8%	66.5%	2.7	29.8
Portugal	60.2%	65.9%	5.7	23.9
Russian Federation	43.1%	59.0%	15.8	33.7

Source: [comScore Media Metrix](#).

In January 2011, visitors from the UK led in engagement with the Retail category, with an average of 84.1 minutes spent on retail sites. France followed closely with an average of 83.2 minutes, with Turkish visitors coming in next at 73.0 minutes. Across the board, Europeans spent a collective average of 52.4 minutes, or a little under an hour per visitor, on retail sites in January.

Top retail categories in Europe

Within the retail category, the subcategory with the highest market penetration was comparison shopping, which reached 31.6% of the European market in January 2011, buoyed by Bing Ciao and Shopzilla sites. Apparel ranked second with a 28.4% reach, followed by consumer electronics with a 27.1% reach.

Ranking the subcategories by engagement, Apparel sites ranked first, with European shoppers spending an average of 23.3 minutes on these sites in January. Apparel sites also had the highest percentage of page views within the retail category, accounting for 21.6% of retail pages viewed that month.

Top Retail Categories in Europe by Percent Reach January 2011 Age 15+ - Home and Work Locations		
Source: comScore Media Metrix		
Category	% Reach	Average Minutes per Visitor
Comparison Shopping	31.6%	5.9
Apparel	28.4%	23.3
Consumer Electronics	27.1%	14.1
Computer Hardware	20.2%	17.4
Computer Software	15.9%	6.3

Source: [comScore Media Metrix](#).

Top retail properties in the markets with the highest retail reach

A snapshot of the five markets with the highest retail category reach shows regionally-based and international retailers accounting for a significant portion of retail traffic. The British Home Retail Group, French luxury retailer Groupe PPR, German catalogue company Otto Gruppe, and Dutch media retailer Bol.com appeared in the list of top retail category properties in these markets alongside Amazon Sites and Apple Sites.

A few top properties experienced significant growth in visitation over the past year across different markets. The Home Retail Group grew 10% in the UK and 52% in Ireland. Amazon Sites, which appears as a top retailer in all five markets, grew by 10% in France. In the Netherlands, Bol.com grew 10% and maintained its hold on the market as the most visited retail property. However, the highest rate of growth in the Dutch market came from supermarket retailer AH.nl (Albert Heijn), which grew by 41%.

Top Retail Properties in the UK by Total Unique Visitors (000) January 2011 UK - Age 15+, Home and Work Locations Source: comScore Media Metrix

Site	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Amazon Sites	18,876	48.8%	21.2
Home Retail Group	9,981	25.8%	18.8
Apple.com Worldwide Sites	8,933	23.1%	9.6
Tesco Stores	6,932	17.9%	16.9
Play.com Sites	4,714	12.2%	7.8

Source: [comScore Media Metrix](#).

Top Retail Sites in France by Total Unique Visitors (000) v January 2011 France - Age 15+ - Home and Work Locations Source: comScore Media Metrix

Site	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Groupe PPR	18,956	45.1%	16.8
Amazon Sites	11,686	27.8%	10.6
Cdiscount	10,546	25.1%	19.6
Groupe PriceMinister	10,009	23.8%	5.9
Otto Gruppe	8,505	20.2%	12.8

Source: [comScore Media Metrix](#).

Top Retail Properties in Germany by Total Unique Visitors (000) January 2011 Germany - Age 15+, Home and Work Locations Source: comScore Media Metrix

Site	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Amazon Sites	23,735	48.0%	22.1
Otto Gruppe	12,389	25.0%	20.9
Apple.com Worldwide Sites	6,700	13.5%	9.3
Bing Ciao	5,800	11.7%	2.3
eBay Shops Deutschland	5,601	11.3%	7.1

Source: [comScore Media Metrix](#).

Top Retail Properties in Ireland by Total Unique Visitors (000) January 2011 Ireland - Age 15+, Home and Work Locations Source: comScore Media Metrix

Site	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Amazon Sites	566	27.9%	14.0
Apple.com Worldwide Sites	283	13.9%	7.8
Home Retail Group	225	11.1%	18.8
ASOS Plc	170	8.4%	33.1
Ticketmaster	144	7.1%	8.4

Source: [comScore Media Metrix](#).

Top Retail Sites in the Netherlands by Total Unique Visitors (000) January 2011 Netherlands - Age 15+ - Home and Work Locations Source: comScore Media Metrix

Site	Total Unique Visitors (000)	% Reach	Average Minutes per Visitor
Bol.com	3,485	29.2%	11.4
Apple.com Worldwide Sites	2,290	19.2%	7.9
Amazon Sites	2,251	18.8%	5.0
Wehkamp	1,860	15.6%	20.8
AH.NL	1,460	12.2%	7.5

Source: [comScore Media Metrix](#).

comScore to speak at Emerce eRetail

comScore VP Guido Fambach and senior account manager Henk Pleiter will be speaking at Emerce eRetail in Bussum, the Netherlands, today, 22 March 2011. Pleiter will be providing insights into the state of online retail in the Netherlands, as well as an overview of broader e-commerce trends seen in 2010. Fambach will explain the importance of having comprehensive web analytics for online retailers to be able to make the most of their online marketing and sales channels.

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