

# M-Commerce Summary

Analyzing the Progress of Mobile Commerce  
and Profiling Mobile Shoppers



GWI INSIGHT REPORT

Q1 2015

# INTRODUCTION

PCs and laptops still dominate the world of online commerce but, as smartphones become ever more integral to daily life, mobile commerce is in the ascendancy. This GWI report takes a detailed look at the current state of m-commerce, at the most enthusiastic demographics and markets and at the future prospects for buying via mobiles.

In this summary, we provide the key headlines and statistics from the report. For more detailed insights, coverage and implications, please see the full version.

## RELATED CONTENT

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▪ *GW Commerce*



▪ *GW Device*



▪ *Showrooming*



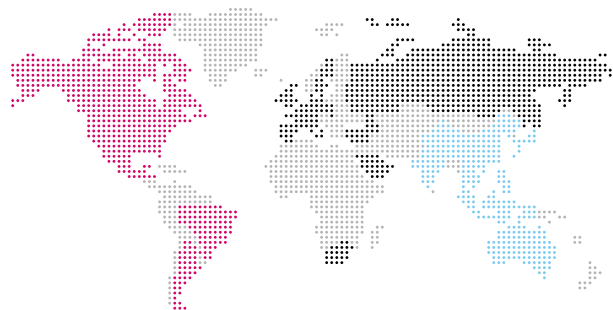
# NOTES ON METHODOLOGY

Each year, GWI interviews more than **170,000 internet users across 32 markets** – making it the largest on-going study into the digital consumer instigated to date.

Research is conducted in quarterly waves, each of which has a global sample size of more than 40,000 internet users. Typically, we interview between 3,000 and 4,000 people per market per year, with larger sample sizes of 30,000 in key markets such as the UK and the US. **Data is collected in the last six weeks of every quarter**, ensuring it is as up-to-date as possible.

Respondents complete an **online questionnaire** that uses stratified sampling techniques to ensure that they are **representative of the internet population aged 16 to 64 in each country** (with correct proportions in terms of gender, age and educational attainment).

This data is used to calculate the universe estimates which we present throughout this report. Universe figures are designed to provide highly informed approximations as to the number of users (in millions) that any percentage represents.



## AMERICAS

US / Canada / Mexico / Brazil / Argentina

## EMEA

UK / Ireland / France / Germany / Italy / Spain / Netherlands / Poland / Turkey / Russia / Sweden / Saudi Arabia / UAE / South Africa

## APAC

China / Hong Kong / Singapore / India / Indonesia / Japan / Taiwan / Vietnam / Thailand / Malaysia / South Korea / Australia / Philippines

# THE STATUS AND FUTURE OF MOBILE COMMERCE

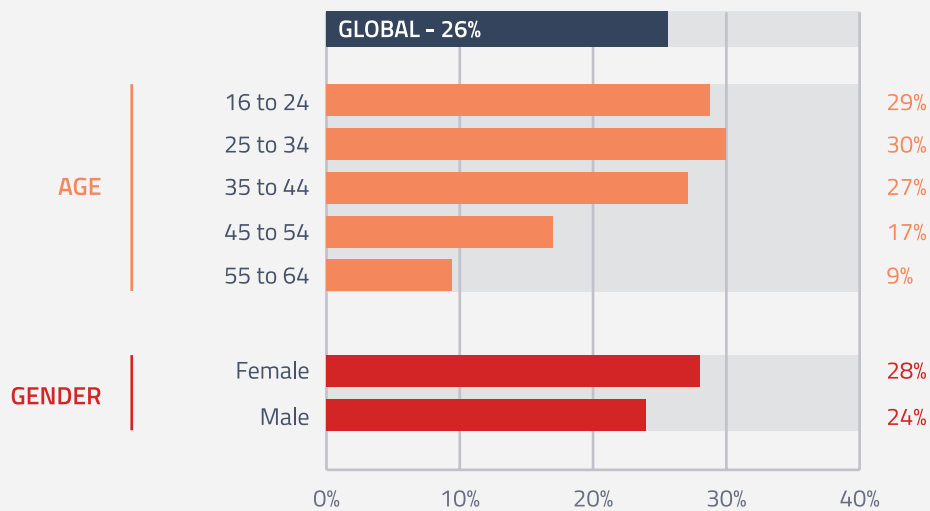
▪ **3 in 4 internet users are now getting online using a mobile and, globally, there are 1 billion monthly online shoppers across GWI's 32 markets.** In some emerging markets, mobiles are overtaking PCs/laptops for internet access rates.

▪ **Over a third of online adults are now buying products via mobile.** One fifth of internet users are selling products online using mobiles and 4 in 10 visit a retail store on the mobile web each month.

▪ **A quarter of internet users are active on shopping apps** and, in the last month, 7 in 10 of this group bought a product online using a mobile.

## SHOPPING APPS

% who have used a shopping app in the last month



**Question:** Which of the following apps have you used in the past month? // **Source:** GlobalWebIndex Q4 2014 //

**Base:** Internet Users Aged 16-64

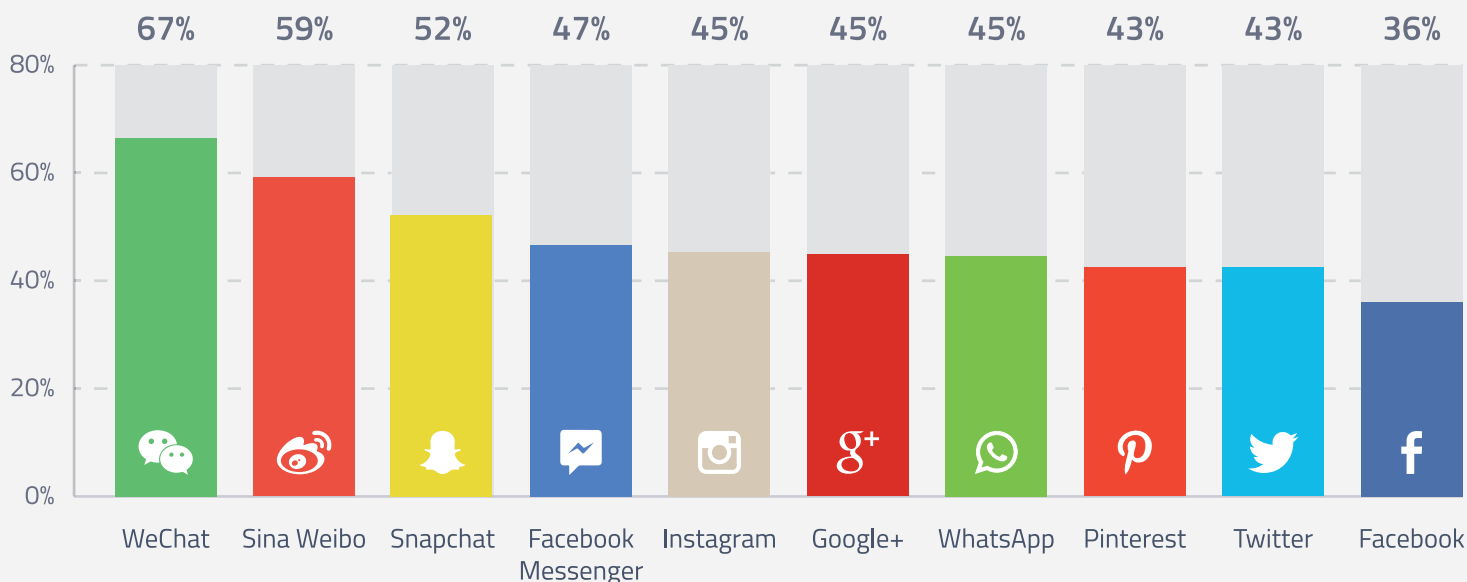
Want to explore this data on the PRO Platform? Click here: [Apps > Types of Applications > Types of Applications Used](#)



# THE DEMOGRAPHICS, BEHAVIORS AND ATTITUDES OF THE M-COMMERCE AUDIENCE

- **Young internet users are driving the growth of m-commerce;** 4 in 10 16-24s shop online using a mobile.
- **Only a tenth of m-commerce shoppers do not use other devices for some of their purchases.** Clearly, multi-device shopping is key to the future of online commerce.
- **Mobile shoppers are deeply concerning about privacy and security issues.** 7 in 10 say they worry about personal data misuse, half delete cookies monthly and 1 in 5 are using anti-tracking software.
- **M-Commerce platforms on social networks and mobile messaging apps have great potential.** 1 in 3 m-shoppers say social media stores motivate them to buy online and, already, a mighty two thirds of WeChatters are buying products via their phones – considerably ahead of their counterparts on other messaging apps.

■ % who purchased a product online in the last month using a mobile




Want to explore this data on the PRO Platform? Click here: [Mobile > Activities on a Mobile > Montly Online Activities on Mobile](#)

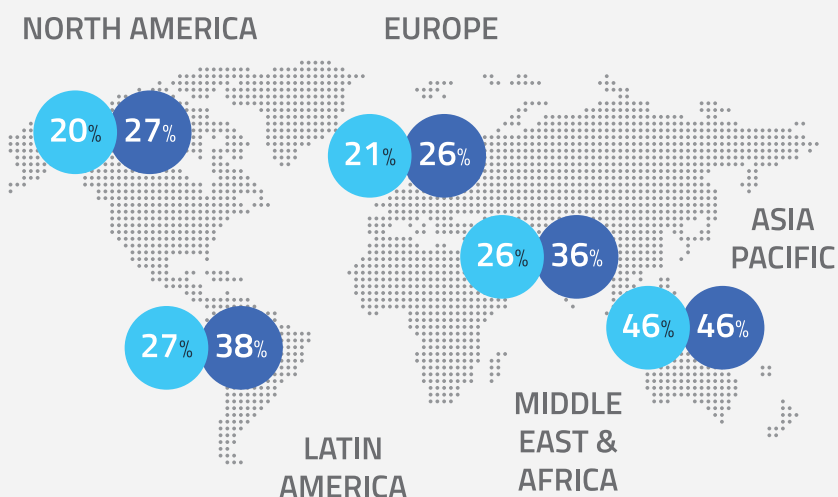
**Question:** In the last month, which of the following Online Activities have you done on a Mobile? // **Source:** GlobalWebIndex Q4 2014 // **Base:** Active Users of these Platforms aged 16-64

# M-COMMERCE BY MARKET AND REGION

- **Emerging markets are leading the move to mobile commerce.** Rates in APAC are twice those found in Europe and half of Chinese internet users are shopping online using a mobile each month.
- **India saw the biggest rise in m-shoppers over 2014;** 45% of the internet population in this market are engaging in m-commerce, with one third using the Amazon app monthly.
- **While regions like Europe and North America post lower headline figures, engagement can be higher among key demographics.** So, 25% of North American 16-24s are mobile shoppers, as are one third of 25-34s in Germany.

## M-COMMERCE BY REGION

-  Purchased a product online
-  Searched for product or service to buy



**Question:** In the last month, which of the following Online Activities have you done on a Mobile? // **Source:** GlobalWebIndex Q4 2014 // **Base:** Internet Users Aged 16-64



Want to explore this data on the PRO Platform? Click here: [Mobile > Activities on a Mobile > Monthly Online Activities on Mobile](#)





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