

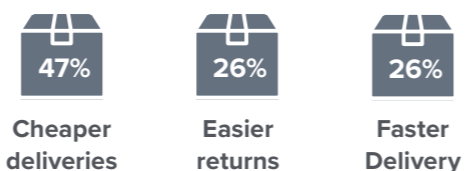
The Digital Tipping Point

Executive Summary

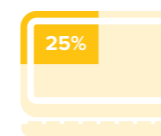
FACTORS POWERING ONLINE GROWTH



Top 3 factors which would drive further online growth include:



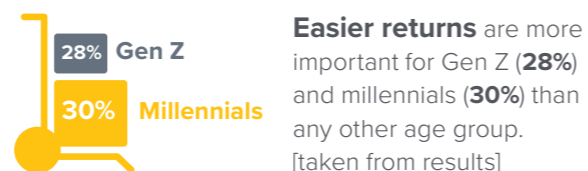
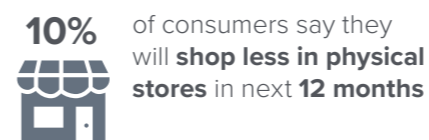
Online accounts for a quarter of shopping occasions



Millennials spend the highest proportion online, currently averaging **£42.32** per online transaction and spending **£110.45** online each month.



all of which are key areas of investment for retailers.



Five consecutive years of net closures of retail stores



RISKS TO ONLINE GROWTH



Consumers protecting their data

Over a quarter of respondents have taken some action to limit the amount of data shared with companies, reaching **almost a third** for 16-24 year olds.



Most believe businesses benefit the most

Two thirds of consumers think that businesses benefited more than consumers in the **exchange of personal data**.

Just **8%** of respondents thought that consumers benefited the most with **26%** saying that there was an equal exchange of value.



Consumers to demand more in exchange for data

Financial rewards, free and discounted products rank most highly for **consumer preferences** in terms of a data exchange.