



**Press Release**

Stockholm, October 25, 2011

## DIBS E-Commerce Survey 2011 shows that European e-commerce continues to grow and that mobile commerce is reaching a breakthrough

**DIBS, the leading provider of payment solutions for e-commerce, presents today the DIBS E-Commerce Survey 2011. Based on interviews with 9,000 consumers in nine countries, the study concludes that European e-commerce grew 14% in 2011 calculated in euro. In addition, the survey provides several observations that indicate that e-commerce via mobiles (m-commerce) is reaching a breakthrough.**

The report is 48 pages of data rich analysis on e-commerce in nine markets. It is available to media via DIBS. Here's an excerpt:

- European e-commerce defies economic turmoil and continues to grow rapidly, says Eric Wallin, CEO of DIBS. The migration to online commerce is set to continue as 74% of the consumers plan to maintain or increase their online consumption during the upcoming year.

Based on consumers' reports of their own e-commerce, the e-market is estimated to amount to 213 billion euros in 2011, whereof Sweden 8.4, Denmark 5.3, Norway 6.1, Finland 5.1, UK 61.1, Germany 61.6, France 36.6, Poland 10.2, Spain 18.5 billion euros. The average consumer completed 7.4 purchases during the first six months 2011, compared to 6.6 same period 2010. This is still only slightly more than one online purchase per month and online commerce is still only a fraction of total household consumption.

### **E-commerce on mobile phones**

E-commerce through mobile phones (m-commerce) is evolving rapidly. The highest consumer adaptation is found in Sweden, Denmark and Poland and media is the best selling category via mobile phones.

- Today's survey indicates that mobile commerce is reaching its breakthrough. The amount of services and products offered via mobile phones will multiply as 21% of the e-retailers say they will "soon" launch e-commerce via mobile phones, says Eric Wallin CEO of DIBS. The new purchasing habits are quickly evolving as already 17% of the consumers between 15 and 34 years old are m-consumers.

Consumers believe that new payment methods, purpose-built mobile shops and personalized offers can attract them to m-commerce. Fewer consumers believe in location-based offers.

### **How consumers pay for e-commerce**

On an accumulated level, cards are Europe's preferred payment method (42%), but online bank transfers (9%), invoices (17%) and micropayment services (18%) are also popular. There are wide discrepancies between the countries.

To avoid losing sales opportunities it is critical for merchants to cater to very different payment preferences across Europe. The British, Spanish, Norwegian and French consumers have a preference for using cards, but nowhere is card as popular as in Denmark. The Germans prefer invoice and the Poles and the Finns prefer transfer via Internet bank. The Swedes' preferences are balanced between cards, invoices and transfers via Internet banks.

### **What consumers buy online**

Travel-related consumption accounts for about 25% of the market. The second largest category is household consumables (13%) and thereafter electronics (12%). For the next 12 months, consumers expect to increase their own online consumption especially within fashion, travel and electronics.

### **Why do consumers buy online**

European e-consumers shop online because it is easy and it saves time (69%). This is the main motivation in all nine countries. Less important, but still a major influence, is the possibility to find lower prices (61%). The third most frequently quoted reason for online shopping is that it can be carried out regardless of opening hours.

### **DIBS E-Commerce Survey 2011**

DIBS E-Commerce Survey 2011 is a data rich report of 48 pages giving a detailed analysis of e-commerce, with focus on mobile commerce. The report is available via [www.dibspayment.com](http://www.dibspayment.com).

The survey was conducted during the third quarter of 2011 by research agency YouGov. It is based on interviews with over 9000 Internet users and 333 interviews with e-stores in Sweden, Denmark, Norway, Finland, UK, Germany, France, Poland and Spain.

### **For further information**

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