

Demanding Digital Online Retail in focus

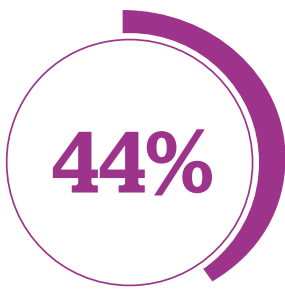
Rise of the digitally discerning consumer

The digitally discerning consumer knows that Online Retailers are providing quality digital services already

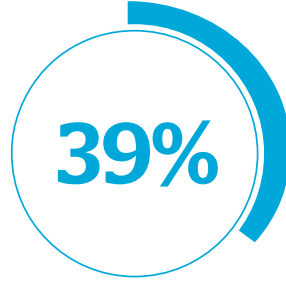
When it comes to digital services from the Online Retail industry:



What are consumers really looking for when it comes to digital experiences in Online Retail?



would like a **simpler, cleaner** experience



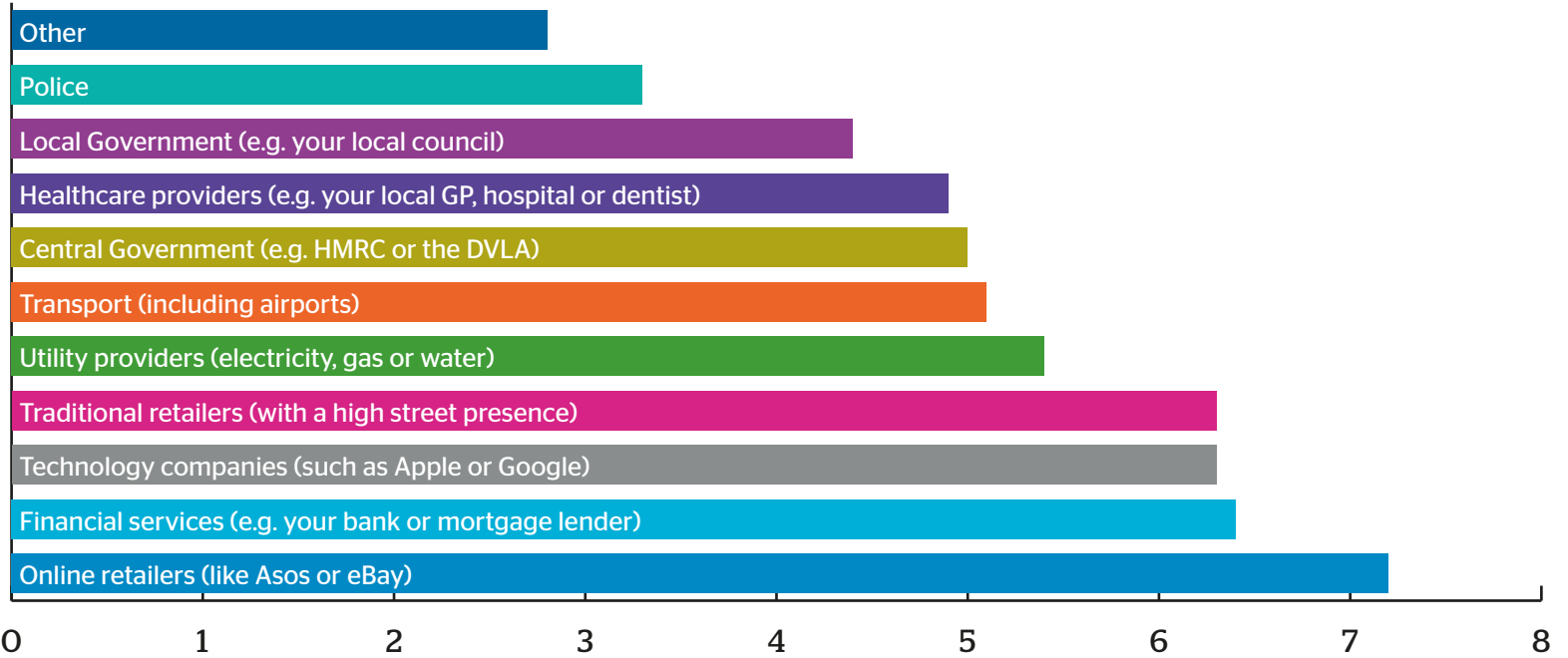
would like the digital service to make things **faster** for them



expect the digital services to be **updated daily**

Online Retailers are blazing a trail when it comes to digital services:

How good or bad are the digital services being offered by the following organisations?
(1 = worst and 10 = best)



Age is not a barrier to digital adoption



willingness to embrace digital is equal across all age groups

Across the board, willingness to use digital is **equally present among 55 year olds and under 25 year olds**