The State of UK Retail Online 2018

We've developed the Summit Scorecard to provide a customer view of what the top 50 UK retailers (by sales) are really like to shop with online. We mystery shopped all 50 retailers, scoring them against 280 criteria points, and interviewed 2,000 shoppers to gather their opinions. Our findings below highlight opportunities that exist for retailers to grow their business.



My Brand

56%

of retailers have seen a decline in their own brand searches

70%
of retailers tested do not have adequate site speeds



As the page load time goes from 1s to 3s, the probability of a bounce increases 32%



of retailers overlook the importance of product imagery online by not having a minimum of 4 quality images



Only **half** of retailers scored offer usable size guides, with **1 in 10** not offering any size support whatsoever



of consumers are more likely to buy from a site with multiple product images*



increasing the size of product images can improve sales by **9%**



52%

of retailers are unable to handle misspelled search terms



32%

of consumers find sites more trustworthy if they display reviews*



20%

of retailers still do not include product reviews on their sites



retailers are still missing out on a cross-selling prize of £350m per year

Summit Scorecard 2018

2000 Shoppers surveyed

280
Diagnostic Criteria

14,000
Data Points



64%

of consumers are more likely to purchase when offered free returns and exchanges*



26%

of customers experience long wait times when collecting their online orders in-store*

To download the full report go to www.summit.co.uk/scorecard

If you'd like to find out more or receive a bespoke report for your team call us on +44(0)203 910 7000

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