



#2 2022

Perspective for brands

A snapshot of e-commerce behaviours

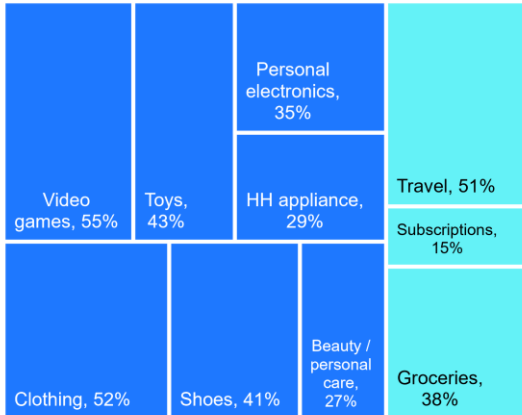
Insights from proprietary WPP study
Audience Origins, 2022

Shopping online normalised in CH – making up 1/3 of all purchases

It has now been two years since online shopping hit the CHF10bn mark in Switzerland, and the uplift we observed during the pandemic has proven to stay. For the average shopper, 32% of all purchases are conducted online – rising even to 40% of Gen Z and 37% of Millennials.

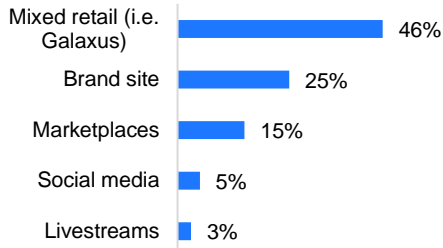
Top categories purchased online

■ Products ■ Services



Distribution channels beyond own retail sites

Besides retailer own sites, we see more niche platforms like marketplaces and social commerce also tentatively accelerating. In the last 3 months, online shoppers have shopped via:

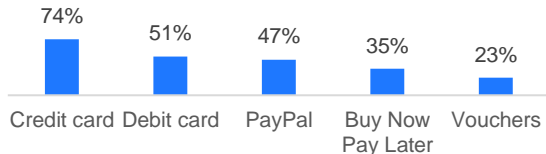


What your e-commerce offering should consider

Flexible payment methods

Whilst credit cards are still the most used payment method, shoppers seek flexibility in how they purchase items online. Consider local solutions with already high uptake such as TWINT for ease of use.

Methods of payment online



Credibility / personal safety reassurances

It is the younger Gen Z/Millennial audiences (Index 122) most familiar with digital security pitfalls as well as older, more hesitant audiences (Index 171) who are most concerned about the safety of their data online. Addressing this on site or in comms will help alleviate these worries.

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