

## Remote Shopping 2010

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### Introduction

Verdict Research: UK Remote Shopping 2010 is a new report providing in-depth analysis into the online, mail order and TV shopping market. With each channel analysed independently and retailer shares of both the total remote market and their respective channel, this report provides a thorough understanding of market dynamics, key issues, retailer performance and company analysis of remote shopping.

### Scope

UK remote shopping market size 1999-2010e, split by the three largest channels, online, mail order and TV shopping.

Mail order market is split by agency, direct and door-to-door. Online is divided into pureplays, store-based and mail order retailers' online sales.

16 profiles covering the top retailers in each channel with sales performance 2004-2009, recent events, key performance indicators and outlooks.

Key issues for the remote market, with strategic, market and company data analysis for the three core channels.

### Highlights

The economic downturn, maturing online market and the deterioration of traditional mail order channels, is seeing remote shopping growth slow. Though outperforming overall retail, set to decline by 0.4% in 2009, for the second consecutive year growth is expected to slow, falling from its peak of 20.1% in 2007 to 7.4% in 2009 and 7.2% in 2010.

With mail order specialists facing stronger competition and their customer base diminishing as spend migrates online, their share of the remote shopping market has fallen from 95.5% to 36.7% since 1998. At the same time, the agency market continues its freefall, with the channel now worth less than a quarter of its value in 1999.

Of the three components of remote retail, online makes by far the largest, contributing £20.8bn of the total £27.0bn. As online asserts its dominance, market dynamics have changed, with other channels such as mail order being used as marketing tools to compel, entice and engage with consumers, providing a vital link in multichannel integration.

### Reasons to Purchase

Understand the changing market dynamics of remote shopping and how best to respond.

Identify the threats and opportunities in the remote shopping market and the strategies needed for success.

Analyse the performance of key players and identify market growth potential over the next five years.

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Remote shopping grows by 7.4% to ?27.0bn in 2009  
Online continues to be dominant  
Traditional mail order struggles  
Agency model continues sharp decline  
Amazon and Tesco continue to soar  
eBay continues to struggle  
Evolution of catalogue  
Future growth will come from maturing online and TV shopping  
Integrated offer across multiple channels will be pivotal

### CHAPTER 2 KEY ISSUES

Remote shopping dynamics change  
Changing opportunities  
Avenues of growth change  
Exploit international opportunities  
Capitalise on ability to enter market quickly  
Adapt offer to different markets  
Exploit opportunities in TV shopping  
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Positive performance with continued year-on-year growth

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