

Retail Index: Early Spring 2019

This is an analysis of £5.4B in EMEA Retail transactions
1 Jan. to 15 Apr, 2019 vs. the same timeframe in 2018.



The 8% increase in returns in Europe compared to the same period last year is indicative of a growing trend from consumers to purchase multiple goods with the intent of returning some items. The figures also show a 3% rise in free shipping, as retailers explore incentives to attract customers and remain competitive.

Another key finding was the rise of goods purchased using a short-term promotion, which was up by 29% compared to the same period last year. This includes strategies such as one-day sales or site-wide promotions on seasonal items, which is increasingly seen during micro-holidays, such as Valentine's Day.

Inventory value overall surged by a significant 56% and inventory not sold fell by 7%. However, the amount of inventory not viewed increased by 24%, demonstrating that retailers need to improve their understanding of customer needs. Additionally, while marketing costs significantly increased for retailers in Europe – up by 74% compared to the same period in 2018 – new customer acquisition was down by 10%.

"In order to do more than survive, retailers need to strike a balance between convenience for consumers and impact to their bottom line. Data insights empower retailers to truly ascertain their customers' needs and enable them to respond with the correct blend of inventory levels and accurate incentives to foster long-term loyalty. Going forward, the focus for C-Suites will be to prioritise customer lifetime profitability over immediate sales to ensure their efforts to match the ever increasing consumer expectations do not hinder overall profits."

Michael Patterson,
Managing Director, EMEA
DynamicAction