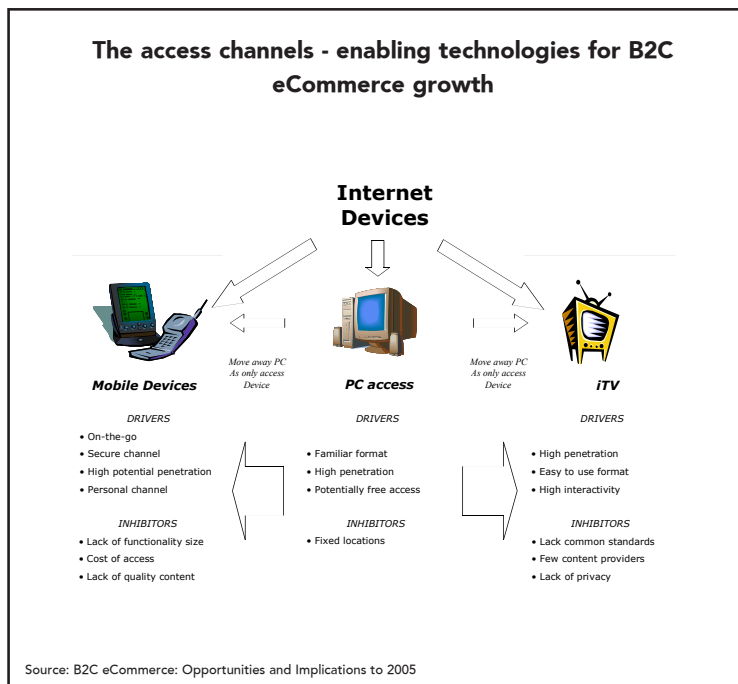


# B2C eCOMMERCE

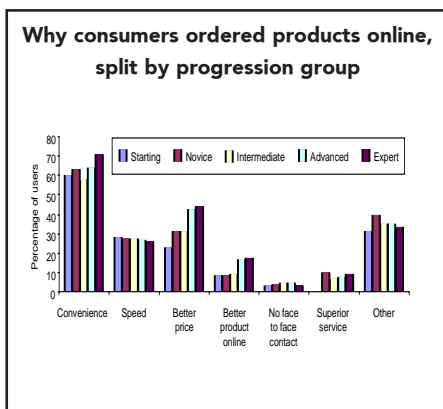
Opportunities and implications to 2005



## 4 REASONS WHY YOU SHOULD BUY THIS REPORT TODAY

- 1 Benefit from the analysis of 17, 000 in-depth consumer surveys
- 2 Understand the dynamics and current trends in B2C eCommerce
- 3 Gain insight into the diverse B2C strategies adopted by online retailers
- 4 Forecast which products and services will have the most online success

## B2C eCommerce, Opportunities and Implications to 2005



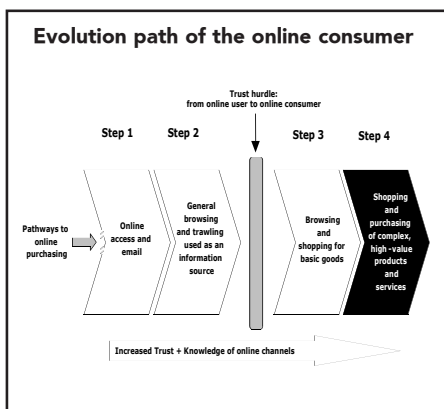
“There is widespread belief that price considerations are the overriding reason for purchasing online. However, for time-pressured consumers, the ability to do their shopping when convenient is likely to outweigh both cost and the time needed to gain experience using the net...”

By 2002, consumer online shopping will have exploded to \$5bn, compared to \$111m in 1997. Traditional “pure play” companies must consider their future online presence now, or risk being left behind in the race to serve the eConsumer.

The type of products consumers have been most commonly purchasing online, have been largely mass-produced low-touch products, such as books and CD's. However as technology improved and payment methods became more sophisticated, e-tailers are developing improved ways of representing and fulfilling consumer expectations of high touch products such as cars.

**B2C eCommerce: Opportunities and implications to 2005** investigates which products and services are likely to prosper most as the eCommerce revolution continues to accelerate. It also examines the level of mistrust surrounding online shopping, the key reasons preventing consumers from shopping online and suggests how retailers and financial institutions are attempting to overcome these barriers.

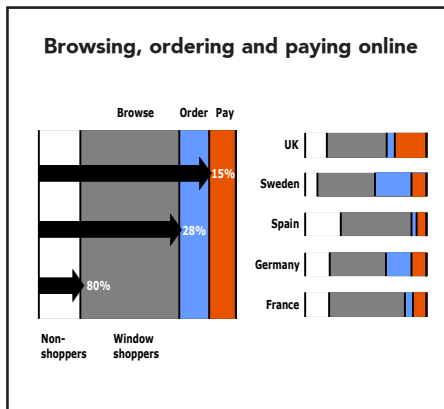
## We have the answers for you



“While the catalyst for using the Internet is undoubtedly the popularity of email, encouraging Internet users to go beyond this first stage, to buying online is more difficult. There exists an evolutionary process to buy online and this is a major challenge faced by online retailers...”

- How do consumers move beyond browsing to purchasing on line?
- What are consumers motivations for shopping online and what are their fears?
- What products and services are consumers purchasing now and what are they likely to buy in the future?
- How are consumers paying online?
- Who is winning and losing in the B2C arena?
- How will B2C retail software evolve between now and 2005?
- How can a successful B2C relationships be developed?

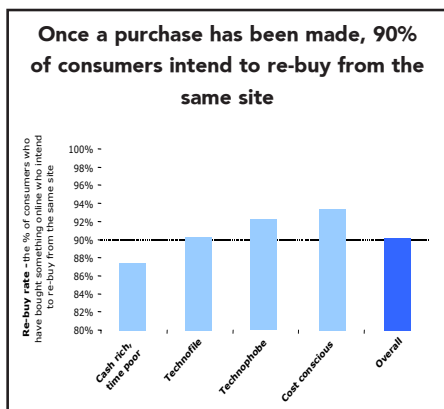
## How you can benefit from this report



“After browsing, consumers should not be dissuaded from going through the ordering process to payment, simply because the payment method of their choice is not offered. Unless the online user has the ability to pay through their method of choice, they will not progress to the final stage...”

- **Develop successful online target markets** through the report’s extensive breakdown of eConsumer profiles.
- **Gain insight into eCommerce penetration rates** by country.
- **Understand the latest challenges facing eTailers**, such as eSecurity and ePositioning.
- **Identify the main barriers preventing greater uptake** of online shopping and discover how these can be overcome.
- **Track developments in the markets across Europe and the US** and discover what will affect future B2C Consumer relations.

## Unrivalled research for this report



“Even amongst the most ‘disloyal’ online consumer groups, 87% intend to re-buy from the same site once they have bought a product online. On average 90% of consumers who have bought a product online intend to make another e-purchase...”

### Expert interviews

- In-depth interviews were conducted with senior executives within each organization profiled.
- Interviews were conducted by our own in-house analysts, all experts in the area of eCommerce.
- An international survey examining consumer attitudes to the Internet and eCommerce involving 17,000 in-depth interviews conducted throughout Europe and the US.

### Expert analysis

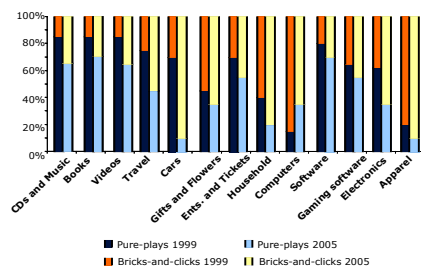
- Business Insights combined the information collected from the interviews with existing in-house research to broaden the scope of each report.

### Expert advice

- Our analysts commented objectively on B2C strategies and assessed their value within the wider context of eCommerce developments within an industry.
- The cross-industry overview provided gives companies the perspective needed to develop an effective eCommerce strategy.

## Who can benefit from the report?

**Global online retailer revenues by eTailer type and product category (US\$bn), 1999 vs 2005**



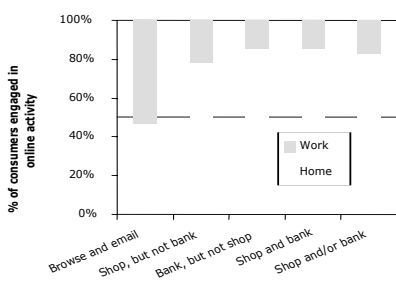
"Books, CDs, music and videos sold online will continue to be controlled by the pure-plays accounting for 65% of sales. The pure-plays have had significant first mover advantage over the traditional retailers, some of whom have experienced difficulties with their operations..."

**B2C eCommerce: Opportunities and Implications to 2005** addresses the information needs of Financial Services, Healthcare, Consumer Retail and Utility Companies. This report provides the tools for successful operation in these fast growth markets.

		Company type				
		Consumer Goods Companies	Healthcare Companies	Technology Companies	Energy Companies	Financial Service Companies
Job title	Strategic Planners	✓	✓	✓	✓	✓
	Marketing Managers	✓	✓	✓	✓	✓
	Information Managers	✓	✓	✓	✓	✓
	Business Development Managers	✓	✓	✓	✓	✓
	Market Research Managers	✓	✓	✓	✓	✓
	CEOs	✓	✓	✓	✓	✓
	Librarians	✓	✓	✓	✓	✓
	eCommerce Managers	✓	✓	✓	✓	✓

## Don't just take our word for it...

**The majority of online shopping and/or banking are conducted from the home, and not work**



"Given that the home is the focus of Internet access beyond email and browsing, future developments in Internet access devices will focus primarily on the home. The concept of the digital home is one that has evolved from the growth of home digital appliances, moving beyond the PC as the sole device with access to the Internet..."

Here are what a few of our clients think...

" I found the report interesting, insightful and challenging. In my opinion it is excellent value for money."

**David Ballard, Business and Development Director, Clerical Medical**

"The report proved to be extremely useful in the development of our future strategy."

**Ron Blackthorn, Marketing Director, Barilla**

" The reports proved extremely useful in the preparation of the schemes future strategy "

**Tim Green, Chief executive, Switch**

## Crystallizing your business decision-making



"Most consumers who are unwilling to pay over the Internet made the decision because they consider the Internet "too risky". It is 'the Internet' that consumers mistrust, not the retailer. Online retailers may not have to persuade consumers of the company's own legitimacy, but provide guarantees against risk caused by external factors..."

Business Insights Technology Division produces a range of high quality management reports covering the eCommerce and Technology industry. We appreciate the importance of accurate up-to-date incisive market and company analysis. Our aim therefore is to provide a single, off-the-shelf, objective source of data, analysis and market insight.

Our management reports provide a concise yet complete overview of each sector. By examining the topical issues and key market drivers, we will equip you with the analysis and forecasting necessary to make the right decisions at the right time. The strength of our established primary research and analysis is derived from:

- proprietary analysis techniques
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## Trusted by the leading companies

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Barclaycard	First Union Mortgage	Merck & Co	Smithkline Beecham
Bausch and Lomb	Gaz de France	Merrill Lynch	Societe Generale Bank
Bayer	GlaxoWellcome	Merz & Co	Superdrug
Boehringer Ingelheim	Good Year	Morgan Stanley	Tate and Lyle
Boots	Guardian Insurance	Motorola	Thomson Directories
Boston Consulting Group	Halifax	NatWest	Unichem
Bristol Myers Squibb	HM Customs & Excise	Nestle	Unilever
British American Tobacco	IMS Health	Norweb Connections	Visa International
BUPA	Independent Energy	Novartis Pharma	Warburg Dillon Read
Cable & Wireless	Irish Life	Orange	Warner Lambert
Caixa Geral de Depositos	Johnson & Johnson	Pfizer	Wyeth Laboratories
Camelot	KPMG	PRG	

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