

PRELIMINARY INFORMATION ON THE NEW STUDY: HOME SHOPPING IN EUROPE

The Multi-channel Home Shopping industry in Europe. Market Overview, Key Trends and Forecasts to 2022

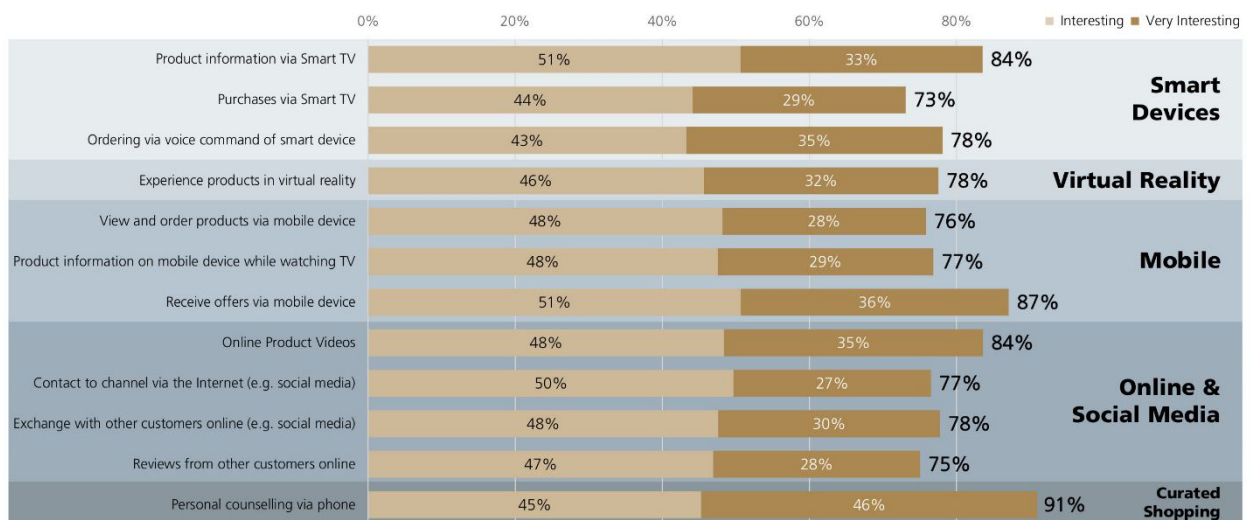
Berlin, 07.06.2017. The European Home Shopping market has adapted well to the many challenges of digitalisation and continues to show stable growth. Home Shopping companies (Live Shopping, Auction TV, Direct Response TV (DRTV) and Travel Shopping) have developed into modern multi-channel companies reaching their users and buyers on multiple channels, whether that be online, mobile, via Smart-TV or Social Media. Despite the strong competition in electronic retailing, Home Shopping remains very attractive to the users.

These trends are shown in the current study: “The Multi-channel Home Shopping Industry in Europe”. The study analyses the current market situation, the individual companies and the future developments of the Home Shopping industry in ten European countries. The study shows similarities and specifics of the individual markets and forecasts the market volumes in Europe as a whole, as well as per country up until 2022. Part of the study is asking Home Shopping users in Germany, France, Great Britain, Italy and Russia: what are your interests, what do you like about Home Shopping, via which medium do you prefer to place an order and what do you think is the future of the industry? The study shows very clearly that Home Shopping users are very open to technology trends (see graphic).

Interest of Home Shopping Users in new trends

High Interest of European Home Shoppers in (Technological) Trends such as Smart Devices and VR Shows Future Development Potential for the Industry

Share of Home Shopping Users Who State to Be “Interested” or “Very Interested” in (Technological) Trends, 06/2017



Source: ERA Europa/Goldmedia 2017, Study: “The Multichannel Home Shopping Industry in Europe – Market Overview, Key Trends and Forecasts to 2022” | www.Goldmedia.com | www.era-europe.eu
n = 1,777 European Home Shopping Users (online) | June 2017 | Q: “In terms of ordering products, please evaluate the following choices, no matter if you have already used them so far.”

The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe is the voice and network for businesses that offer innovative products to consumers through audio visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: www.era-europe.eu for further information.

CONTACT INFORMATION: Dr. Julian Oberndörfer, mailto:pr@era-europe.eu or +49 (8151) 55 66 480



Electronic Retailing Association Europe
The Association for the Multi Channel Home Shopping Industry

Presentation of the study on 21st June 2017 within ERA Europe's Electronic Home Shopping Conference in Venice (20th - 22nd June 2017)

At the moment there is no comparable study that gives such a comprehensive analysis of the Home Shopping industry. This is the first market study on European Home Shopping since 2012. The study was commissioned by the Electronic Retailing Association Europe (ERA Europe) and conducted by the consulting and research group Goldmedia.

ERA Europe

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Goldmedia: www.Goldmedia.com

The consulting and research group Goldmedia has been analysing the Home Shopping market for over ten years. In addition to multiple publications about the German market, the current publication is the third of its type about Home Shopping in Europe. (2008, 2012)

Contact

The key findings of the study will be communicated in a press release on the day of publication (21.06.2017). If you are already interested to receive further information in advance, you are welcome to contact us.

ERA Europe

Dr. Julian Oberndörfer: joberndoerfer@era-europe.eu

Press | Amanda Justice, ajjustice@era-europe.eu | Tel.: + 49-8151-55 66 480

Goldmedia GmbH Strategy Consulting

Mathias Birkel, Mathias.Birkel@Goldmedia.de Presse | Dr. Katrin Penzel,

Katrin.Penzel@Goldmedia.de | Tel: +49-30-246 2660

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