

New Zealand Online Retail Report 2011

An annual measure of e-commerce activity, spending patterns and consumer confidence

Providing the country's only in-depth look into the nation's online retailing—combining the wealth of data on this subject contained in Nielsen Media Research Panorama with the online shopper behavioural patterns exposed in Nielsen's online research.

The report provides a 2011 snapshot of the online marketplace and includes rich historical data back to 2001. The report delivers a highly contemporary analysis of consumer e-commerce mindsets and activities across a range of products and services. This arms organisations with the information required to more thoroughly understand the behaviours, profiles, and perceptions of online consumers, helping to ensure that the best online development decisions can be made.

For the first time the report includes an m-commerce section showing the number of people purchasing online via their mobile phone and consumer attitudes to receiving marketing messages via the medium.

The Package

A comprehensive 60-page written report: \$4,250 +GST.

The New Zealand Online Retail Report is out now!

[See below for contact details](#)

The New Zealand Online Retail Report measures:

- Overview of the New Zealand online retail scene—number of online shoppers with historical trends
- Demographic profiling of New Zealand online purchasers
- Levels of online research for products and services from a comprehensive range of categories and includes historical analysis
- Online transaction trends by category including conversion rates and spend
- Offline purchase conversion rates for goods/services researched online
- Preferred payment methods
- Online retailer awareness and penetration including comparisons over the past two years
- Drivers and barriers to transacting online
- Online travel research and purchase—including brand awareness and penetration comparisons over the past two years
- Shopping online via mobile phone and attitudes to text marketing messages
- The number of people transacting online for Christmas and most preferred gifts purchased



The New Zealand Online Retail Report provides marketers and online managers with the timely information required to gain a sustainable competitive advantage in the race for the hearts, minds, and wallets of today's online consumer.