

New Zealand Online Retail Report 2010

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 2010 snapshot of the online 'market space' 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.

The Package

Pre-subscription allows subscribers to provide input into the panel questionnaire in addition to a comprehensive written report: \$4,250 +GST.

The next annual edition of the New Zealand Online Retail Report will be released in March 2010—pre-order now!"

The New Zealand Online Retail Report measures

- Overview of the New Zealand online retail scene—number of online shoppers with historical trends
- Levels of online research for products and services from a comprehensive range of categories and includes historical analysis
- Online purchase conversion rates and effectiveness
- Online purchase trends—by category and including spend
- Offline purchase conversion rates for goods/services researched online
- Preferred payment methods
- Online retailer awareness and penetration including comparisons with Q1 2008
- Drivers and barriers to transacting online
- Online travel research and purchase—including brand awareness and penetration comparisons with Q1 2008
- Demographic profiling of New Zealand online purchasers



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.

For more information about our offered services, please contact Tony Boyte on **09 970 4143** or email tony.boyte@nielsen.com