



THE
WORLD
SHOPPER

A study of worldwide
shopping habits

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Colliers
INTERNATIONAL



Shopping – in its many forms – is an almost universal feature of life on earth. Across the world, people need to source the necessities – and luxuries – of life. In a globalised age, it can be natural to think that shopping is becoming an increasingly homogenised process. However, as this study shows, the ways in which people shop and pay for their shopping remains very diverse – and often surprising.

Changes to consumer spending capacity, consumer choices, demographic-urbanisation shifts and the rapid accession of technological adaption are re-structuring shopping behaviour. Not only in terms of where people shop, what they're buying and how they shop, but also how they pay for things. With online retailing on a progressive growth path, alongside tourism growth and spending, understanding how different nations shop is not only of relevance to local retailers, but also to retailers in different countries where key spending powers are having an increasing influence. »

“THE EMERGENCE OF NEW TECHNOLOGIES HAS HAD A HUGE IMPACT ON SHOPPERS AND RETAILERS ACROSS THE GLOBE.”

The maturing shopper

One of the key influences on global shopping habits - particularly in developed countries - is that of the ageing society. The number of people over 65 years of age is set to increase from 608 million in 2015 to 1.5 billion in 2050. The countries with the largest share of senior population will be Japan, Spain, Italy, Germany and Poland. This means that retailers need to gradually refocus their offer towards the older generation, which is becoming an increasingly important consumer group. It is also clear that because a population is aging, it does not mean it is set in its ways. British seniors are some of the most tech savvy consumers in the world with 78% of them being 'silver surfers' who shop online.

Cash is still king

Despite the fact the majority (62%) of the world's adult population has a bank account, cash remains the predominant method of shopping payment. The proportion of cash-vs-card payments varies significantly between countries, from the increasingly cashless shopping environments of the Nordic countries through to cash-heavy Germany, Poland and Italy.

M-Commerce is the game changer

Mobile technology is a real game changer for the retail sector. Some 34% of global online sales in 2014 were made via a mobile device, a share which is forecast to increase further. However, it is not only the way people shop online, but the way people pay for their purchases online and in store, that will be revolutionised by mobile devices. In most countries mobile payments are still in their infancy, but the technology providers and consumers in some markets have quickly adopted this type of payment method.

What's the alternative?

Well, the cheque book is still alive and kicking particularly in France where shoppers use cheques more than any other European nation. However, with the fast development of new technologies, alternative payment methods are evolving. For example, shoppers in the US and UK rely on payment cards but customers in the Netherlands use mainly the iDEAL service, and those in China use the AliPay platform. Four years ago in Sweden, the Swish app was created to help friends split the payment of restaurant bills. Today it is used by more than half of the Swedish population for all kinds of retail payments. The message for retailers is to accept and adopt local alternative payment methods to boost their turnover growth.

Further growth of e-commerce

The emergence of new technologies has had a huge impact on shoppers and retailers across the globe. The fast rise in the popularity of online shopping has driven the share of e-commerce in total retail to nearly 7%. China and the US are the largest markets and together account for more than half of global online retail sales. Online sales valued at US\$162 billion in the UK make this country the largest European e-commerce market. Germany, Spain and Poland are growing at the fastest rates in Europe. Conversely, Italians are among the least tech-savvy shoppers in Western Europe - only 68% have access to the internet and just 26% are shopping online.

Cross-border online shopping

The share of cross-border transactions in online retail is increasing rapidly, as shoppers gradually feel more confident about shopping on foreign websites, and retailers are accepting different payment methods and are willing to deliver items to almost every part of the globe. The UK, US, China and Germany are the biggest online export markets globally. By 2020, 45% of online shoppers will buy from other countries. The value of cross-border sales is expected to increase from US\$230 billion in 2014 to US\$1 trillion by 2020.

Enter the Dragon

The Chinese have emerged as one of the most powerful consumer groups globally. The potential of Chinese buyers lies not only in the size of the population but also in their high spending habits. While the majority of the population still doesn't earn enough to pay income tax and only 4% of people own a passport, the Chinese spend a lot online despite a very limited amount on cross-border purchases, and an increasing amount on international travel and associated tourism spending. To date, 10 million Chinese tourists arrive in Europe each year, second only to the 12 million who visit from the US. Globally, the Chinese spend more than double that of the US when it comes to international tourism spending, at US\$292 billion in total, compared to the American spend of US\$113 billion.

Looking after Number One

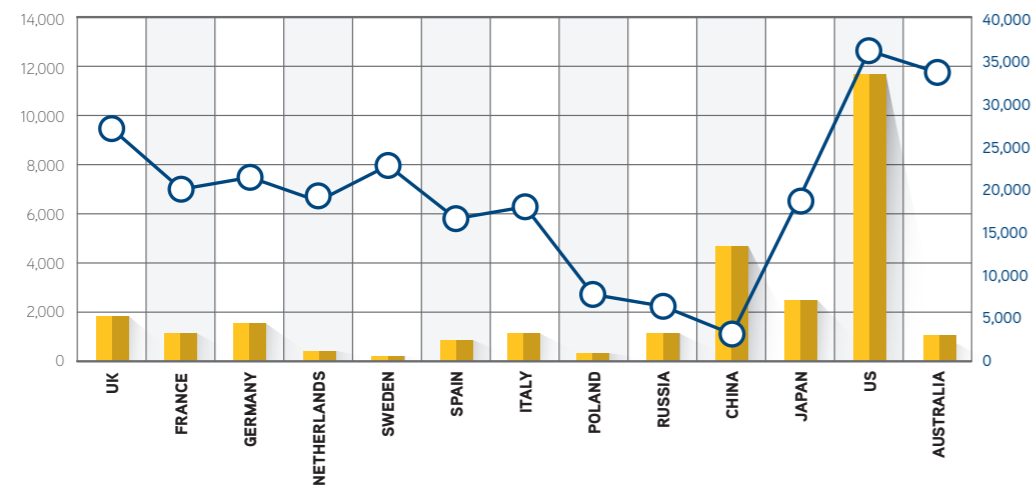
The British, Japanese and Spanish spend the most on enjoying themselves, while the Russians and Chinese spend the least.

SHOPPING POWER: SPEND, SPEND, SPEND

In terms of total consumer spending, the US tops the charts, and by some margin. With consumer spending of close to US\$11.5trn, the US has significantly more purchasing power than the key European countries combined (including the UK, France, Germany, the Netherlands, Spain, Italy, Sweden and Poland) which comprise US\$7.4 trillion in total (despite having 50 million more consumers than the US).

Consumer Spending

■ Total consumer spending 2016 US\$ Billion (LHS) ○ Consumer spending per capita US\$ (RHS)



Source: Colliers International, Oxford Economics, OECD

International Tourism Spending as a percentage of Retail Sales



Source: Colliers International, Oxford Economics, UNWTO, Deloitte Access Economics

Australians are also one of the top spenders globally. With total consumer spending at US\$807 billion, this is higher than the likes of Spain which is five times as populous. Per capita, Australian consumers are not far behind US citizens. China, for all its economic growth and size, up next up as a purchasing power –

with US\$4.6 trillion at its disposal. Per capita sees the buying power of China reduced but en-masse it's a different animal. Over time, China is expected to increase its share of global consumption, travel and tourism. By 2020, China is expected to take over the US in GDP PPP terms. Understanding

the Chinese shopper will be critical to retailers. The impact of international tourism spending, in addition to total retail spending, across different countries is significant. In Europe and Australia, tourism spending accounts for a much higher proportion of spending than in the US, Japan

GOODS OR SERVICES?

or China. Spain tops the tourism spending charts with 12.3% of retail sales due to tourism. The more closed economies of Russia and Japan are at the other end of the spectrum, with only 0.7% and 1.1% of total retail sales driven by tourism spending. In a world where currency markets are in something of a flux, we could

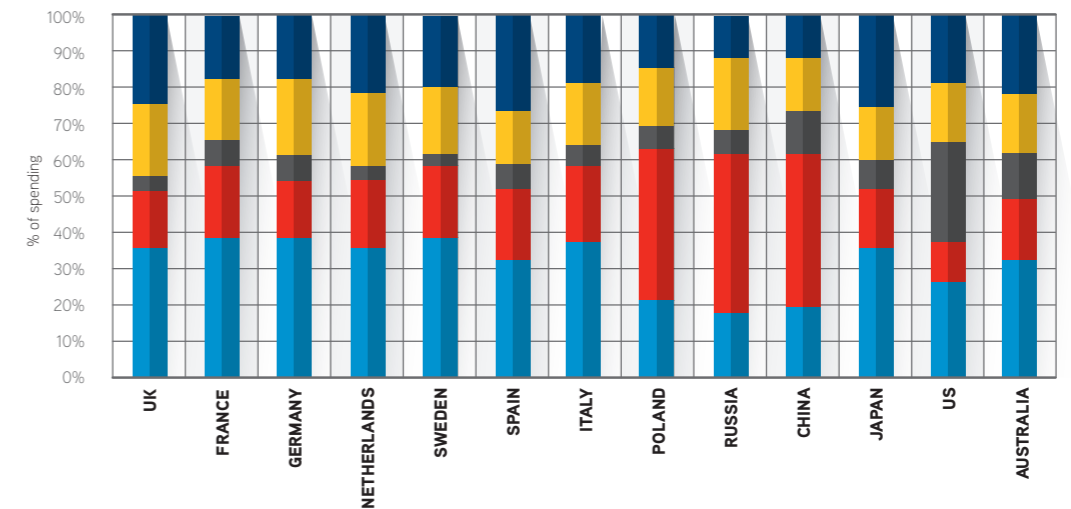
see some other big changes in buyer power in 2017, and a change in the respective influence of buyers closer to home. As Sterling continues to depreciate to values not seen since the 1970s, UK buyers will not have the buying power they have become accustomed to. There is every chance that the Euro will also

lose face against the dollar amidst further geo-political upheaval in 2017. One only has to look at the depreciation of the Rouble in response to Russian geo-political concerns to see how big this impact can be. The US election result could see the Yen become the global safe-haven currency.

Since the Global Financial Crisis (GFC) trough of 2008, we have seen a few notable changes in terms of what different countries are spending their money on.

Spending Patterns

■ Housing ■ Basic Goods ■ Health & Education ■ Getting Around ■ Enjoyment



Source: Colliers International, Oxford Economics, OECD

*Excludes miscellaneous purchases/goods

- UK, Japan & Spain spend the most on enjoying themselves, Russia and China the least.
- Russia and China spend a lot more on the basics of food, clothing and alcohol but the least amount on housing.
- Interesting to see just how much spending in the US needs

- to go on health and education.
- Spanish, Dutch and Italian consumers have seen a significant increase in housing expenditure since the GFC.
- Although Italians are financially worse off than a few years ago, they have slightly increased their spending on entertainment

with one of the highest proportionate spends on restaurants/dining.

The impact of the Internet on retail has been immense; it has changed the way people shop and pay for their purchases, made retailers' international expansion possible without their physical presence, made foreign shops more accessible to customers and completely reshaped the logistics sector. The value of e-commerce sales is estimated to be worth US\$1.8 trillion in 2016, representing 7.4% of total retail turnover globally.

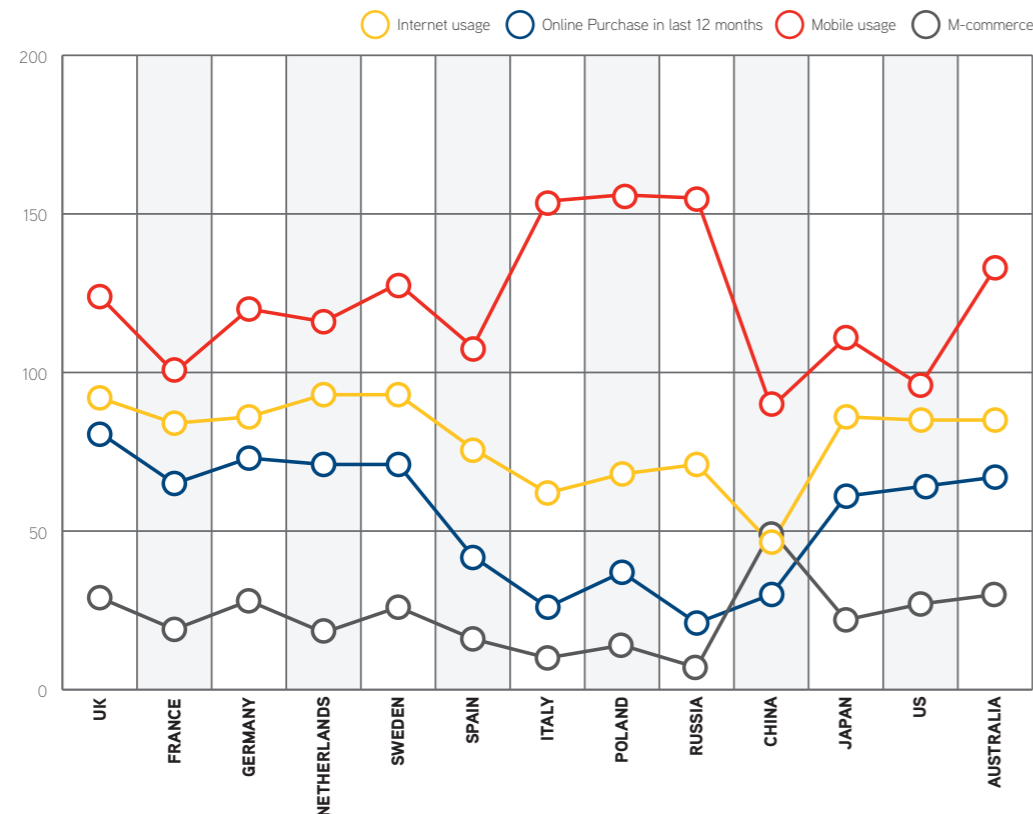
China, the US and UK are the biggest online retail markets and together account for nearly 60% of global e-commerce turnover. The Chinese e-commerce market is growing at the fastest rate. In 2015, it recorded annual growth of 50%, yet only 49% of the Chinese population has access to the Internet and only 30% of individuals made an online purchase in the last 12 months.

As technology becomes more widely available, and country populations shift to being digitally urban, the scale of growth for an increase in online retailing activity is enormous. The increasing use of mobiles to conduct sales is also on the rise and China shows a much closer correlation between mobile usage

and use of mobiles for retail. Italy, Poland and Russia appear far less prone to using mobiles to conduct online transactions, despite higher usage/ownership rates – "it's good to talk", after all.

Many retailers already report half of their online sales as transacted in this way. At least half of retailers' website traffic occurs via mobile devices, according to GfK. M&S.com has reported that the number of visits to their website via mobile phones rose from seven million in 2012, to 80 million in 2015. John Lewis saw sales through mobile devices increase by 34% and smartphones by 86% in 2015. The online grocery retailer Ocado reported that over 50% of all orders last year were completed using a mobile device.

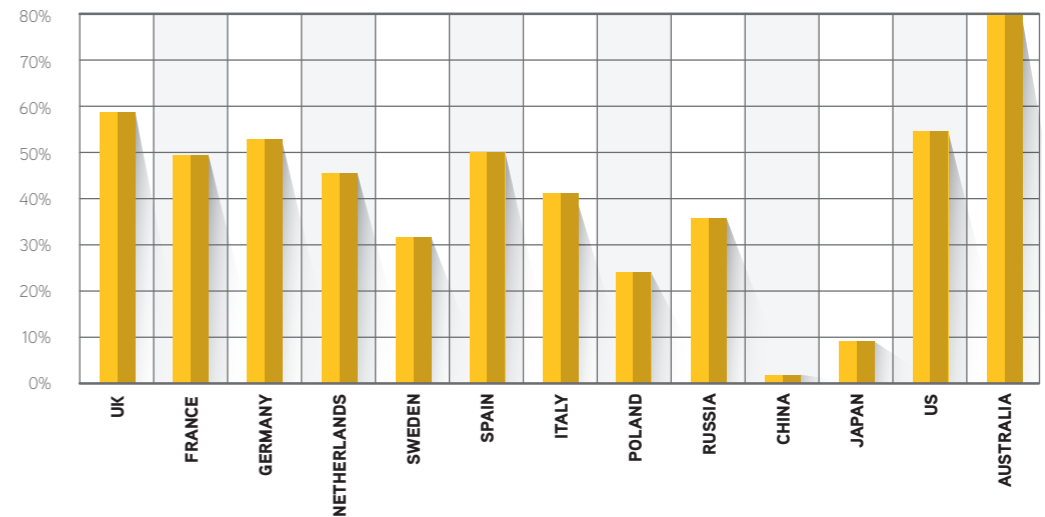
Internet versus Mobile Usage



Source: Colliers International, World Bank, Statista, Eurostat, East-West Digital News, Payvision BV, Centre for Retail Research, eMarketer

Perhaps the most interesting recent shift is the use of non-domestic websites for purchasing goods online. This shows some stark differences in shopping behaviour. Australian, European and US markets show the most widespread use of non-domestic websites and portals for acquiring goods (and services). This ranges from 80% in Australia to 24% in Poland, China and Japan hold much tighter reigns on what can and can't be purchased from overseas. Only 3.1% of online buyers in China use non-Chinese websites. Yet nearly one quarter of Russian online retail sales are made by cross-border purchases, 80% of which are from Chinese stores. Good news for Alibaba and a clear signal to international retailers as to how to tap into the Chinese consumer growth curve. It's also food for thought for the VAT man.

Cross-border Online Usage (% of Online Buyers)



Source: Colliers International, PostNord, Statista, IORMA

	UK	France	Germany
Cross-border website preferences	US China Germany	UK Germany US	UK US China
	The Netherlands	Poland	Spain
	China Germany UK US	UK Germany US	UK China US Germany
	Sweden	Russia	Australia
	UK Germany US China	China (80% of c-b orders in 2015)	US (84%) China UK

Source: Colliers International, Payvision BV, PostNord, The Paypers, East-West Digital News

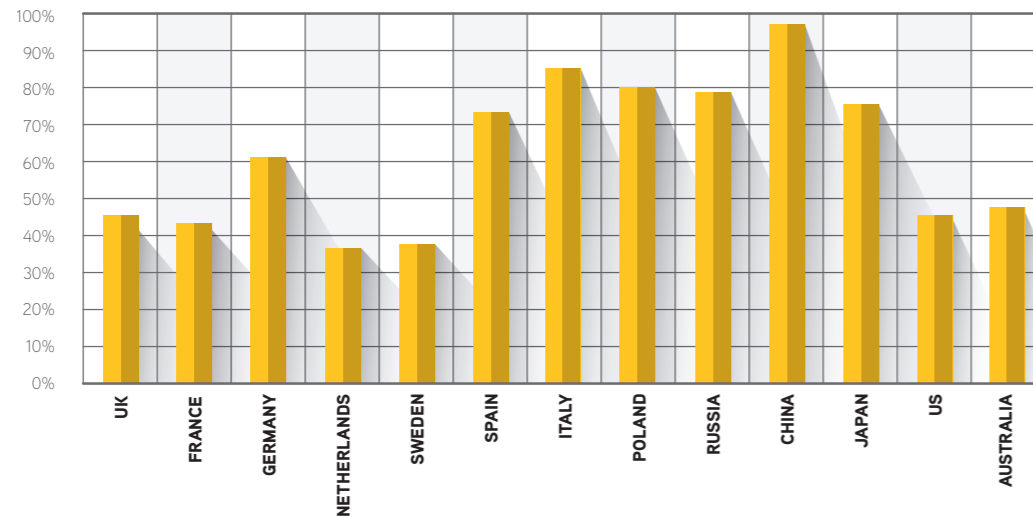
CASH IS STILL KING (FOR THE MOMENT)

Despite the rapid growth of online retail, and what is assumed to be an equivalent growth in 'technological' payment methods, there are huge differences in how nations pay for their goods: both online and in-store. Despite 86% of people aged 15 and over in Europe having a bank account and 44% using online banking, cash still remains the main type of payment method. Based on ECB figures, approximately 60% of all transactions in the EU are made by cash. In 20 out of 28 countries,

cash accounts for more than half of total payment transaction volumes. This share is estimated to be much higher when limited to the consumer and retail sector. AT Kearney estimates cash payments constituted over 70% of total retail transactions in Europe in 2015. The share of cash payments is however gradually decreasing and is expected to decline to 60% by 2020. By country, there are some real differences – Spain, Italy, Russia and Poland are by far the busiest cash users in Europe.

Outside of the continent, China is even more cash-driven. Within the more advanced western European economies, Germany stands out for its highly cash-driven nature, at 61%. Especially when compared to the UK and France where cash is used for only about 45% of transactions. In the more technologically driven countries of the Netherlands and Sweden, cash has a more minor role, comprising only around 37% of transactions.

Percentage Use of Cash in Total Payments

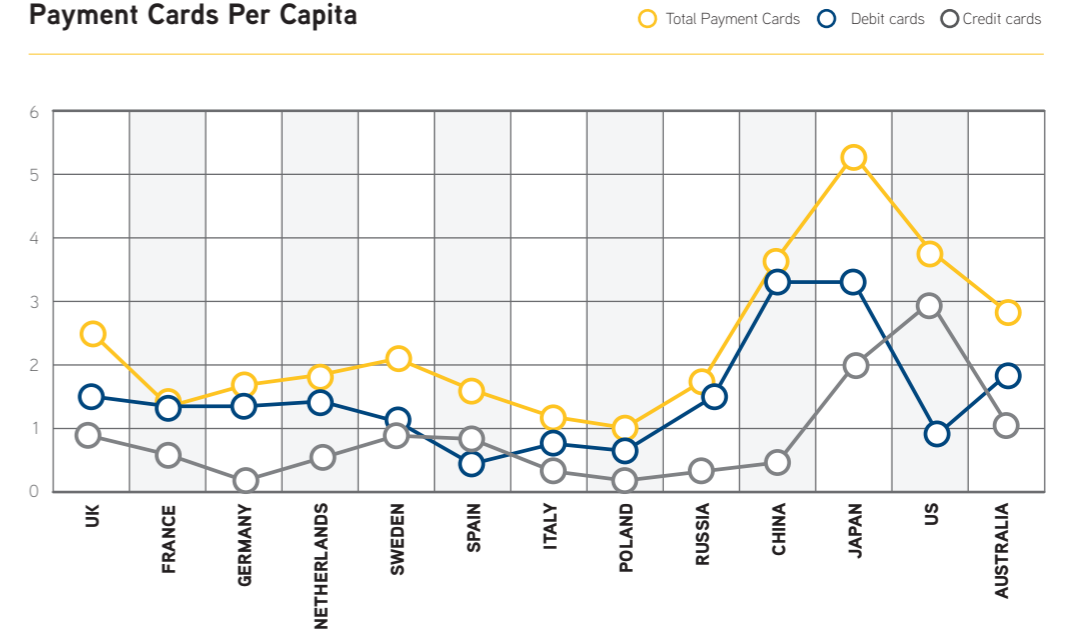


Source: Colliers International, G4S, RBA Bulletin, ECB Working Paper Series, Bank of Russia

DEBIT BEATS CREDIT

The number of cards in circulation declined after the financial crisis in many countries. This has proven to be a short-term change and the number of cards issued has returned to growth. In some countries we have seen a clear departure from credit cards after 2009. While the number of credit cards in Italy and Ireland has been gradually decreasing since the crash, in Spain the number of credit cards in use has grown and, as a result, the total number of credit cards in 2015 was the same as in 2008. This may partly explain why the Spanish spend the most on enjoying themselves.

Payment Cards Per Capita



Source: Colliers International, Committee on Payments and Market Infrastructures (CPMI), Narodowy Bank Polski (NBP), Banco de España



Taking into account the popularity of smartphones across the globe, the arrival of mobile payments was only a question of time. Android pay, Apple Pay, PayPal Wallet, Square – all these US-based mobile payment and digital wallet services are making their way to Europe. Europeans decided not to sit and wait - they are coming up with their own inventions in this field; services such as SumUp, iZettle, Swish and BLIK have been introduced.

Swish - a similar app - was launched in Sweden in 2012 by six of the country's banks. At first, the app was used for person-to-person payments, mainly for splitting the bill in restaurants. However, a B2C solution was introduced in 2014 and from the beginning of 2016, Swish can also be used in e-commerce. As of August 2016, Swish already had 4.7 million users, which means nearly half the population is using this service.

In Poland consumers seem to be resistant to using credit cards, yet they are very open to all kinds of tech novelties. Separate to the quickly growing popularity of contactless payments, we have also seen a fast rise of mobile payments. BLIK is a Polish mobile payments service, launched in early 2015 and backed by six banks. It lets customers make in-store and online payments, withdraw cash from ATMs and send P2P transfers with their mobile phones. The usage of the system has been growing

at a fast rate. Within the first year of its activity, 2.5 million transactions were made by 1.6 million users. And in May 2016, a seventh bank joined the system.

Online Alternatives

While the type of goods purchased online is similar in all countries, the way e-buyers pay for their purchases varies significantly. The e-buyers in the US and UK rely on payment cards, consumers in the Netherlands mainly use iDEAL; and those in China use AliPay. Alternative methods to pay online dominate in many markets and consumers are clearly not willing to change their habits. Accepting local alternative payment methods will boost retailers' growth.

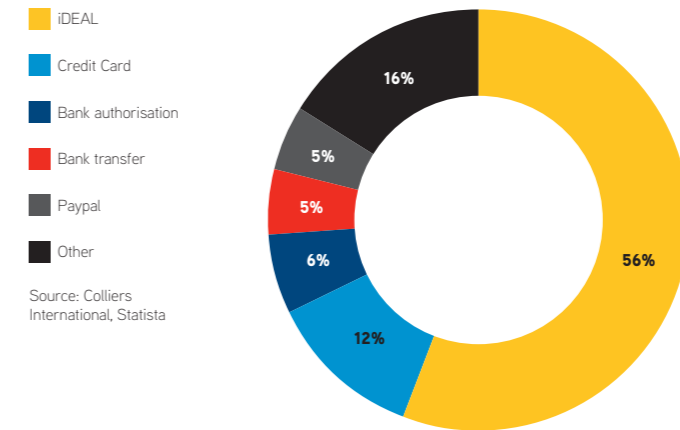
iDEAL is an e-commerce payment system used in the Netherlands, based on online banking. Introduced in 2005, this payment method allows customers to buy on the Internet using direct online transfers from their bank account. iDEAL remains by far the

most popular method for online payments in the Netherlands, well beyond credit card use, and was used for 54% of all Dutch online payments in 2014.

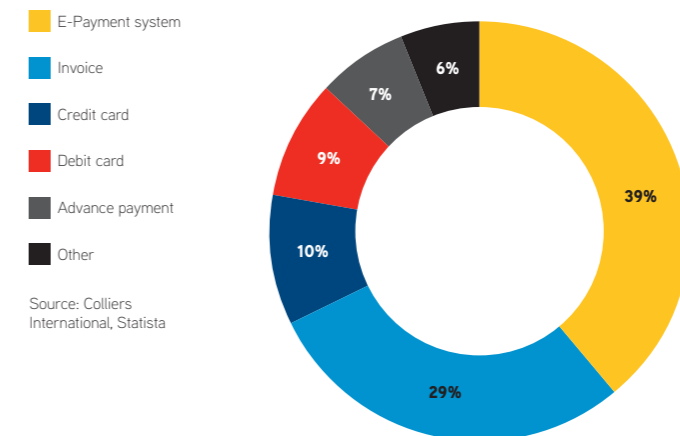
ELV (Elektronisches Lastschriftverfahren) is an electronic direct debit payment method, a popular online payment method in Germany. By choosing to pay with ELV at the checkout, the consumer permits the merchant to collect (debit) the purchase amount directly from their bank account.

Klarna is a Swedish e-commerce company that provides payment services for online storefronts. Their core service is to assume stores' claim for payments and handle customer payments, thus eliminating the risk for seller and buyer. Klarna allows users to pay simply with an email address, billing the customer later and paying the retailer in the meantime. About 40% of all e-commerce sales in Sweden go through Klarna.

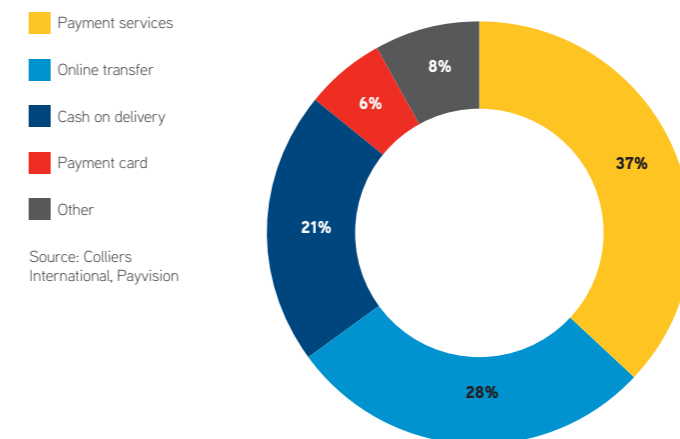
Preferred online payment methods in the Netherlands



Preferred online payment methods in Germany



Preferred payment methods in Poland



To give a better understanding of what these macro trends equate to in terms of how shoppers actually behave, we analysed shopping and payment habits across a number of key international locations.

The British Shopper

The UK shopper has evolved as the most active online shopper globally. They're also the market with the biggest spending power per capita in Europe...or at least they were. They buy groceries online more often than other Europeans, prefer non-cash payments and like a click & collect service. They also use their mobile devices frequently for online shopping – almost 29% of online retail sales in the UK were carried out via mobile devices (2015). British seniors are also one of the most tech savvy consumers in the world – 78% of British 'silver surfers' are shopping online. UK e-buyers like to buy from foreign shops, with 58% having admitted they have shopped 'abroad'. Their favourite foreign e-shops are in China and the US. British shoppers spend a very high proportion of their disposable income on enjoying themselves – with almost 20% of consumer spending going on recreation and eating out, second only to Spain. A decline in Sterling may see all of this change in 2017, and a little beyond, with the pound depreciating to its lowest ebb against the US Dollar since the 1970s. At least inbound tourism spending will improve.

When it comes to grocery shopping in-store, British consumers prefer to shop in smaller stores. We are seeing an increasing popularity of convenience stores and a departure from large-out-of-town hypermarkets. Discounters are also increasingly popular in the UK.

The British favour Spain as a destination, where they are the top international spenders. They also like spending in France, Italy, Ireland and the US.

The German Shopper

The conservative German shopper likes cash. Hard cash. They don't like debt, and they certainly don't like using credit cards - only 0.06% of all Germans have a credit card – compare this to the trigger happy American shopper who has 2.9% credit cards per capita.

This aside, Germans are a highly digital society – with 86% of people using the internet and 73% shopping online. They are not far off British consumers in terms of m-commerce, nearly 28% of German

e-commerce was transacted on mobile devices.

They also like to use alternative payment methods when shopping online – Sofort, PayPal or GiroPay are some of the most popular payment mediums, probably due to the lack of credit card use. More than half of German e-buyers shop from foreign stores, mainly from the UK, US and China. Germans also seem to be very fussy e-customers, as more than 40% of customers returned their order in 2015. Clothing and footwear are the most popular type of goods purchased online and their literary inclinations means books are the second most popular type of product bought online.

Despite having a very high purchasing power they like bargain hunting and to buy groceries in discounters. Online grocery shopping is also becoming increasingly popular – 13% of German consumers shop for food online.

They like to travel to European destinations - France, Austria, Italy, Spain, Poland and Turkey are their favoured holiday destinations. They are the top international spenders in Poland.

The French Shopper

French consumers use cheques more than any other European nation – signing your name clearly remains en vogue. However, for their online shopping they mainly pay with a card. They prefer to have their orders delivered to their home or to a convenience store/corner shop. Almost half of French e-consumers buy cross-border; their top choices are stores in the UK, Germany and US. They are also quite active when it comes to the use of mobile phones – 19% of French e-commerce was transacted via mobile devices in 2015.

Although the purchasing power of French consumers is one of the highest in Europe, they are price sensitive when it comes to grocery shopping - 44% of customers admit to bargain hunting. The online grocery market is a big growth area, with 14% of consumers admitting they have purchased everyday



products online. The popularity of so-called 'Drive' services (a drive-through facility offered by all major supermarket chains where items are loaded directly into the boot of a customer's car), has certainly contributed to the increased popularity of online grocery shopping.

The French like to travel mainly to neighbouring countries – Spain, Italy, Belgium and Germany, but they also travel frequently to the UK.

The Swedish Shopper

The sophisticated Swedish consumer is a big user of technology when it comes to shopping. In strong contrast to the Germans, they don't use cash - they use cards and, increasingly, apps and other alternative forms of purchasing tools. A local mobile payment system called Swish was launched in 2014 to allow friends (and foe) to split the bill in restaurants. Now over 50% of the Swedish population use it for everyday goods and services. They also like to shop online from foreign stores with one-third of e-buyers shopping cross-border. They buy mainly from the UK, Germany, US and China. Sweden is one

of the most popular countries to buy from for other Scandinavians.

Swedish consumers are also relatively patient customers. 32% are ready to wait three to five days for delivery and 27% even five days. It's a vast country after all, and winters can be challenging for the postman. They prefer to have their order delivered to their home or to a pick-up point such as a local convenience store.

The Spanish Shopper

Spain is the only European nation that uses more credit than debit cards, although this figure may be distorted somewhat by the high proportion of tourism spend in the country, and the prevalence of adopted Spaniards (European retirees). Not too many Spaniards shop online (42%), but they are increasingly warming to the idea, as e-commerce sales increased by 25% year-on-year (in 2015). Spanish e-buyers like to shop online from foreign stores. Domestic ecommerce accounts only for 40% of total online sales. Clothing, footwear and home electronic goods are the most frequently purchased

“THE DUTCH SHOPPER IS VERY TECH SAVVY, 94% OF THEM HAVE INTERNET ACCESS AND 71% SHOP ONLINE. CLOTHING AND FOOTWEAR ARE THEIR TOP BUYS.”

products online. The Spanish are very patient consumers, with a quarter of them prepared to wait six days or more for their delivery. “Mañana, mañana” as the saying goes. Despite the fact their broader economic and financial situation has only moderately improved in the last few years, and housing expenditure has increased significantly, they still spend a lot on enjoying themselves. Over 22% of consumer spending in Spain goes towards recreation and eating out – the highest of all European nations surveyed – although this must incorporate a high degree of tourism/holiday spending. However, in order to lower their spending on basic goods, they have largely switched to own-label groceries. Spanish tourists don’t travel very far – mainly to Morocco, France, Italy, Portugal and the UK.

The Polish Shopper

The Polish shopper still likes to pay mainly in cash but they are increasingly using contactless and mobile payments. They use alternative payment methods online and rarely buy from foreign shops (only 24% shop on non-Polish websites). When they do shop from foreign stores, they mainly choose UK, German, US and China domiciled services. They like to have their orders delivered to their home or their work place but parcel lockers are also very popular among Polish e-buyers. They spend a lot on housing and basic goods (26% on each), but not as much on entertainment. Any recent trip to Warsaw shows they also like to spend on cars. Why not, with all the new roads that have been built recently? They buy everyday products in super and supermarkets, and buy very few groceries online – only 5% of customers have admitted to shop for food online. They are price-sensitive when it comes to everyday shopping with more than half of consumers ‘hunting’ for lower priced products and nearly one-third have decreased the number of premium products they buy in recent years. Although the purchasing power in Poland is significantly lower than in the other European markets analysed, it has seen one of the highest growth rates in recent years (up 25% between 2010 and 2015). Neighbouring Germany is the top tourist destination for Poles, but they also travel frequently to Italy, the UK, Croatia, Czech Republic, Greece and Spain.

The Italian Shopper

Italians are one of the least tech savvy shoppers in Europe, with only 68% having access to the Internet and just 26% are online purchases. They also rarely use their mobile devices for shopping online, surprisingly only 10% of online retail sales were made this way, despite one of the highest mobile subscription rates in Europe. Of those who do shop online, 41% of Italian e-buyers make purchases from foreign shops, mainly in British and German stores. It should come as no surprise that the fashionable Italian does not like to buy their clothing online, only 6% of Italians shop for clothes this way. They prefer to shop for home electronics. Italians also seem to make well-thought out purchases as they rarely return products bought online.

Italians are financially worse off than five years ago and even though their household spend has increased in recent years, they have also increased their spending on entertainment and eating out. To balance things out, they have become more prudent with their grocery shopping. Two-thirds of Italian consumers admit they look for lower priced products and nearly one-third of buyers have decreased the number of premium products they buy. After the GFC, Italians clearly changed their shopping habits and the number of credit cards in use has decreased, while debit card use has increased. Cash remains the dominant means of payment, comprising 86% of total payments in Italy. Italians travel mainly to European countries: France, Spain, Germany, Switzerland and the UK.

The Dutch Shopper

Dutch consumers are very tech savvy, a whopping 94% of them have Internet access and 71% are shopping online. Clothing, footwear and home electronics are the most frequently purchased type of goods online. They seem to be very impatient e-buyers, however, as one-third would like to have their purchases delivered fast and they return purchased goods quite often. They prefer alternative online payment methods, with over half of transactions completed via iDEAL. Close to half of Dutch e-buyers shop cross-border, with China, Germany, the UK and US as the main sources of such purchases. The Dutch are one of the most cashless societies in Europe whereby only 38% of all

transactions are made this way. Teenagers and the elderly still prefer to use cash. Cards are mainly used for purchases such as petrol, fashion and, in general, high-priced items and services. The usage is lower when it comes to F&B and leisure activities.

While disposable net income in the Netherlands has increased, it has yet to translate into increased retail spending, which declined by 5.2% between 2010 and 2015. We've already seen the impact on Dutch retailers and department stores with Vroom & Dreesmann, the largest Dutch department store chain, declaring itself insolvent at the end of 2015.

The Russian Shopper

The Internet penetration rate in Russia has significantly increased in recent years, mainly due to mobile usage. Interestingly 37% of Internet access occurs via smartphones and 19% via tablets. The popularity of cross-border e-sales has increased significantly, showing a 55% year-on-year increase in the value of sales in 2015. Lower available prices and the lack of availability of certain products are the main reasons for cross-border shopping. Due to the currency depreciation, Russians turned away from European shops and chose Chinese suppliers instead, with 80% of overseas e-shopping now heading East rather than West. The preferred payment method in Russia for online shopping is still cash on delivery, although the use of payment cards has increased. Russian e-buyers also widely use electronic currencies.

The Japanese Shopper

The Japanese are one of the most tech savvy societies in the world yet only 61% of them shop online, compared to 91% with access to the Internet. Seniors are the increasingly important consumer group in Japan. The share of people over 65 years of age is 26% and set to increase to 36% by 2050. Japanese seniors are also one of the most tech savvy in the world, with 79% of 65 to 69 year olds using the Internet. As many as 49% of 70 to 79 years olds use the Internet. While the number of payment cards in Japan has decreased since 2009, the total number of cards in circulation is astonishing. There are five times more cards than people in Japan. It is the most popular payment method for online shopping, a staggering 60% of e-buyers pay with a

card. Payments in cash are also popular. Alternatively, many customers choose Konbini payments which allows customers to pay for their order in a convenience store. The Japanese do not buy very often from other countries. Only 10% of e-consumers admit to shopping cross-border. US and Chinese e-shops are the main source of such purchases. The key reason for low levels of cross-border purchases is the language barrier, non-Japanese content is simply not an option for the majority of consumers.

The Japanese mainly travel to Asian destinations like China, Korea, Taiwan and Hong Kong. The top non-Asian destination is the US. The favourite places for Japanese tourists to visit in Europe are Italy, France, Germany and Spain.

The American Shopper

The American shopper tops the global rankings when it comes to spending power and influence. Consumer spending for 2016 at US\$11.4 trillion is 2.5 times the size of China, and 1.5 times the size of Europe's largest economies, despite the US being significantly smaller in population. This spending power contributes to the US leading the tourism charts as the dominant force in international arrivals to Europe.

Despite the purchasing power of the US, a large proportion of consumer spending goes on education and health. At 23.4%, this is much higher than any of the other countries examined, with China closest to them at only 7.4% of spending. Basic goods (food, clothing, beverages and alcohol) account for a very low proportion of spending at only 8.6%, with the UK the next lowest at 12.6%. As with the UK, however, a much higher proportion of US spending goes on enjoying themselves, with entertainment, recreation and dining comprising 15.6%. When it comes to how they shop, online retailing is certainly on the increase, as is 'm-commerce'. One-third of mobile users now shop online, and not just on US websites. UK, Canadian and Chinese websites are increasingly popular sources of goods, with 54% of Americans shopping online overseas. For payments, it is a card-happy nation, with the second highest number of payment cards at 3.91 per capita. Only Japan has more cards at 5.33 per capita. The bigger difference is that whilst the majority of the other countries

surveyed have adopted debit cards as the preferred card type, the US still likes credit with around 2.96 credit cards per capita - in contrast, Japan has 2.04 and the UK 0.91 credit cards per capita.

Cards aside, cash is still in heavy use for around 46% of consumer transactions. When it comes to alternative payment types, mobile payments (27%) are increasingly popular. Smartphone users have tried mobile payments, with Apple Pay most frequently used. Among alternative online payment methods PayPal is by far the most popular. All-in-all the US has the greatest capacity and flexibility to spend.

Top international destinations for American tourists are Mexico and Canada, with the UK and France their favourite European destinations.

The Chinese Shopper

The Chinese have emerged as one of the most powerful consumer groups globally. They spend a lot not only online but also during their travels abroad - being particularly keen on famous brands and luxury products. They prefer to pay for their online shopping using online payment systems such as Alipay, Tenpay or UniPay. Payment cards have become a more popular way to pay online in recent years. The number of payment cards has doubled in China within five years; there are over 4.9 billion cards in circulation and this is over 3.5 times more than the total population. The preference in this market is for debit cards and they account for over 90% of all payment cards in China.

The Chinese shopper mainly travels to other Asian countries however they are upping their travel exposure to other regions. France and the US are their favourite non-Asian destinations, followed by Italy and Switzerland. In an attempt to encourage further expenditure, Chinese Alipay, in cooperation with French Ingenico Group, has decided to provide both online and in-store payment solutions in Europe to Chinese consumers. Although the Chinese are expanding their reach when it comes to tourism retail, they are by far the lowest users of non-domestic online shopping sites. Only 3.1% of Chinese shoppers buy on overseas sites. Language barriers and internet controls have been good news for Alibaba to date.

The Australian Shopper

Cards are the main means of payment for Australian consumers. The number of cash transactions has decreased significantly in the last decade, from 69% in 2007 to 47% in 2013. Contactless payments are increasingly popular, with two-thirds of Australian shoppers own a contactless card and more than half of Australian shoppers have made a contactless transaction. Cards are also the main payment method used online, while PayPal is the second preferred choice. Cross-border online shopping is a key characteristic of Australian e-commerce. Over 80% of consumers have ordered from abroad. US sellers are the main source of these online purchases, with 84% percent of Australian consumers choosing US websites for their shopping. China and the UK are also popular. Australian shoppers are highly adept at using mobile devices for online purchases: m-commerce accounts for nearly 30% of the total value of online retail. Australian shoppers are big spenders at home and abroad. In total, US\$23.5 billion was spent by Australian tourists in 2015 - a staggering US\$2,474 per visit, which is more than the average spent per visit by Chinese tourists (US\$2,285).

High spending while travelling is a result of high purchasing power and relatively longer stays abroad. For example, an Australian tourist spends, on average, two weeks in the UK on a single visit, compared to the American traveller who stays for around eight days. Their favoured tourist destinations are New Zealand, Indonesia, the US and UK.

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BUSINESS CONTACT:



Paul Souber
Head of Retail | EMEA
+44 20 7344 6870
paul.souber@colliers.com

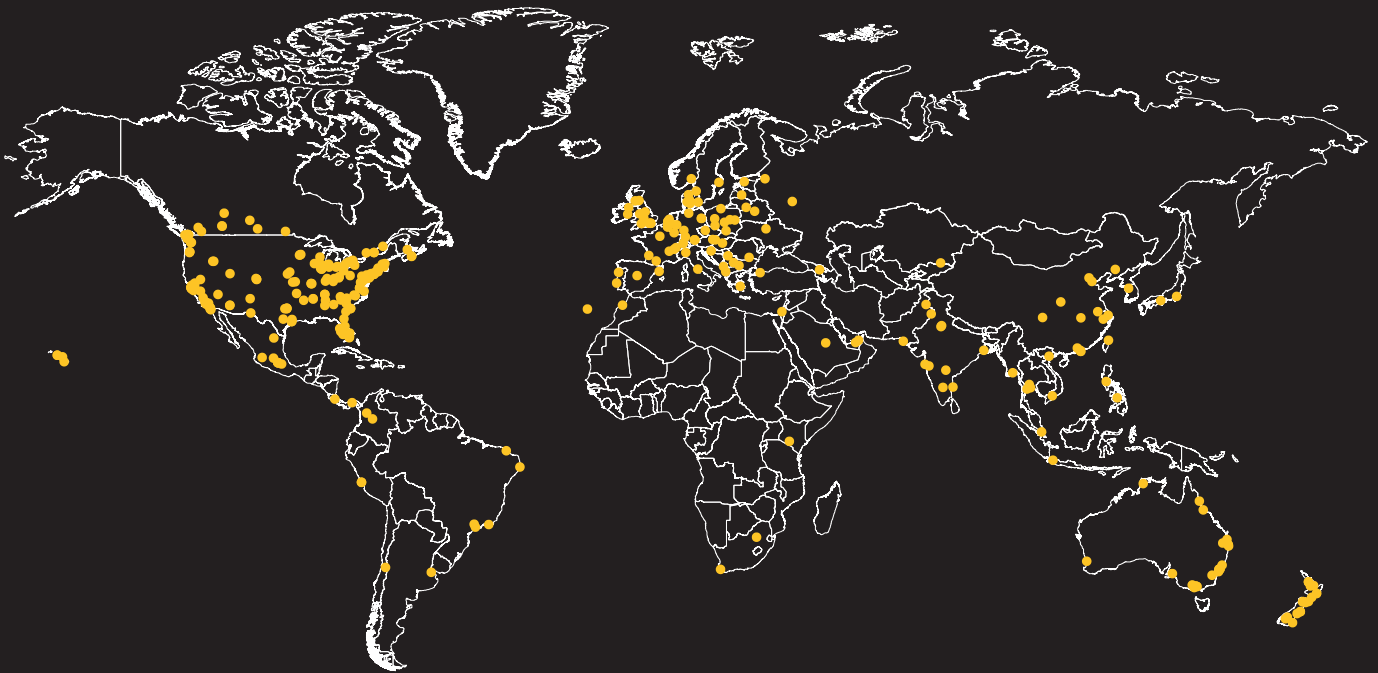
AUTHORS:



Zuzanna Baranowska
Senior Research Analyst | EMEA Research
+44 207 487 1628
zuzanna.baranowska@colliers.com



Damian Harrington
Director | Head of EMEA Research
+358 400 907972
damian.harrington@colliers.com



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Colliers International | UK & EMEA
50 George Street
London W1U 7GA

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