The third wave revolution

How third wave technologies will impact the way we shop





eBay predicts that 'third wave' shopping technologies will drive:

LZ.4bn

... sales growth for the UK retail sector by 2014

These are:



televison

In-store



Image



Smart



Augmented reality

technologies

The time we spend considering and purchasing items will almost double as technology advances...



2001





Now





2013

103_{minutes}



end of 2014

(Figures shown are per purchase and are for high value items such as clothing and cars)

eBay has revised its 2012 forecast of global sales through mobile from...





UK retail spend influenced by social media will double by the end of 2014

Direct Sales:





Influence on sales:







2014

Informing Influence

of social media users base purchasing decisions on recommendations and

customer reviews on websites and

social media sites

Social media is growing in importance for retail



of social media users are using the sites at 61% least once a day



of social media users are interacting with 46% retailers on social media



of social media users are using the social sites when shopping or thinking about buying things





recognition



devicees

155 minutes Checking prices will save consumers around:



Mobile price checking - saving consumers more than £300m

Now:

of UK shoppers will be price checking on their mobile whilst shopping on the high street













End of 2014:

of UK shoppers will be price checking on their mobile whilst shopping on the high street



















Influence on UK fashion

Now:



Savings by UK shoppers on fashion items by checking prices on their mobile

End of 2014:

Savings by UK shoppers on fashion items by checking prices on their mobile

Influence on UK home and garden retail

Now:



Savings by UK shoppers on fashion items by checking prices on their mobile

End of 2014:



Savings by UK shoppers on fashion items by checking prices on their mobile