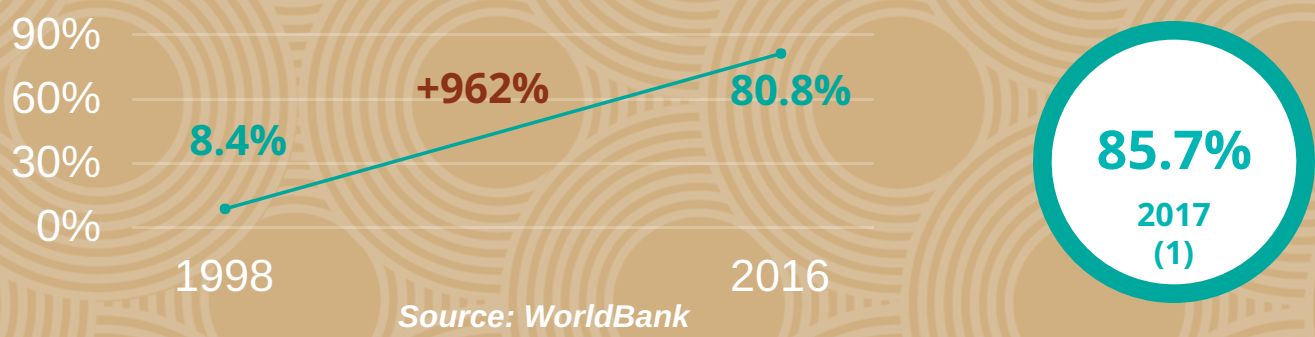


GOING DIGITAL: CONSUMER TRENDS LATEST

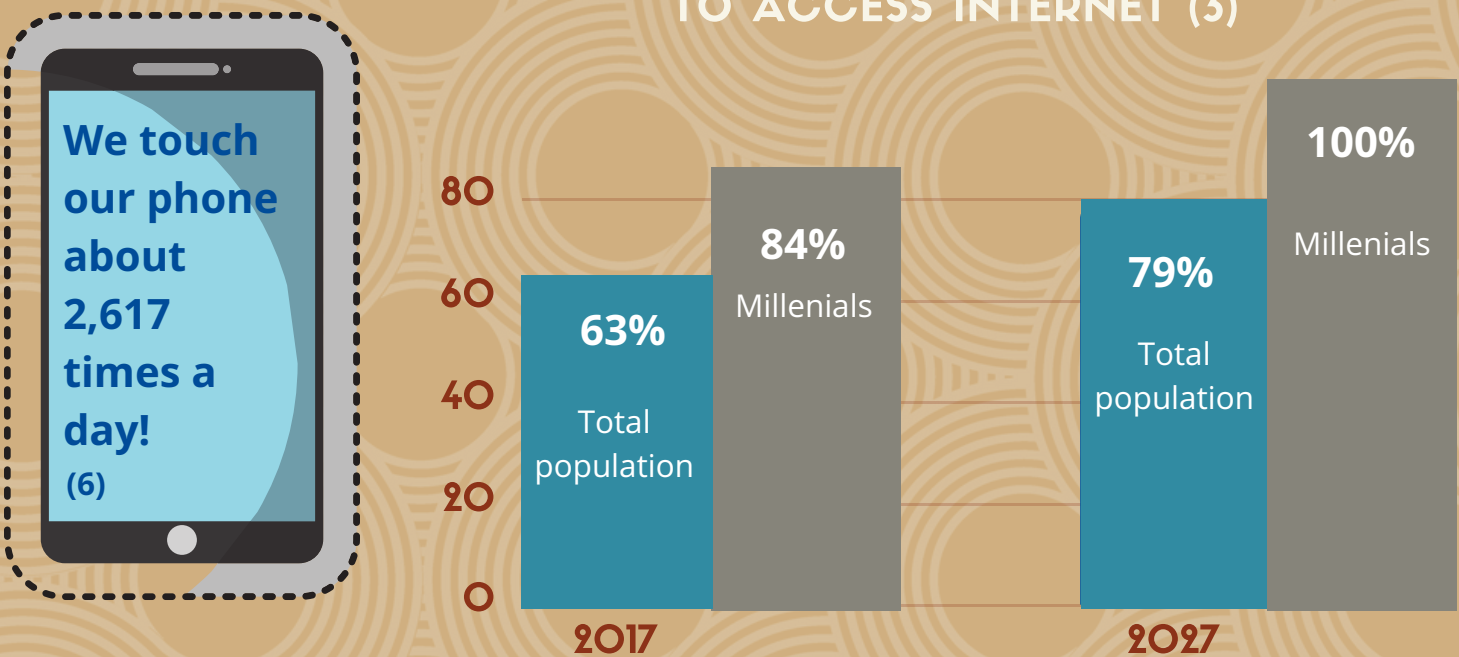
"Today, almost half the world's population is online, making the internet a key channel at the global level for communication, sharing information and commerce".
Pearse O'Donohue, Digital Single market blogpost

Percentage of the population using internet



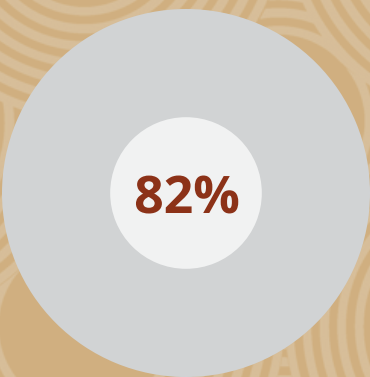
"More and more people find answers to their question online: the average number of google searches per day increased from 1.2 billion in 2007 to 9.0 billion in 2016." (2)

EUROPEAN POPULATION USE OF SMARTPHONE TO ACCESS INTERNET (3)



"Among millenials, smartphone use is already above 84% and will hit 100% in less than 10 years"

CONSUMERS INCREASINGLY TURN TO SMARTPHONES TO FIND INFORMATION BEFORE OR WHILE SHOPING



Use their smartphones to research purchases they are about to make in a store (5)



2/3 of shoppers use their smartphone while in the shop for price comparison / product information (7)

"Millions of consumers no longer 'go' shopping, but literally 'are' shopping at every moment and everywhere." (7)

TODAY, THERE ARE MORE MOBILE SUBSCRIPTIONS IN THE EU THAN PEOPLE

"The EU digital economy is growing at 7 times the speed of the rest of the economy" (4)



1) <http://www.internetworldstats.com/stats9.htm>
3) Eurostat, indicator: [isoc_ci_ifp_pu]
5) <https://hostingfacts.com/internet-facts-stats-2016>
7) KPMG- <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>
2) <https://www.statisticbrain.com/google-searches/>
4) Digital Agenda for Europe 2010 & 2014
6) <https://blog.dsccout.com/mobile-touches>