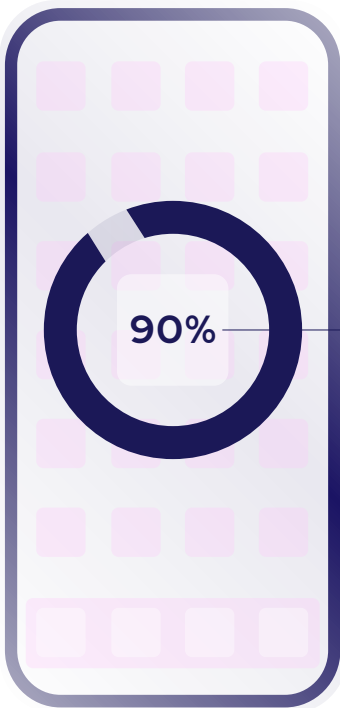


2021 App Roundup | Infographic



The world has gone mobile...



Consider that 90% of time spent on mobile was spent in-app even before the events of 2020 saw many consumers sheltering at home and stores closed.

Time spent in Shopping apps rose 18% year-over-year, with strong movement in fast fashion, social shopping, and mobile-savvy big-box players.

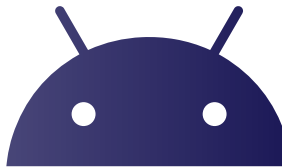
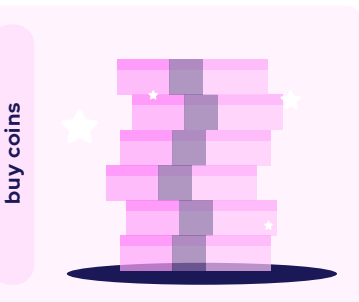


Retail customers spend 37% more after app adoption.



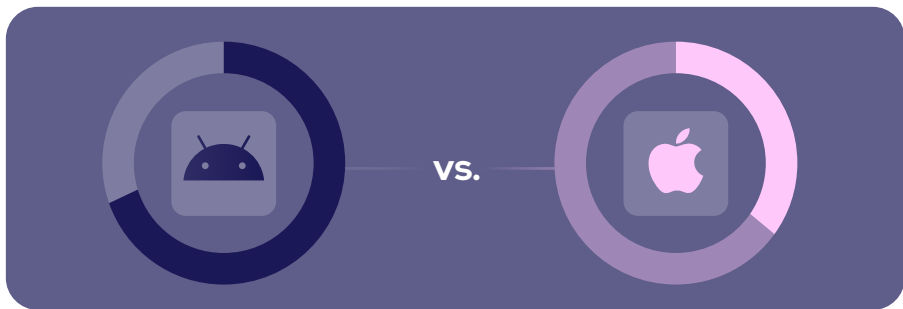
Consumers continue to spend record-breaking amounts on in-app purchases

\$34 billion
in the third quarter of 2021



In terms of understanding the app and web shopper study demographics, the research found Android was the dominant mobile device operating system (OS).

Most (71%) of the app respondents used devices running Android operating systems (OS), while the remaining 29% used Apple iOS devices.



This tracks in line with poq's own platform data, where Google Play Store downloads grew 48% YoY in Q2 2021 compared to 8% for Apple's App Store.

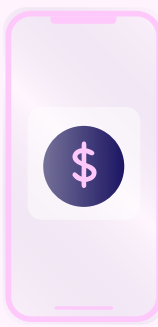


...And mobile shoppers spend more

Research has found that customers who purchase through apps spend



than those who have never shopped using an app.

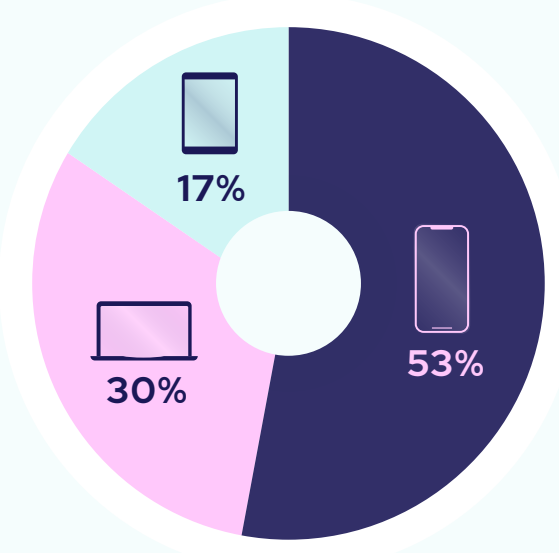


At the same time, Criteo suggests shoppers view 4.2 times more products per session and convert 3 times more within apps compared to web-based ecommerce alternatives.

The poq-sponsored Minerva report findings also revealed that even the majority web-based ecommerce survey respondents preferred to shop using their mobile devices.

Just over half (53%) of web users were predominantly using mobile phones for their purchases.

Around 30% opted to use a desktop to access ecommerce websites. The remaining respondents were split between the 'tablet' and the 'other' category.

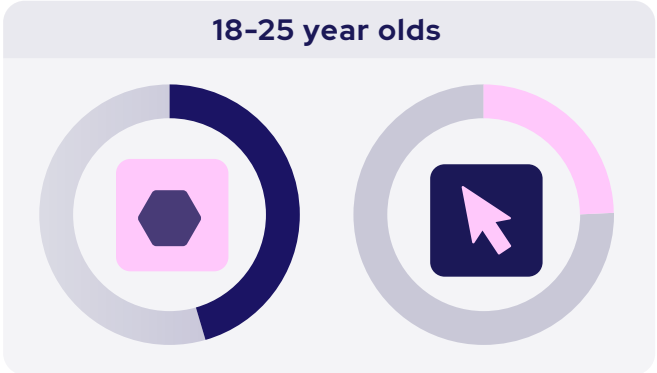


The respondents from the combined dataset were 32% male and 68% female. But there were some notable demographic differences between the app and web shoppers:



The proportion of male respondents was higher for the app than the mobile web survey.

App respondents were generally younger than their web counterparts, with 18-25-year olds making up 47.7% of the former, compared to 24.8% for the latter.



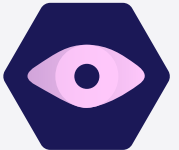
Here are the reasons why:

Shoppers prefer the convenience, perceived value, assurance and aesthetics of mobile apps.

convenience



perceived value



assurance

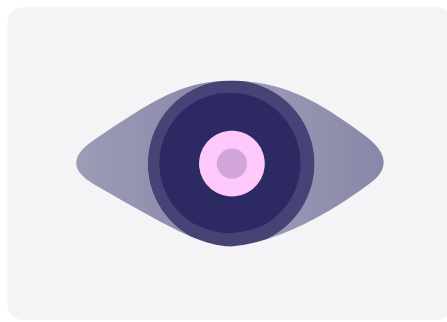


aesthetics



The key factors proven to be more significant in shopping apps than web-based ecommerce alternatives are:

Perceived value



Repurchase intent



WOM intent



Satisfied app shoppers are more likely to repurchase and engage in positive WOM than satisfied web users.