



e-Commerce Report CTT 2019

Some market insights and new CTT's innovative initiatives

Alberto Pimenta
CTT – Head of e-Commerce
8 November 2019

CTT Barometer panel



"We are where the business and the online purchases are ..."

IMPETUS

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PROFISSIONAIS EM TELECOMUNICAÇÕES

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El Corte Inglés

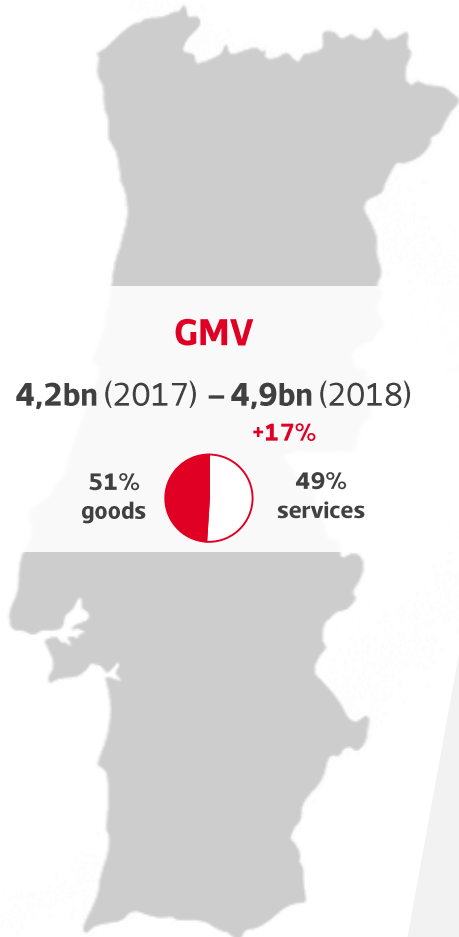
TIFFOSI

**fonte.
online**

odisseias
don't worry, be happy

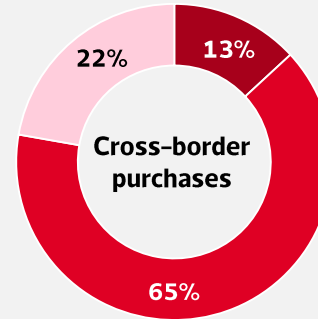
Chás do Mundo

01. Global e-Commerce market in Portugal



Cross-border in Portugal

87% of Portuguese eBuyers buy in foreign online stores



- % Shop domestically only
- % Shop domestic and cross-border
- % Shop cross-border only

Top ecommerce stores where the Portuguese do their shopping



China: 62%

Spain: 30%

UK: 30%

USA: 21%

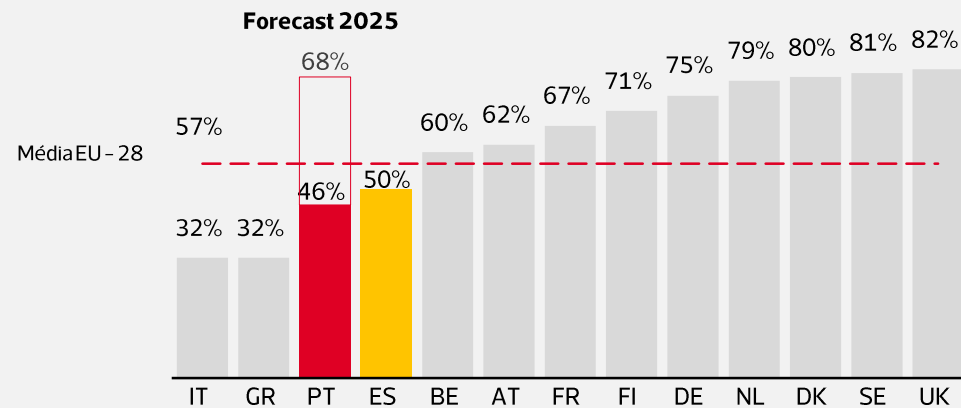
Germany: 15%

HK: 13%

France: 10%

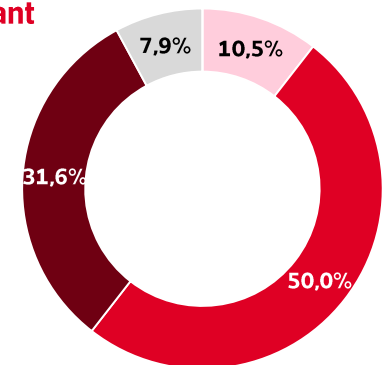


Percentage of ebuyers in 2018



Sales in e-commerce will continue to show significant growth

- Less than 10%
- Between 10% and 20%
- More than 20%
- Maintain
- Decrease



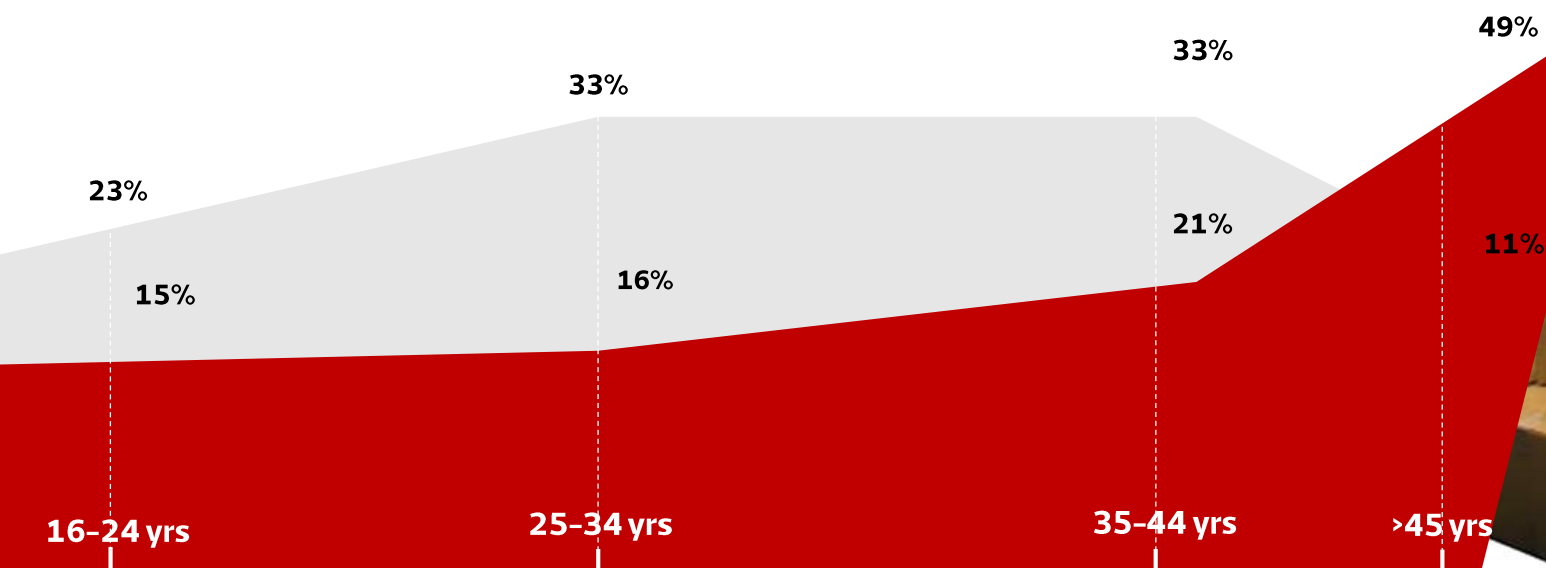
Fonte: Barómetro eCommerce CTT 3º quarter 2019

02. Age profile of the ebuyer

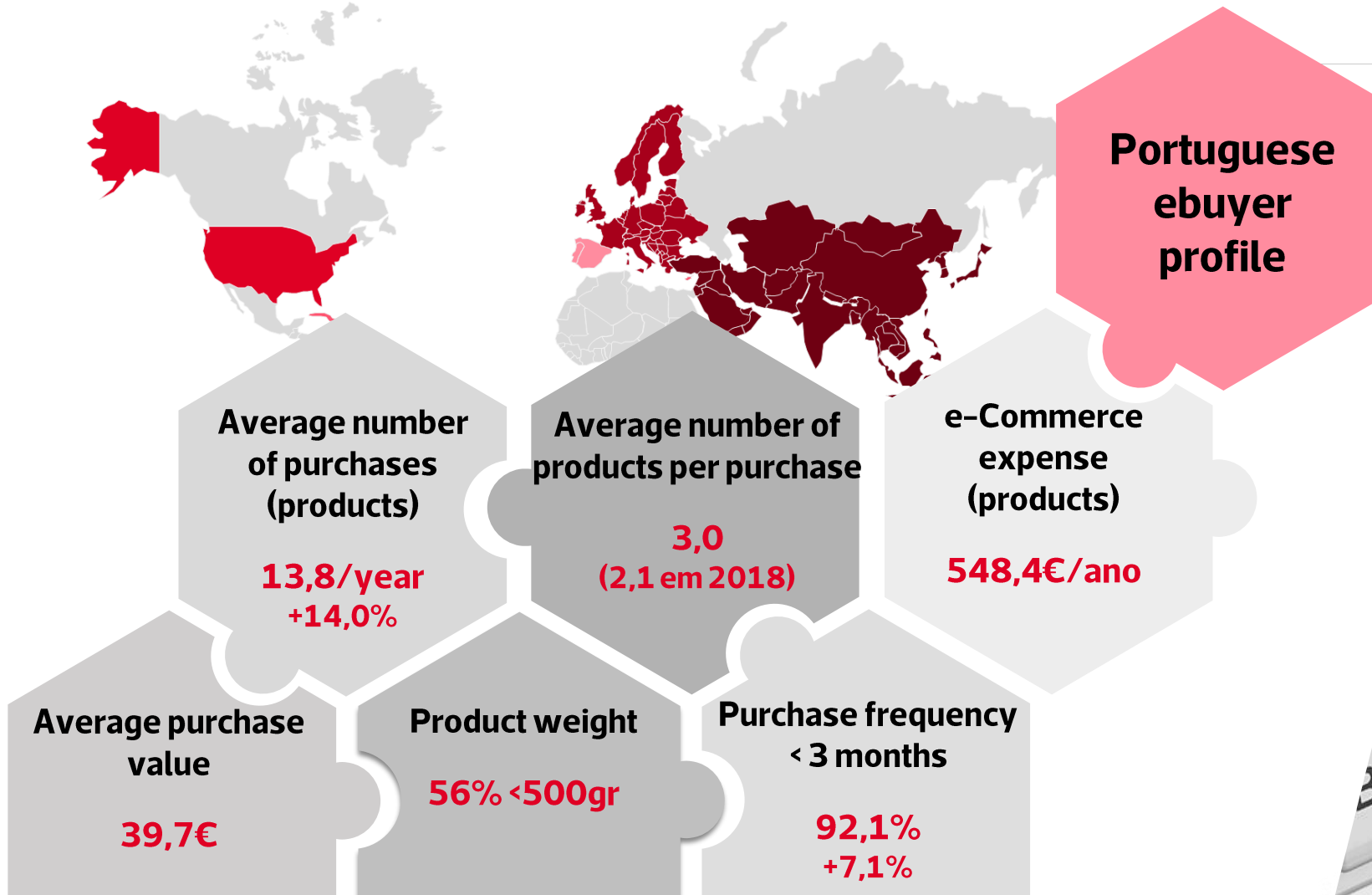


■ ebuyers
■ Pop. (>15)

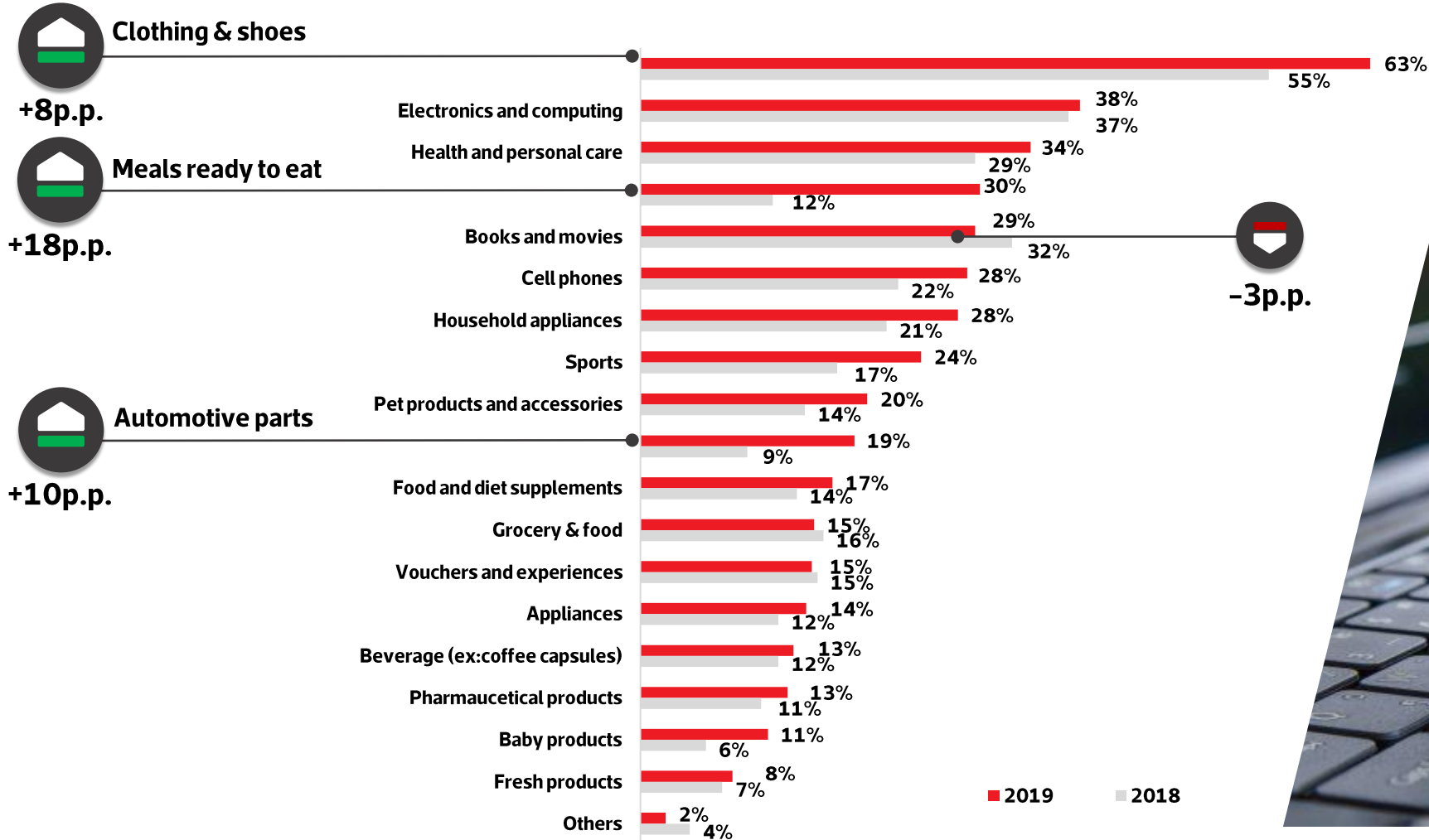
- **Middle and high classes** (C1, C2 e AB) show greater adhesion to online shopping
- **89%** of online shoppers are between the ages of **16-44**
- **60% urban residents (Lisbon and Porto)** are more represented at online shopping



03. Which is the buying profile of the Portuguese ebuyer?



04. Which products have the ebuyers bought online in the last 12 months?



Clothing & shoes
+8p.p.

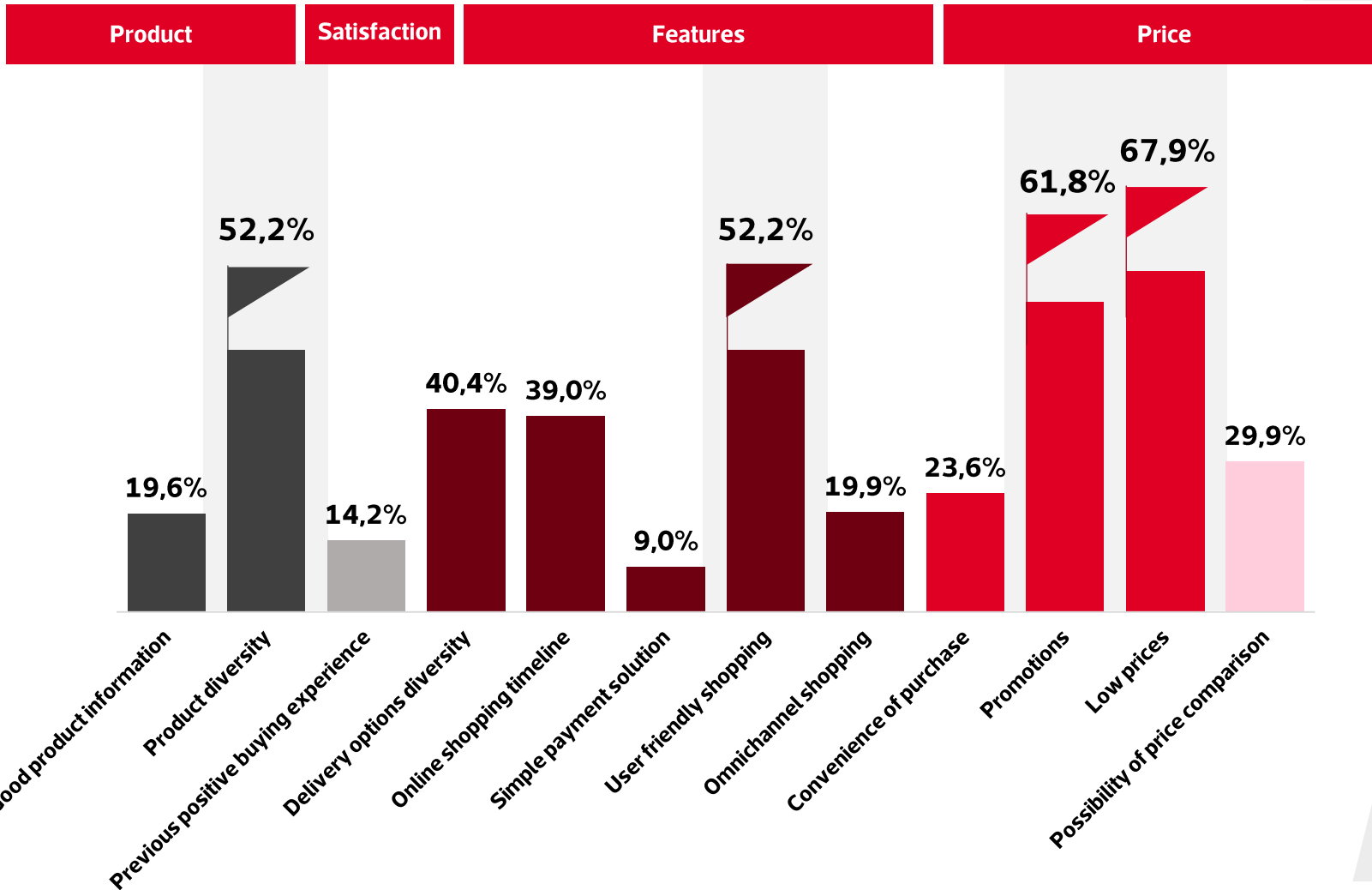
Meals ready to eat
+18p.p.

Automotive parts
+10p.p.

-3p.p.

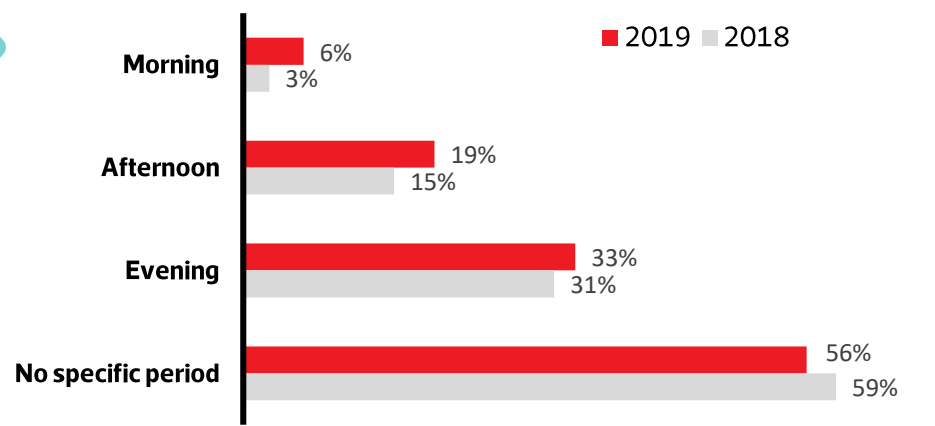
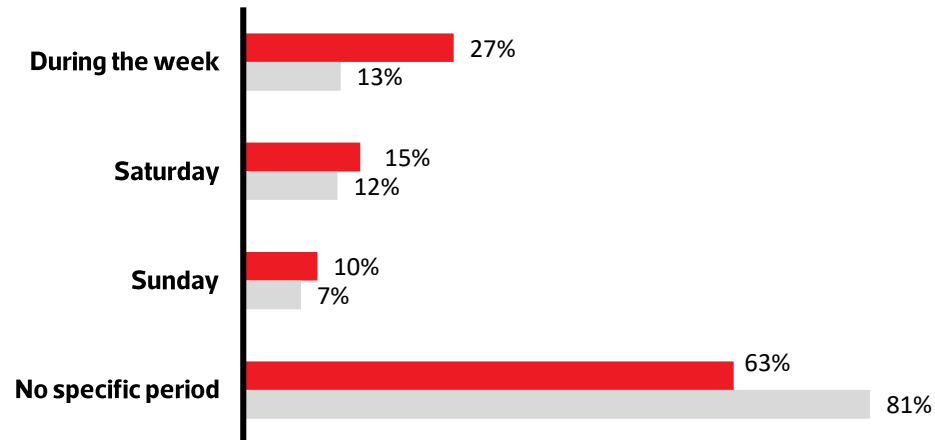
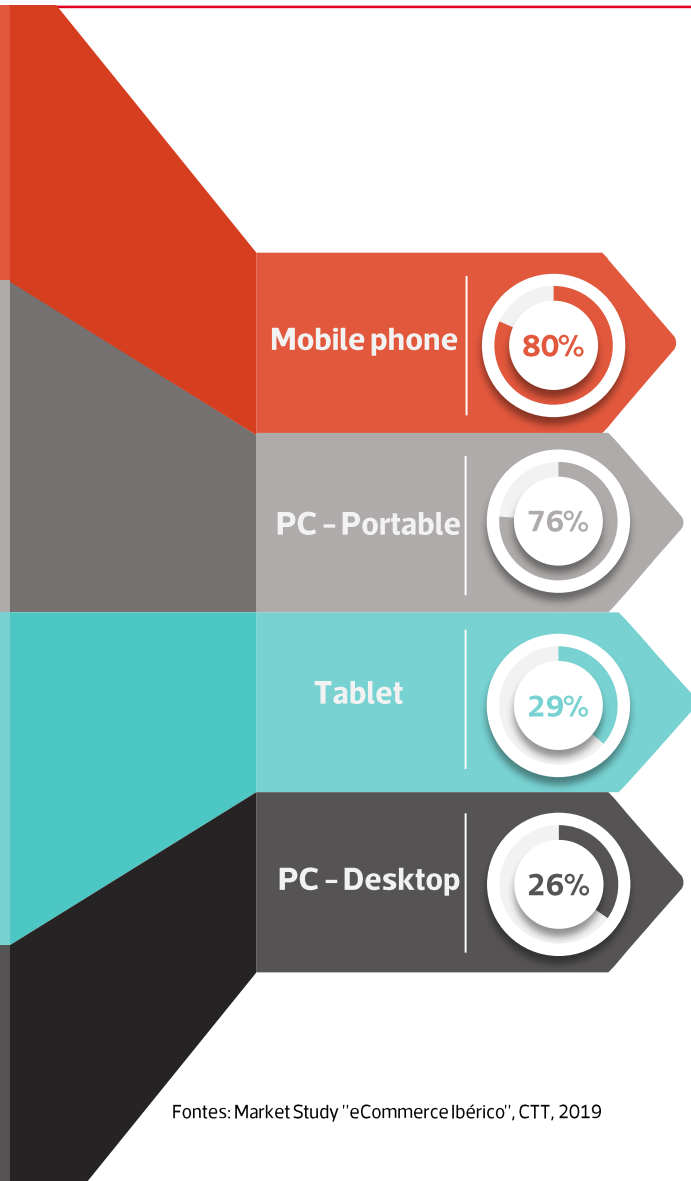


05. Which are the main factors for choosing an online store?



Fontes: Market Study "eCommerceIbérico", CTT, 2019

06. When and where do Portuguese ebuyers purchase online?



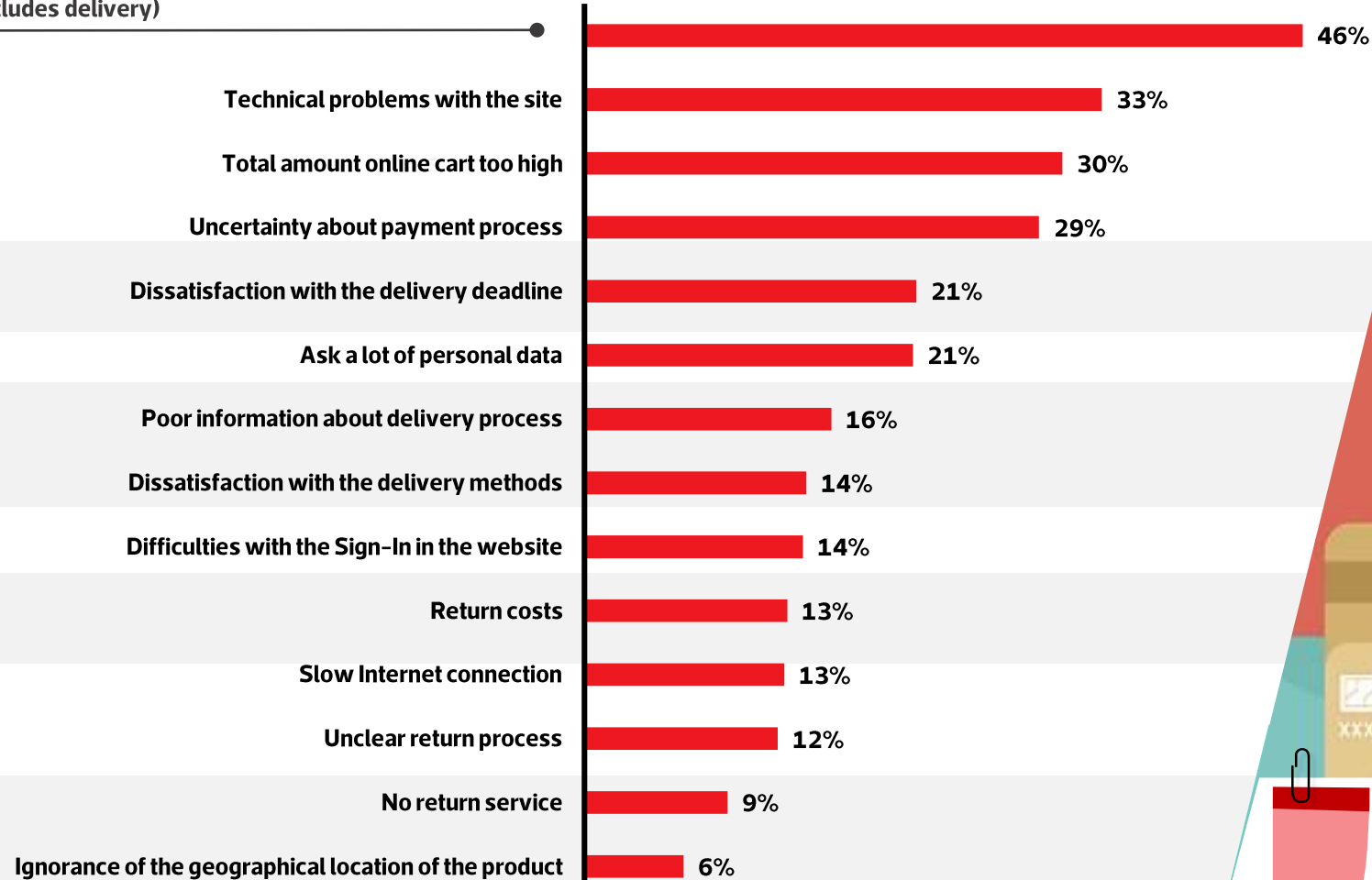
Fontes: Market Study "eCommerce Ibérico", CTT, 2019

06. Which are the main reasons for abandoning the online purchase at checkout?



Final price more expensive than expected
(includes delivery)

Delivery process

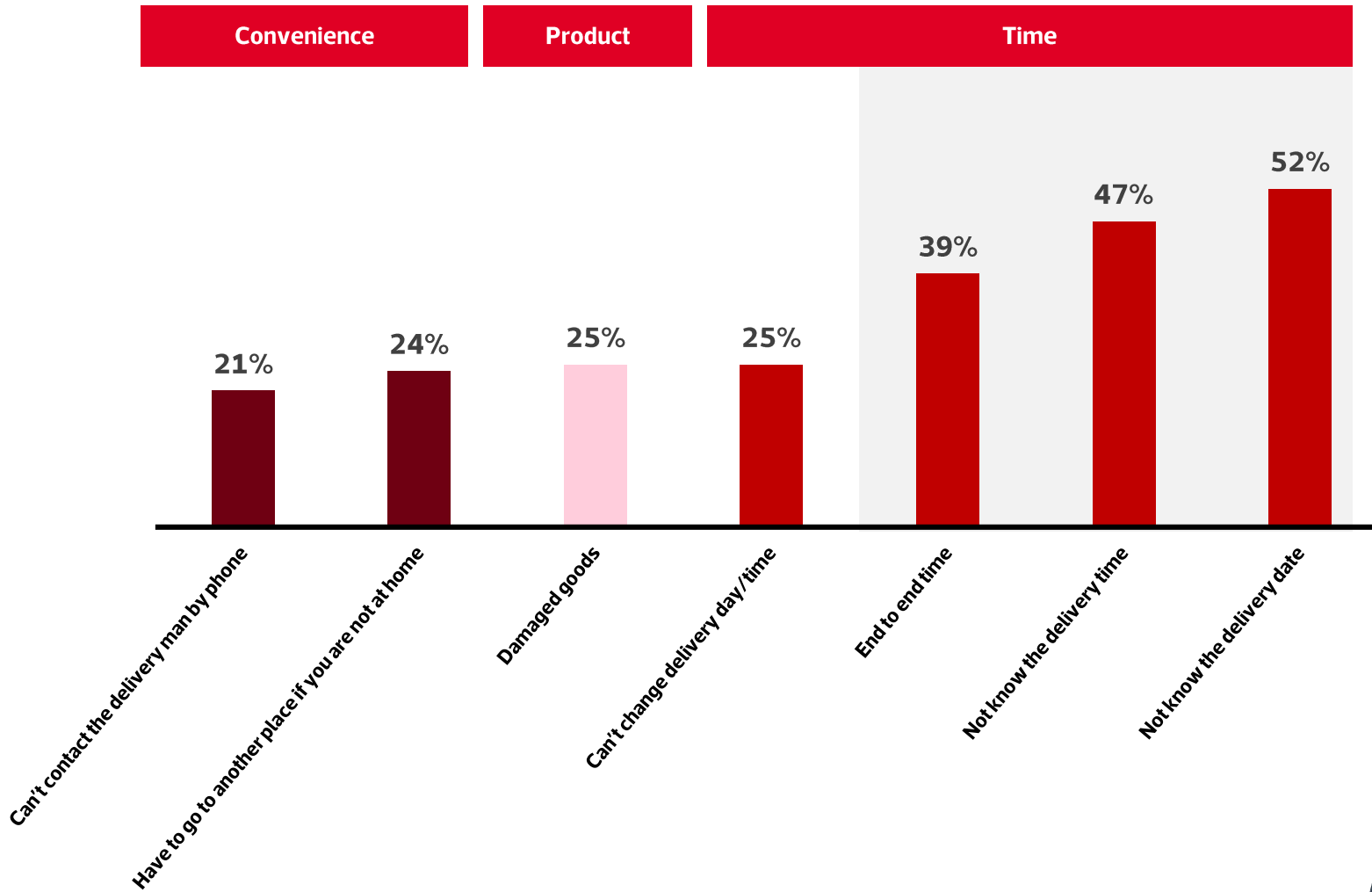


And abandoning the online purchase while searching?

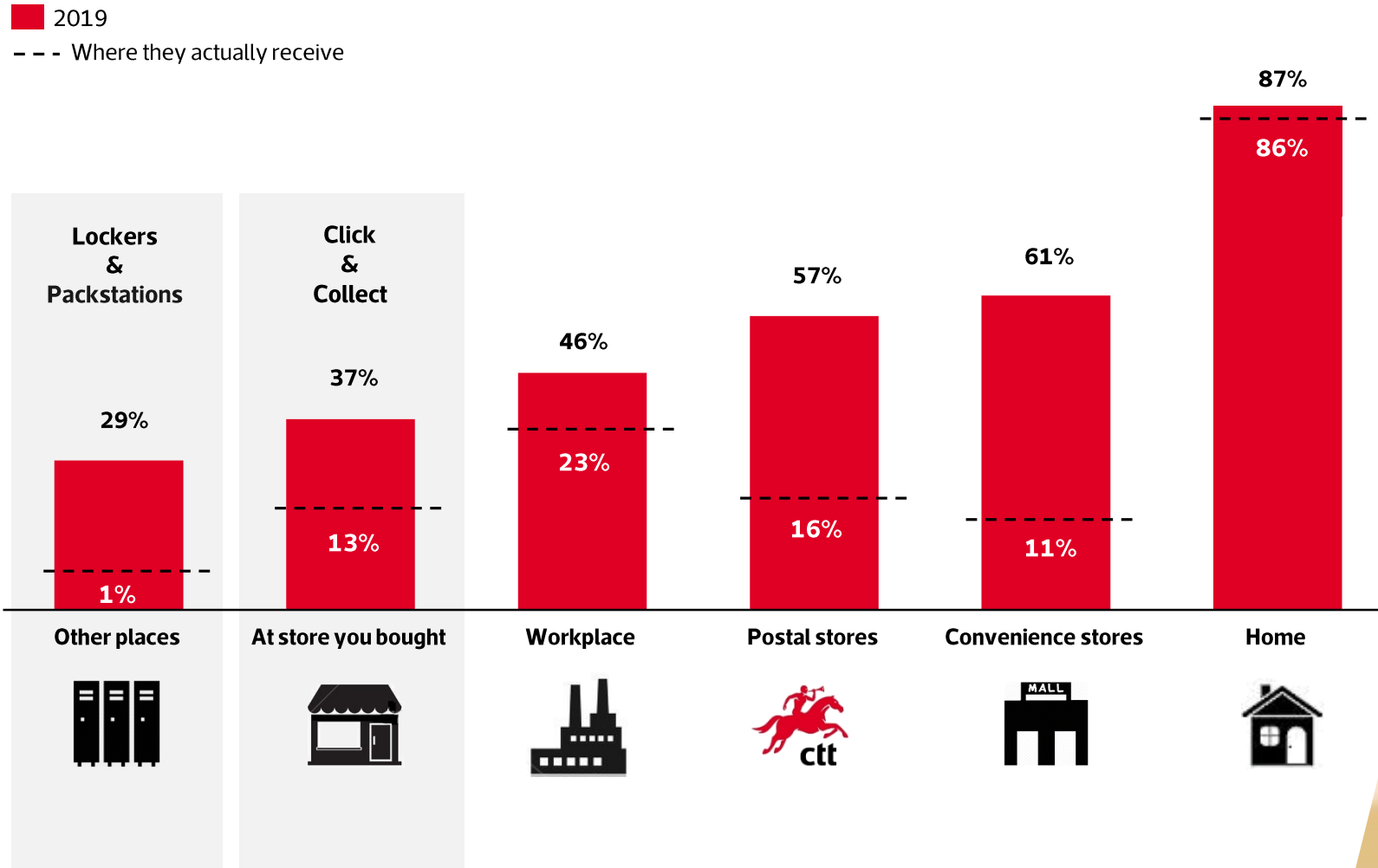
- 65% of ebuyers consider prices high
- 48% product information unclear

07. Most valued online consumers' delivery features ...

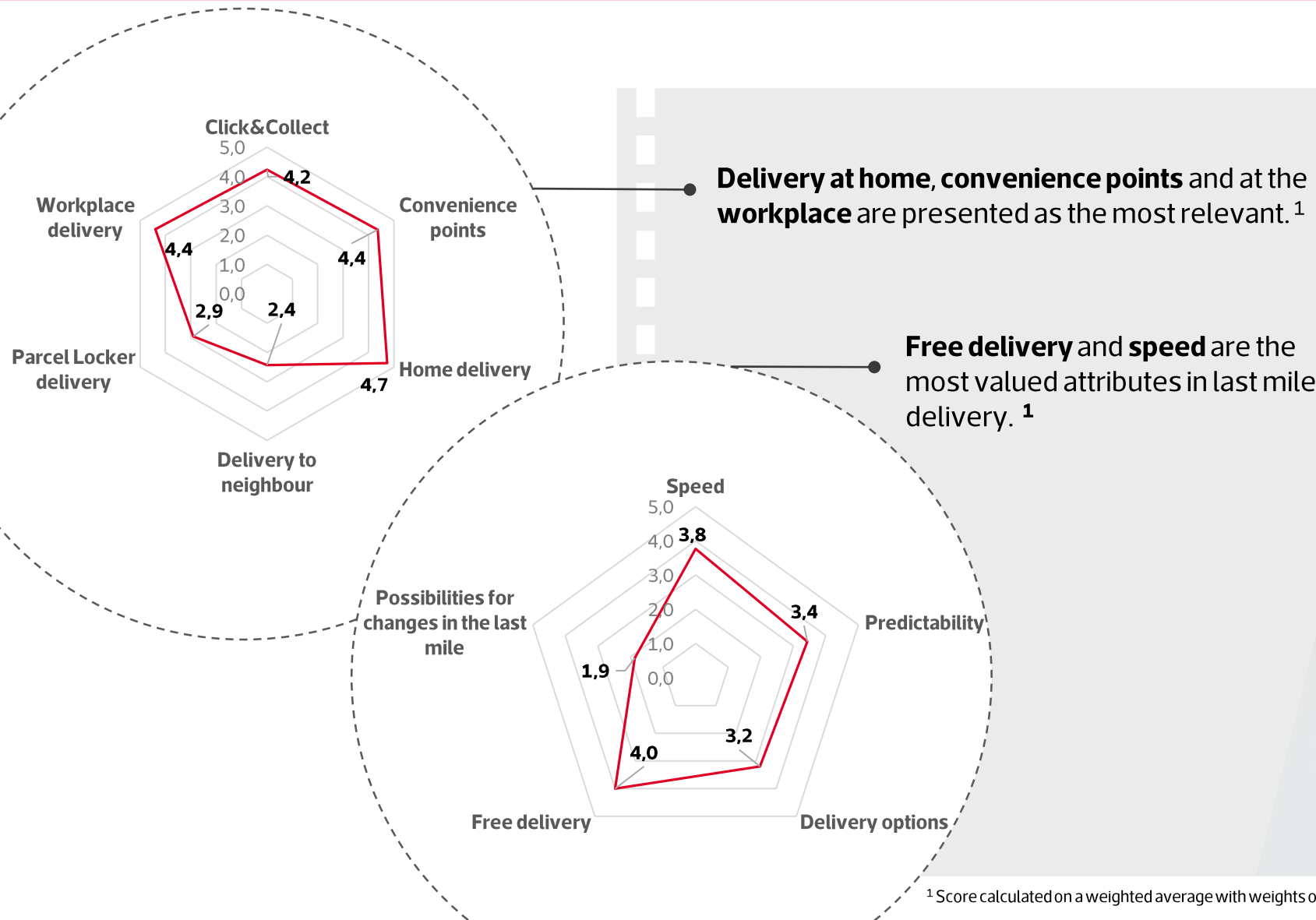
Which are the main constraints with the delivery experience?



08. Where do Portuguese ebuyers want receive their parcels?

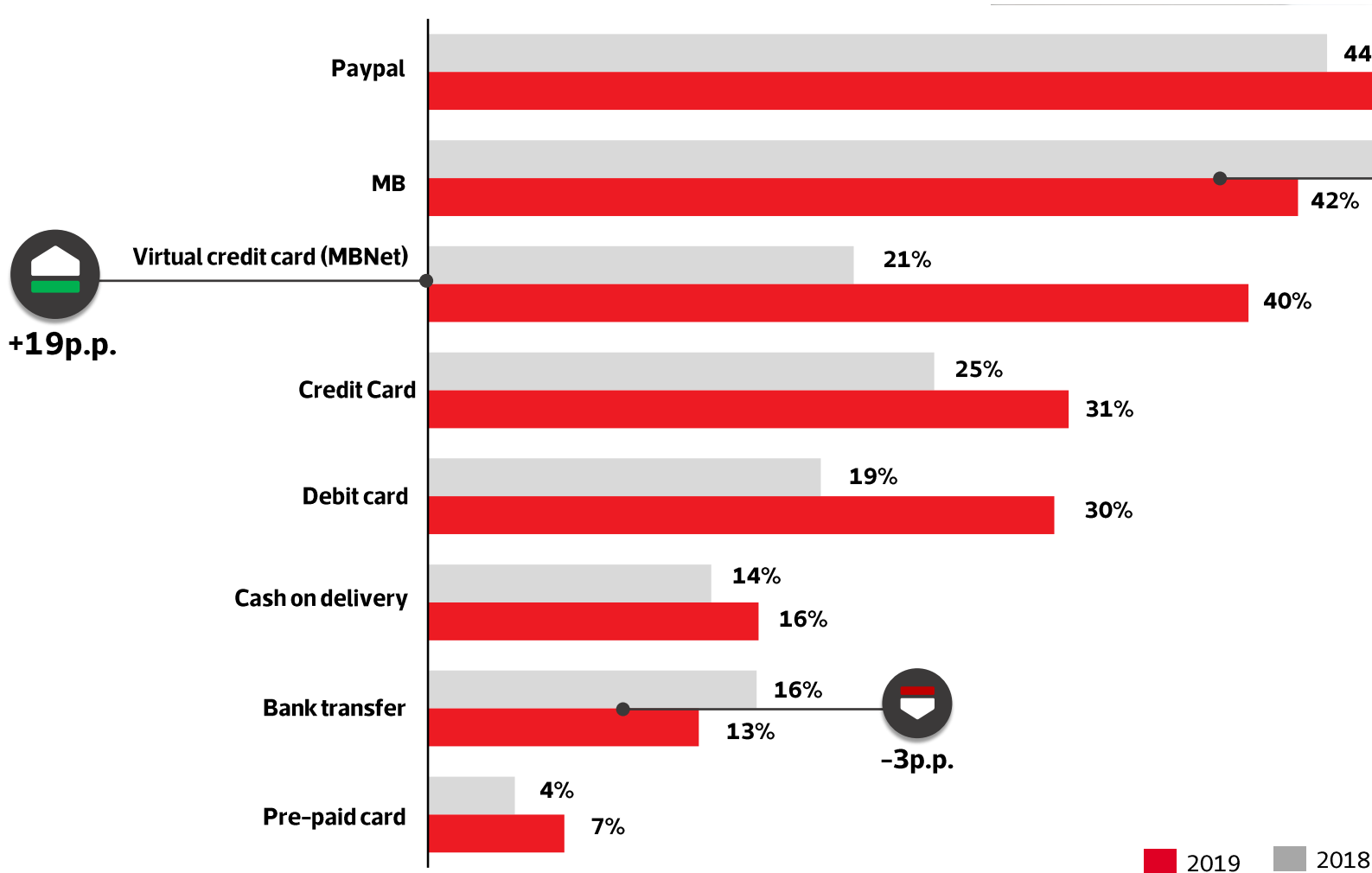


09. Delivery options and attributes [eseller view, from ctt barometer]



¹ Score calculated on a weighted average with weights of 5 to 1 where 5 represents the first place of mention and 1 the last place of mention

10. How do Portuguese ebuyers pay when shopping online?



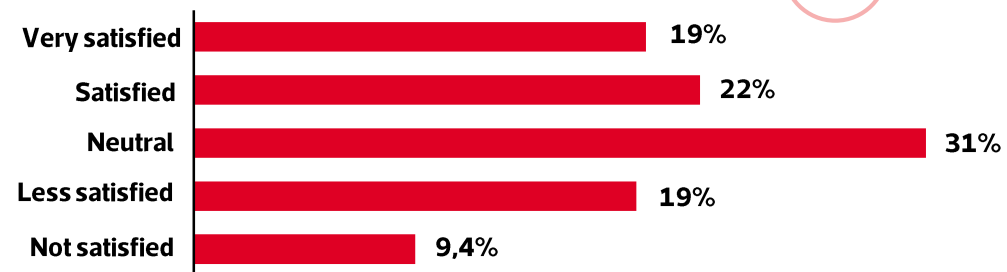
11. Which other factors can improve the level of online shopping?



Satisfaction with the return process



Satisfaction with the shipping costs



12. Delivering innovation in CTT

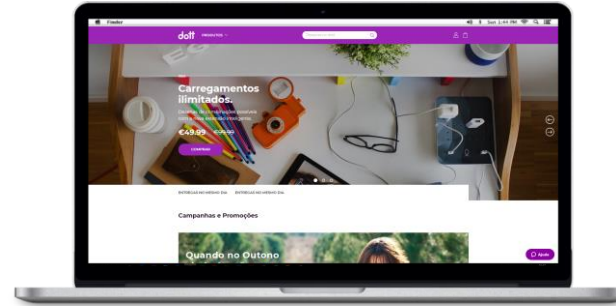


Leading on the logistics & delivery side the building of the ecommerce ecosystem in Portugal

CTT NOW

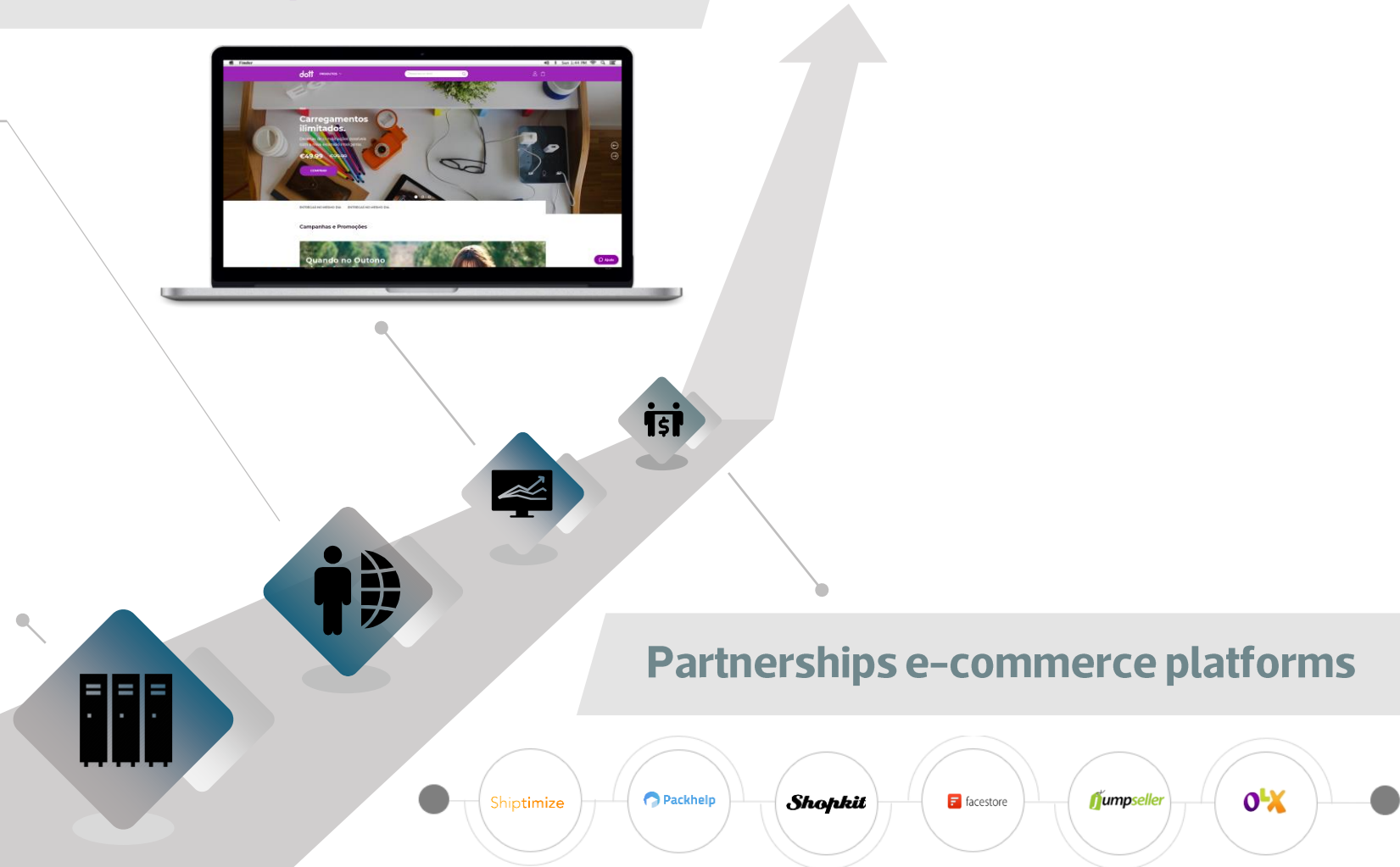


Marketplace Dott



"The future is now ..."

CTT 24H



12. Delivering innovation in CTT



Leading on the logistics & delivery side the building of the ecommerce ecosystem in Portugal

CTT Logística



ONBOARDING SERVICE PLATFORM + SELF-SERVICE MANAGEMENT TOOL + INTEGRATIONS WITH SELECTED MARKETPLACES





FESTIVAL GLOBAL
DE COMPRAS 2019

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Smart Shopping, Better Living!



Redução de preço até 70%

Aproveite o festival de
compras **11.11** e deixe
as entregas com os CTT.



Many Thanks!

Alberto Pimenta
CTT – Head of e-Commerce
8 November 2019

