

La Redoute

Key learnings and new perspectives for e-commerce

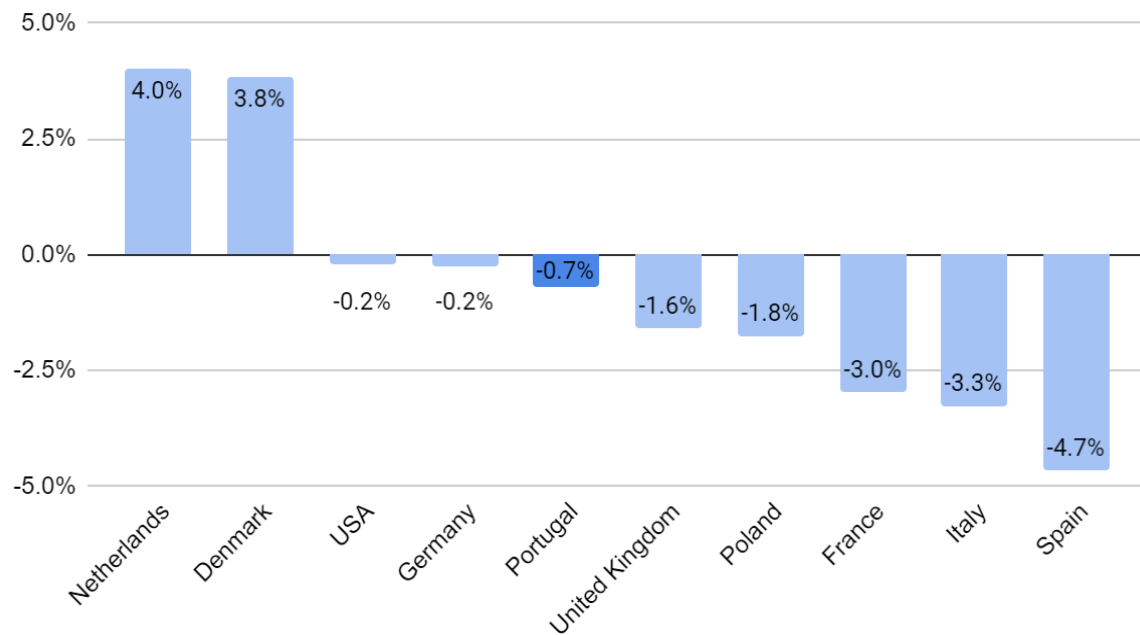
Paulo Mateus Pinto

November 16, 2021

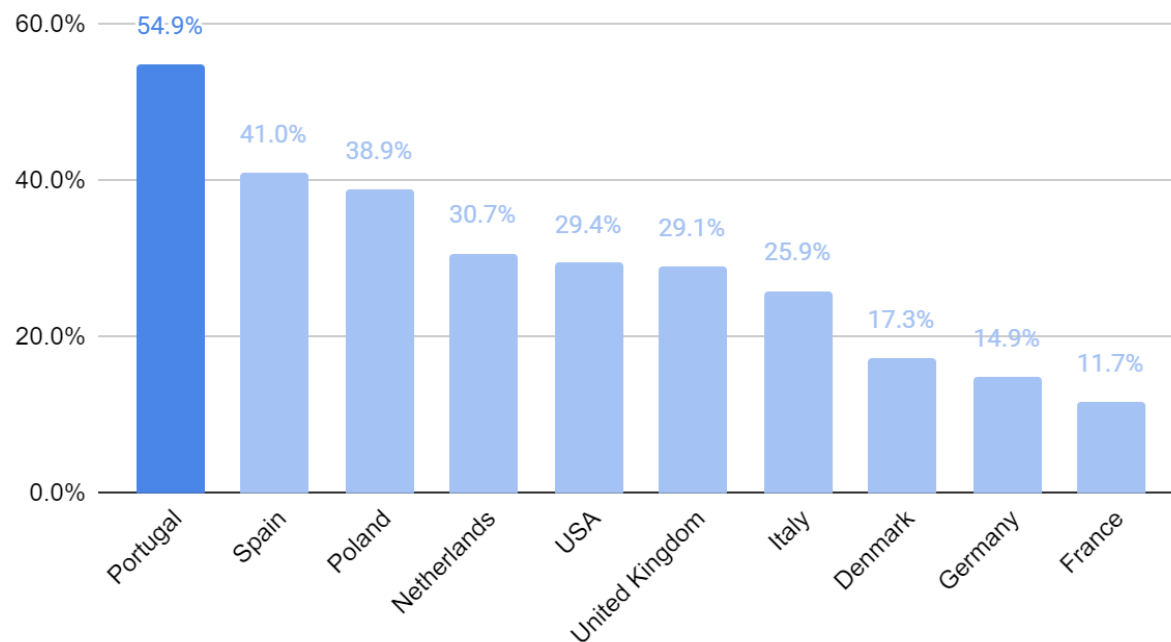


Key Learnings ...

Total Retail Sales Evolution (2020 vs. 2019)



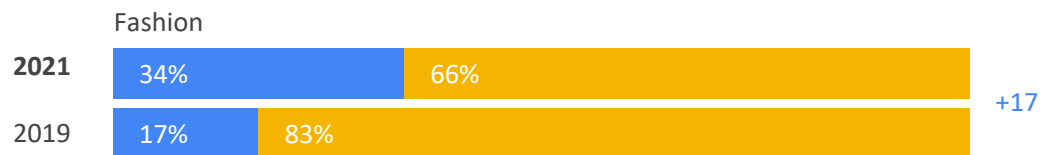
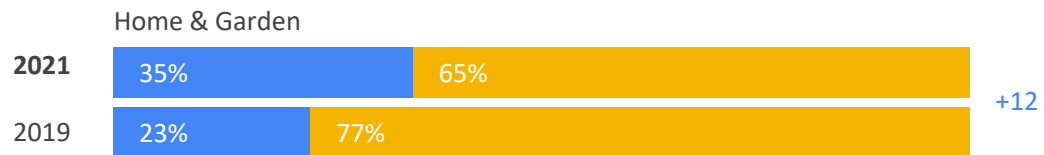
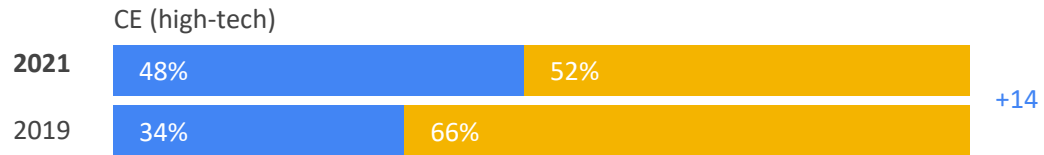
E-commerce retail evolution (2020 vs. 2019)



Portuguese bought more online. The average consumer knows an average of 8 online stores but regularly uses only two. Kantar Survey

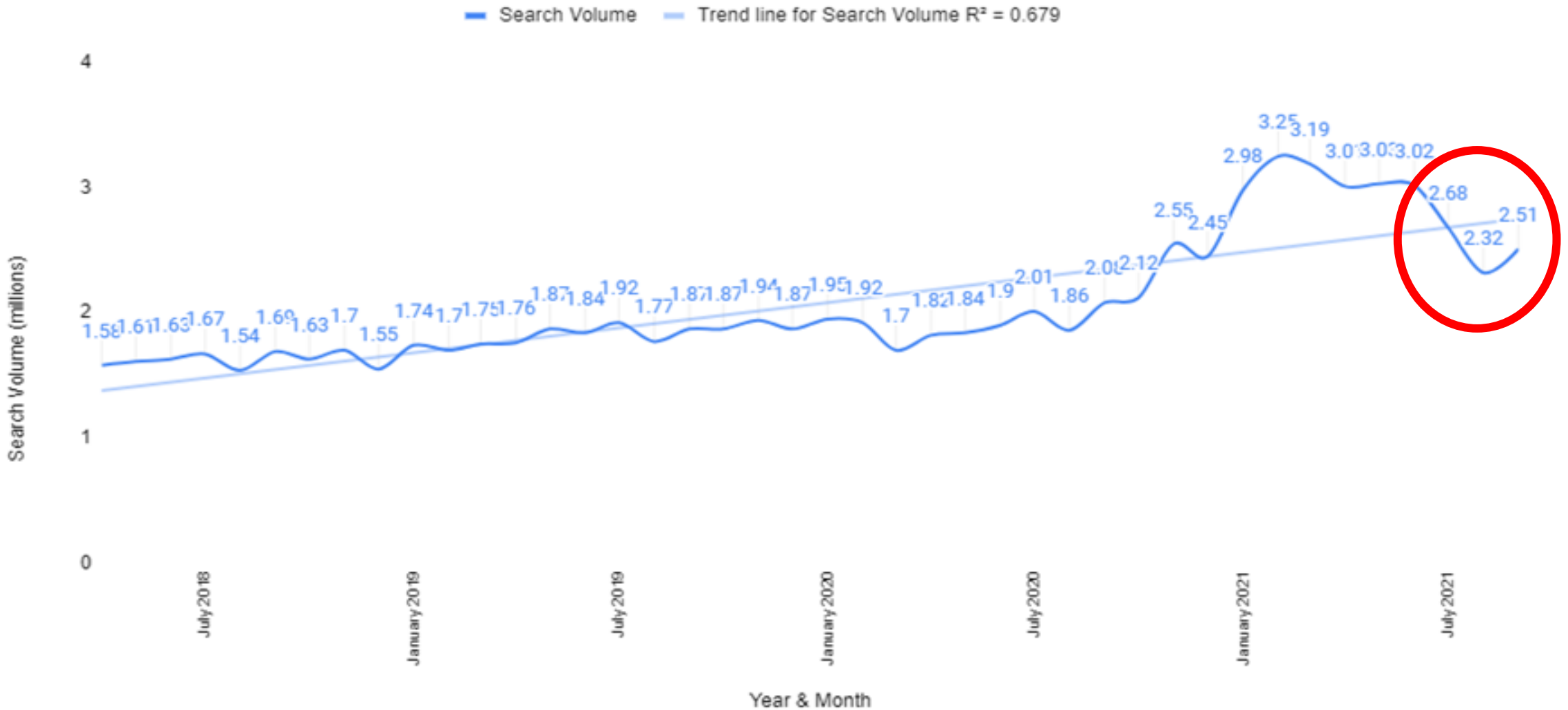
Purchase Channel, most recent purchase

● Online ● Offline

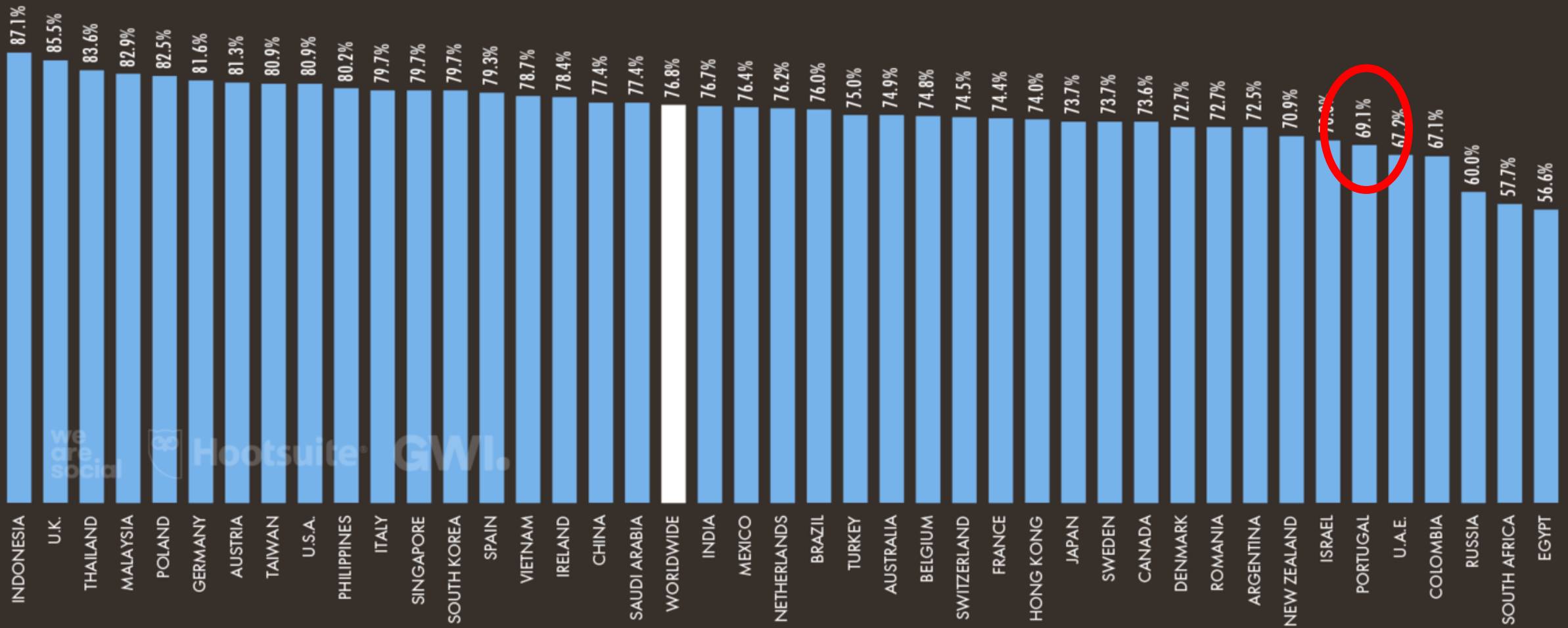


PT E-commerce >> Traffic Growth

EMEA > Portugal > e-Commerce > Fashion & Home : Traffic Volume (last 42 months)



ADOPTION OF ECOMMERCE % OF USERS BETWEEN 18 AND 64 YEARS WHO PURCHASED ONLINE IN THE LAST MONTH (JAN 2021)



LA REDOUTE CHALLENGES



La Redoute

**TO BRING BEAUTY
FAMILIES LIFE**

La Redoute

POPUP STORE

LISBON

PORTO



LISBON



RETAIL

PORTO



TRADITIONAL

The good, old-fashioned bricks and mortar store



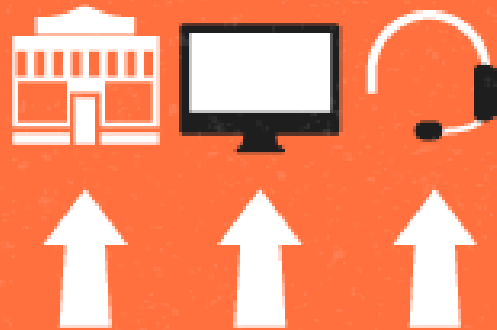
E-COMMERCE

Online shopping has skyrocketed in recent years



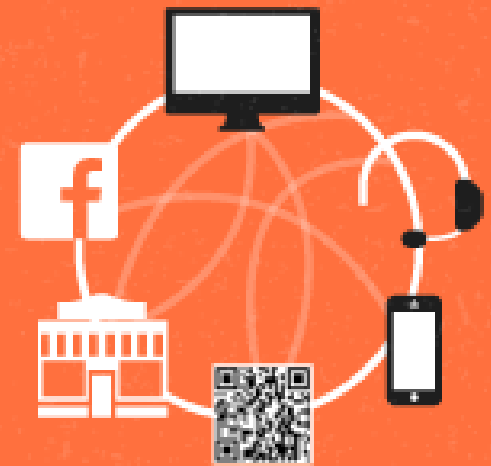
MULTICHANNEL

Various, disconnected channels for customers to use independently



OMNICHANNEL

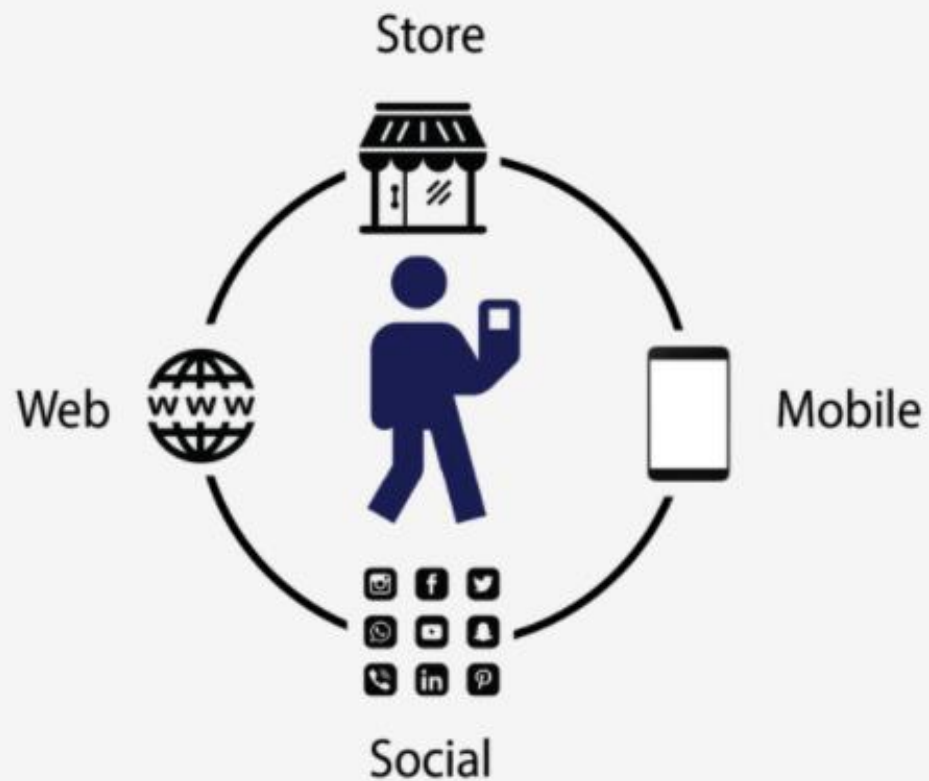
An integrated, seamless experience across multiple devices and touchpoints



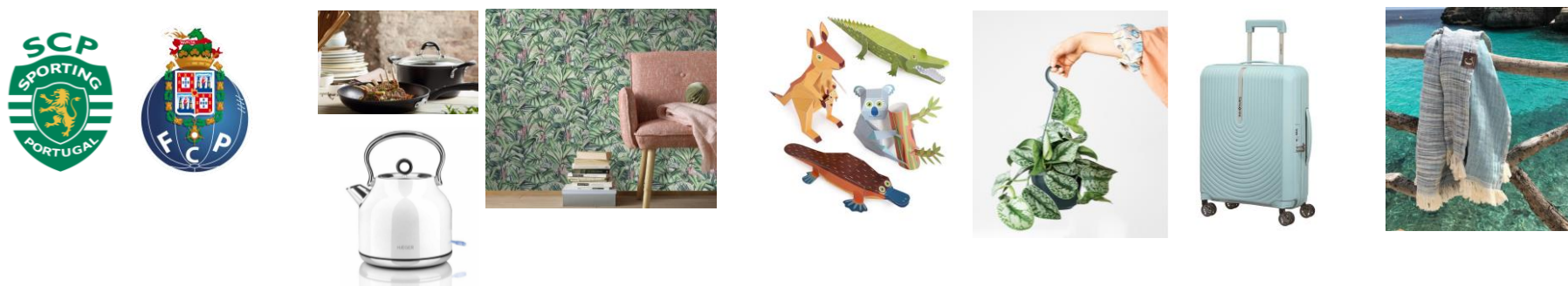
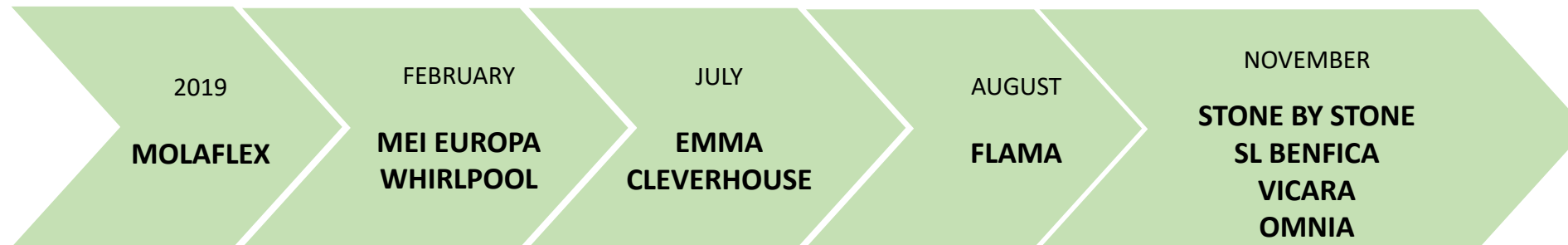
Multichannel

Vs.

Omnichannel



MARKETPLACE
vs
More Range Offer



OBRIGADO

