

Appendix 6.4: Online retailing forecasts, Experian 2017



Retail Planner Briefing Note 15
December 2017

Figure 5 - Estimated and projected market share of non-store retail sales

Volumes at 2013 prices	All retailing*	Non-store	Growth in retailing %	Growth in non-store %	Non-store retailing market share (%)			Adjusted for SFT sales from stores**		
	£bn	£bn			Total	Comparison	Convenience	Total retail	Comparison	Convenience
2006	314.8	17.1	5.2	14.2	5.4	8.0	2.2	3.6	6.0	0.7
2007	327.6	18.7	4.1	9.4	5.7	8.2	2.4	3.8	6.1	0.7
2008	336.8	21.9	2.8	17.1	6.5	9.1	2.9	4.3	6.8	0.9
2009	329.6	25.8	-2.1	17.8	7.8	10.8	3.8	5.1	8.1	1.1
2010	334.8	29.2	1.6	13.0	8.7	12.0	4.3	5.7	9.0	1.3
2011	333.9	33.4	-0.3	14.4	10.0	13.4	5.2	6.5	10.0	1.6
2012	340.5	36.4	2.0	9.0	10.7	14.2	5.7	7.0	10.6	1.7
2013	349.4	41.5	2.6	14.2	11.9	15.3	6.8	7.7	11.5	2.0
2014	359.3	45.5	2.8	9.6	12.7	15.9	7.7	8.1	11.9	2.3
2015	372.0	49.5	3.5	8.8	13.3	16.3	8.4	8.5	12.2	2.5
2016	387.8	57.6	4.2	16.4	14.9	18.0	9.6	9.5	13.5	2.9
forecast										
2017	396.2	65.3	2.2	13.2	16.5	19.7	10.8	10.6	14.8	3.2
2018	400.3	69.0	1.0	5.7	17.2	20.5	11.4	11.1	15.4	3.4
2019	407.9	73.2	1.9	6.1	17.9	21.2	12.0	11.5	15.9	3.6
2020	418.7	77.9	2.6	6.5	18.6	21.9	12.6	12.0	16.4	3.8
2021	430.6	82.9	2.8	6.4	19.3	22.5	13.1	12.4	16.9	3.9
2022	442.9	87.9	2.9	6.0	19.8	23.0	13.7	12.8	17.2	4.1
2023	455.4	92.1	2.8	4.7	20.2	23.2	14.2	13.1	17.4	4.2
2024	468.2	96.0	2.8	4.3	20.5	23.3	14.7	13.3	17.5	4.4
2025	481.0	99.7	2.7	3.8	20.7	23.3	15.1	13.4	17.5	4.5
2026	494.4	103.6	2.8	3.9	20.9	23.4	15.5	13.6	17.5	4.6
2027	508.0	107.4	2.8	3.6	21.1	23.5	15.8	13.7	17.6	4.7
2028	521.9	111.2	2.7	3.6	21.3	23.5	16.1	13.8	17.6	4.8
2029	536.4	115.2	2.8	3.6	21.5	23.6	16.3	14.0	17.7	4.9
2030	551.7	119.4	2.9	3.6	21.6	23.6	16.6	14.1	17.7	5.0
2031	567.9	123.7	2.9	3.7	21.8	23.7	16.8	14.2	17.8	5.1
2032	584.6	128.2	2.9	3.6	21.9	23.8	17.0	14.4	17.8	5.1
2033	601.7	132.8	2.9	3.6	22.1	23.8	17.2	14.5	17.9	5.2
2034	619.2	137.5	2.9	3.5	22.2	23.9	17.4	14.6	17.9	5.2
2035	637.4	142.3	2.9	3.5	22.3	23.9	17.6	14.7	18.0	5.3
2036	656.3	147.4	3.0	3.6	22.5	24.0	17.8	14.9	18.0	5.3

*Ex automotive fuel

** Using the proportions shown on page 18