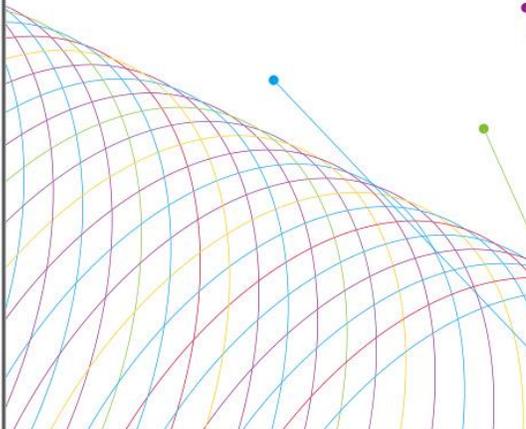


nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™

# SHOPPING ON THE GO IS IN WITH YOUNG CONSUMERS!

2015 NIELSEN TAIWAN  
VIRTUAL SHOPPING  
REPORT



Nowadays, screens aren't just catching eyeballs, they're also for attracting fingers to place orders for e-baskets!

Online shopping in Taiwan is booming. In fact, 5.86 million people in Taiwan shop online—a record number for e-commerce in the country. According to Nielsen's 2015 Virtual Shopping study, 32.2% of consumers aged 12 to 65, made purchases online in the last three months, an increase of more than 400,000 online shoppers since 2014. Consumers are also spending more online, as the average expenditure reached NT\$7,200 in 2015, up from NT\$6,300 in 2014.

### IN TAIWAN, ONLINE SHOPPING PENETRATION CONTINUES TO GROW



Source: Nielsen Media Index for year 2013, 2014, 2015  
 Sample size: 10,000/per year  
 Base: Aged 12-65

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Different groups have different online shopping preferences, and not everyone is actively involved with e-commerce. For example, 65% of women aged 20-29 report shopping on the Internet. Clothing, handbags and cosmetics are the top three categories on this group's lists. Comparatively, only 50% of employed men aged 30-39 make purchases online. Their online buying preferences include tourism/leisure/transportation services, computer products and phones.



## ONLINE SPENDING EXPERIENCED DOUBLE-DIGIT GROWTH IN 2015

Quarterly average online spending, consumers aged 12-65

UNIT: NT\$

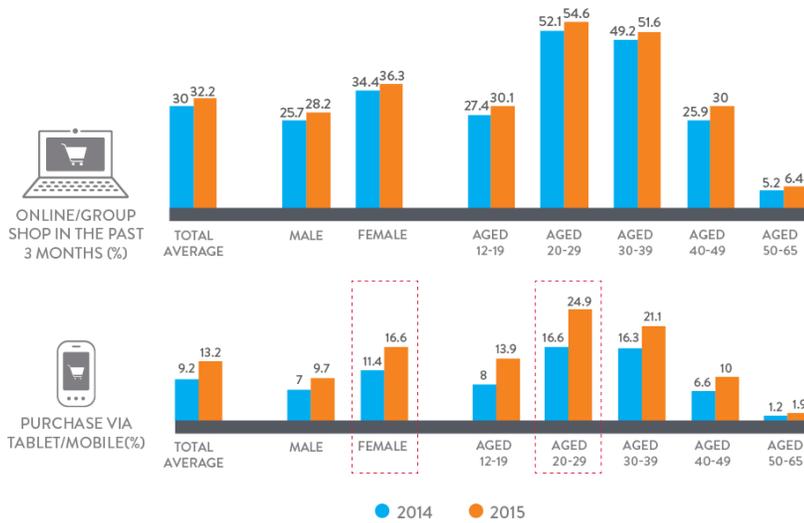


Source: Nielsen Media Index 2013-2015  
Base: Aged 12-65 who have shopped online in the past 3 months

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## RISING STAR: MOBILE COMMERCE



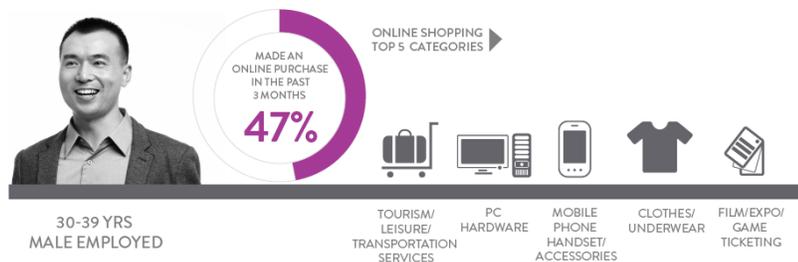
Source: Nielsen V-Shopper 2014-2015  
Sample size: 10,000/per year  
Base: Aged 12-65

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When it comes to growth areas, consumers above the age of 40 represent the fastest-growing segment in online shopping, as this demographic posted double digit online shopping growth from 2014 to 2015. Among consumers older than 40, people aged 50 to 65 are leading the growth, as online shopping penetration grew to 6.4% last year from 5.2% in 2014. Online shopping growth among consumers in their 40s increased to 30% last year from 25.9% in 2014.

Despite the spike in online shopping penetration among older consumers, the majority of online shoppers are still between 20 to 39 years old, as more than half of them say they purchase items on the Internet. And what's even more noteworthy is that many are making their purchases on their mobile devices rather than their desktop computers. Across Taiwan, 13.2% of consumers aged 12 to 65 say they've placed orders using their tablets and smartphones, up from 9.2% last year. Among them, almost one-sixth of the female consumer segment are more open to online shopping via portable devices. One-quarter of the buyers aged 20 to 29 years old use their tablet PCs and smartphones to place online orders.

## TOP ITEMS ON THE ONLINE SHOPPING LIST VARY FOR DIFFERENT SHOPPER SEGMENTS



Source: Nielsen V-Shopper 2015

Base: Aged 20-29 female on job and aged 30-39 male on job who has shopped online in last month

We can see that *shopping-on-the-go* is appealing to younger consumers. The convenience factor of being able to shop whenever and wherever in their spare time is key. We believe that the explosive growth of e-commerce via tablets and smartphones resulted from simplified and convenient app designs. Retailers can appeal to consumers with stimulating visual displays and precise marketing strategies that focus on specific consumer segments. Big data applications will allow the *shop-on-the-go* growth to roar louder.

### About the Nielsen V-Shopper

The findings in this survey are based on findings from Nielsen's annual V-Shopper study. Nielsen has been conducting its V-Shopper study since 2011 to understand consumers' various virtual shopping behaviors. The 2015 V-Shopper polled 10,000 respondents aged 12-65. Among those 10,000 respondents, 7,500 were interviewed face-to-face and 2,500 were interviewed online. A probability sample of equivalent size would have a margin of error of  $\pm 0.98\%$ .

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).