

2024 eCommerce Guide

# eCommerce Benchmarks & Insights for Multichannel Consumer Electronics Brands

How MikMak Helps Consumer Electronics Brands Grow, Commerce-First

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**MikMak**



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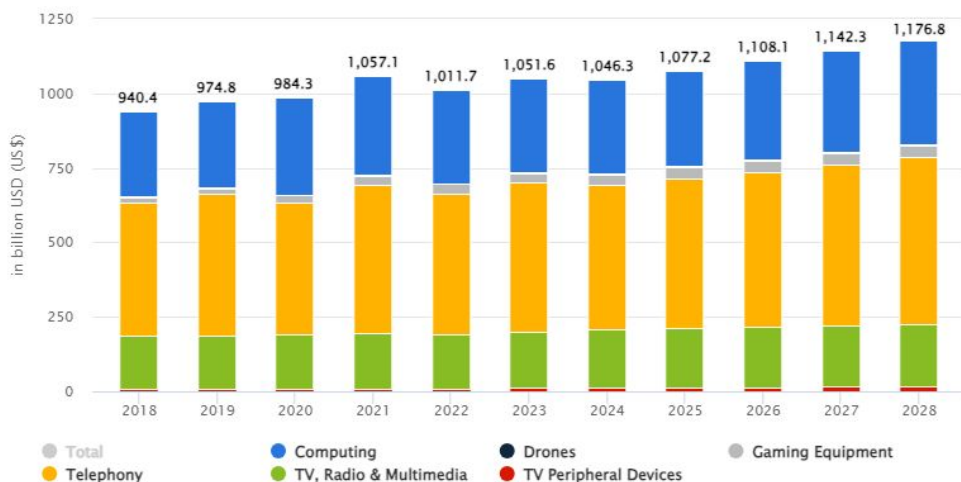
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In this report, we will examine the trends of four major markets for Consumer Electronics eCommerce: the U.S., the UK, France, and Germany. All of which are considered major markets for this industry. Using data collected from The MikMak Shopping Index, we can discover new insights about how consumers are shopping and what brands should prepare for the future.

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# Global Overview: Consumer Electronics eCommerce is Growing Fast, especially among Millennials

## CONSUMER ELECTRONICS (WORLDWIDE)



Source: Statista Market Insights

According to [Statista](#), the revenue generated in the Consumer Electronics market worldwide is projected to reach a staggering U.S.\$1,046.0bn in 2024

It is predicted that by 2024, online sales will account for 33.5 percent of the total revenue in the Consumer Electronics market

Consumers ages 25 to 34 years old are most likely to buy Consumer Electronic products, according to [Digital Commerce 360](#)

# Consumer Electronics eCommerce in the U.S.

In 2024, the U.S. Consumer Electronics market is projected to reach \$159.9 billion, and is anticipated to grow annually at 1.54 percent till 2028, [according to Statista](#)

[Nearly five in ten U.S. consumers](#) say they search for Consumer Electronic product information online before purchasing, substantially more than in any other product category

Consumer Electronics represents one of the largest opportunities for social commerce, a sector of commerce expected to reach [\\$99 billion by 2025](#)



## U.S. eCommerce Traffic for Consumer Electronics is skyrocketing

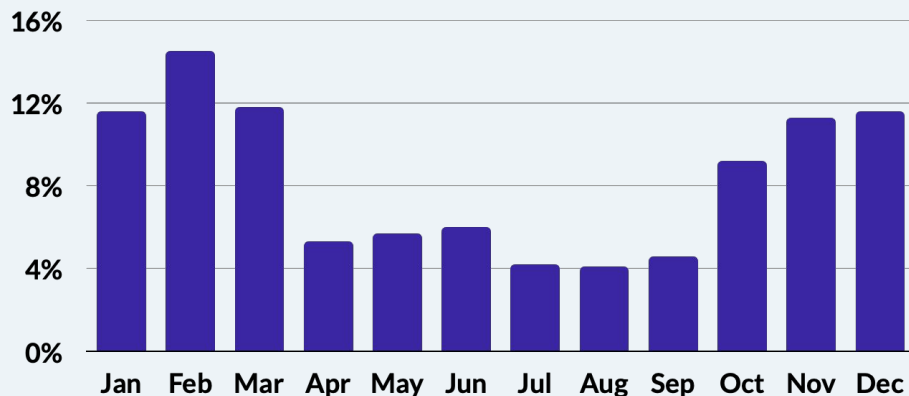
When comparing Q1 2023 to Q1 2024, Consumer Electronics saw a 137 percent increase in Purchase Intent Clicks\*, or in-market eCommerce traffic over the year. Major traffic peaks for Consumer Electronics were near the end of the year, the highest being on Tuesday, October 10th (2023's Amazon Prime Day). Other peak dates include October 9th, October 1st, November 21st, November 24th (Black Friday), and November 25th.

However, the MikMak Shopping Index revealed that the beginning of the year (February, March, and January) saw the most traffic overall.

### Purchase Intent Clicks:

The number of times a shopper has clicked through to at least one retailer during a single session.

## Top Months for Online Consumer Electronics Traffic in the US, by Purchase Intent Clicks



## BRAVE COMMERCE

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"People spend a lot of time on the journey of deciding what kind of technology to buy and then on starting to adopt and maximize the journey that they've made. So the customer journey for technology is longer than for cpg in general." -Keith Bryan, President

**BEST  
BUY**

## Tuesday is the most popular day U.S. consumers shop online for Consumer Electronics

When looking at the top days of the week, the MikMak Shopping Index revealed that Tuesdays see the most traffic from online shoppers, followed by Mondays and Wednesdays.

### Top Days of the Week for Online Consumer Electronics Traffic in the U.S., by Purchase Intent Clicks

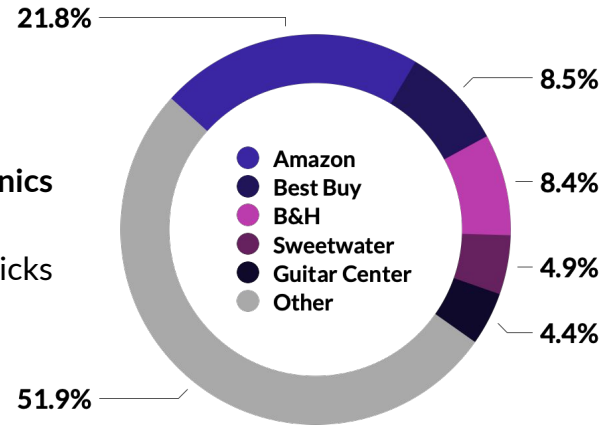


- |              |             |
|--------------|-------------|
| 1. Tuesday   | 5. Sunday   |
| 2. Monday    | 6. Friday   |
| 3. Wednesday | 7. Saturday |
| 4. Thursday  |             |

## Amazon is the top retailer for U.S. Consumer Electronics brands

According to the MikMak Shopping Index, Amazon drives the most traffic to Consumer Electronics in the US, seeing 21.8 percent of Purchase Intent Clicks. Meanwhile, Best Buy follows at 8.5 percent. B&H is third at 8.4 percent. Sweetwater and Guitar Center follow at 4.9 and 4.4 percent, respectively. Other miscellaneous retailers make up the remaining Purchase Intent Clicks.

### Top Retailers for Consumer Electronics in the U.S., by Purchase Intent Clicks





# Consumer Electronics eCommerce in the UK

Between 2024 and 2029, the revenue in the UK's Consumer Electronics eCommerce market [is projected to rise by a total of \\$5.6 billion \(+28.17 percent\)](#)

According to [Statista](#), the UK Consumer Electronics eCommerce Market is estimated to reach \$25.48 billion by 2029

According to [Circana](#), 67 percent of UK consumers who purchased Consumer Electronics in the past 12 months say they are most likely to shop online for these products



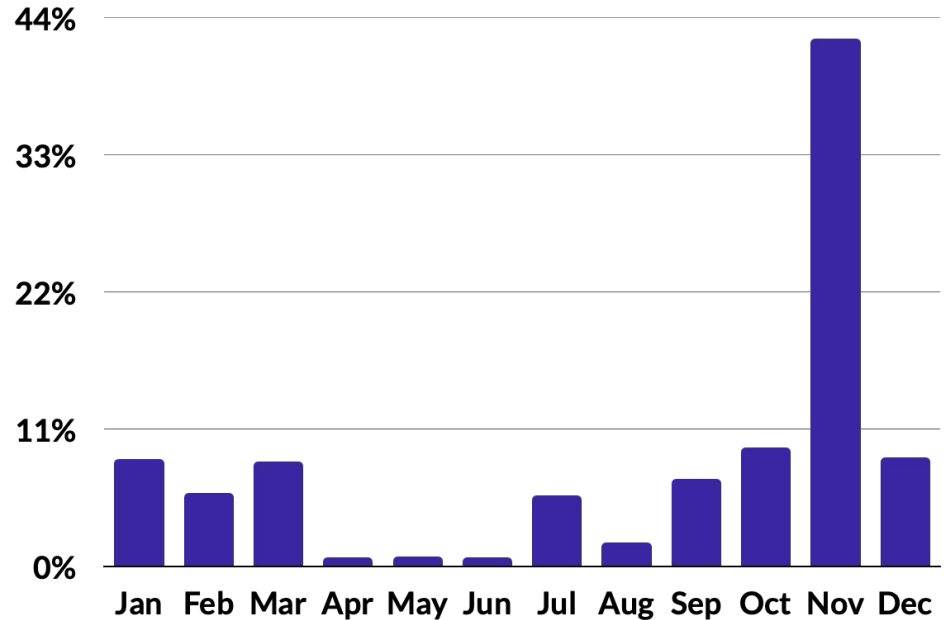


## In the UK, November is an especially hot time for Consumer Electronics shoppers

While online traffic for Consumer Electronics decreased between Q1 2023 and Q1 2024, interest from online UK shoppers remains high, likely influencing [offline sales](#) as well.

The MikMak Shopping Index revealed Consumer Electronics brands see the most traffic in the UK near the end of the year, with November driving 42.3 percent of Purchase Intent Clicks. Major peaks in 2023 occurred on November 4th, November 3rd, November 8th, November 6th, and November 7th.

## Top Months for Online Consumer Electronics Traffic in the UK, by Purchase Intent Clicks





## Monday is the most popular day UK consumers shop online for Consumer Electronics

When looking at the top days of the week, the MikMak Shopping Index revealed that Mondays see the most traffic from online shoppers, followed by Tuesday and Sunday.

### Top Days of the Week for Online Consumer Electronics Traffic in the UK, by Purchase Intent Clicks

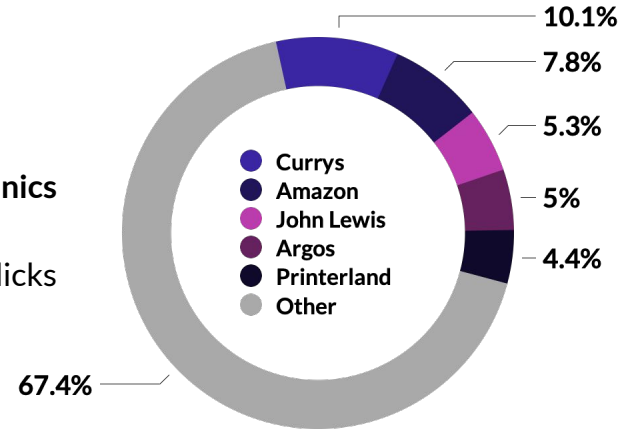


- |    |           |    |          |
|----|-----------|----|----------|
| 1. | Monday    | 5. | Saturday |
| 2. | Tuesday   | 6. | Friday   |
| 3. | Sunday    | 7. | Thursday |
| 4. | Wednesday |    |          |

## Currys is the top retailer for UK Consumer Electronics brands

According to the MikMak Shopping Index, Currys drives the most traffic to Consumer Electronics in the UK, seeing 10.1 percent of Purchase Intent Clicks. Meanwhile, Amazon follows at 7.8 percent. John Lewis is third at 5.3 percent. Argos and Printerland follow at 5.0 and 4.4 percent, respectively. Other miscellaneous retailers make up the remaining Purchase Intent Clicks.

### Top Retailers for Consumer Electronics in the UK, by Purchase Intent Clicks

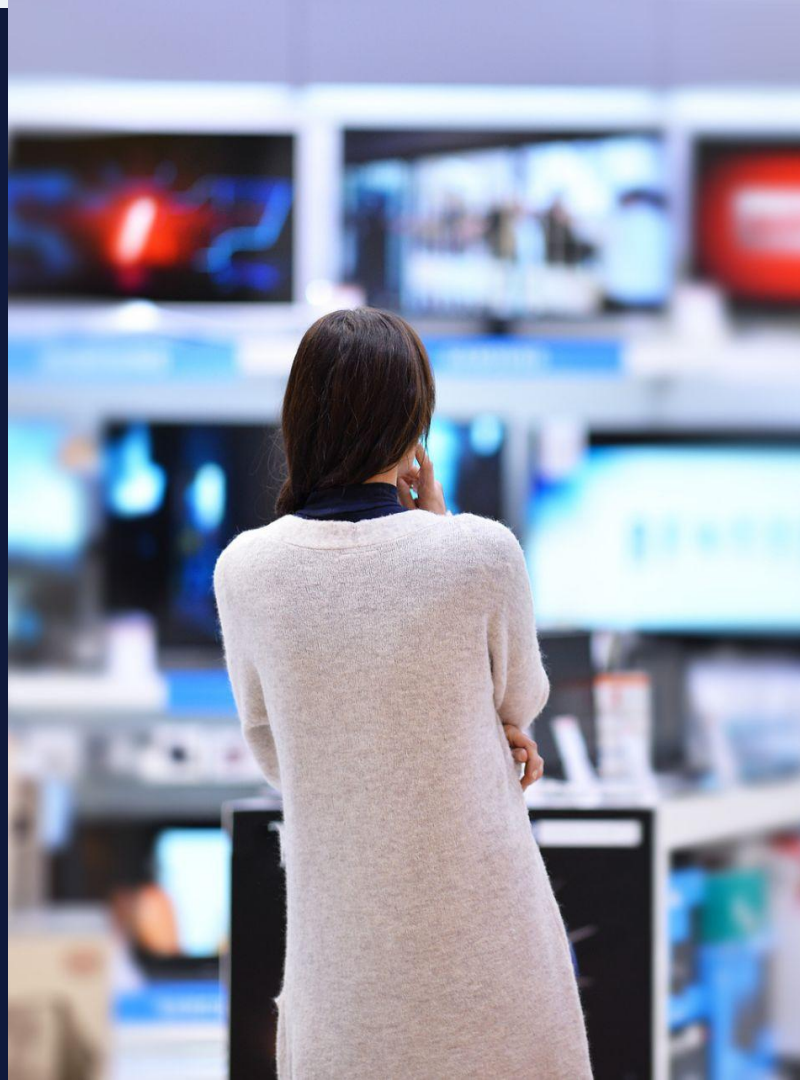


# Consumer Electronics eCommerce in France

Between 2024 and 2029, eCommerce for [Consumer Electronics in France](#) is expected to grow by **\$3.6 billion** (+35.64 percent)

According to [GfK](#) studies, tech stores capture 56% of Consumer Electronics and Home Appliances category turnover and continue to gain market share.

eCommerce is a [preferred way for French consumers](#) to search and compare products before making a purchase.



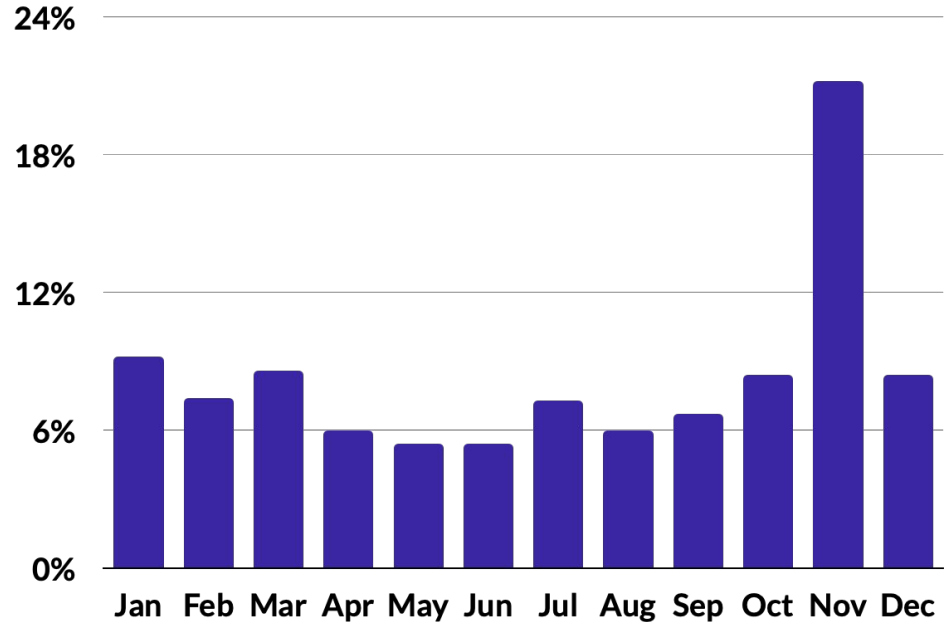


## Consumer Electronics eCommerce is booming in France

Online traffic for Consumer Electronics saw an increase of 359 percent between Q1 2023 and Q1 2024.

Further, the MikMak Shopping Index revealed Purchase Intent Clicks are highest in November with 21.3 percent of clicks occurring in that month. Major peaks include November 4th, November 3rd, November 8th, and November 9th. However, March saw some comparable peaks on March 27th and March 25th.

Top Months for Online Consumer Electronics Traffic in France, by Purchase Intent Clicks



## Friday is the most popular day in France consumers shop online for Consumer Electronics

When looking at the top days of the week, the MikMak Shopping Index revealed that Fridays see the most traffic from online shoppers, followed by Wednesday and Saturday.

### Top Days of the Week for Online Consumer Electronics Traffic in France, by Purchase Intent Clicks

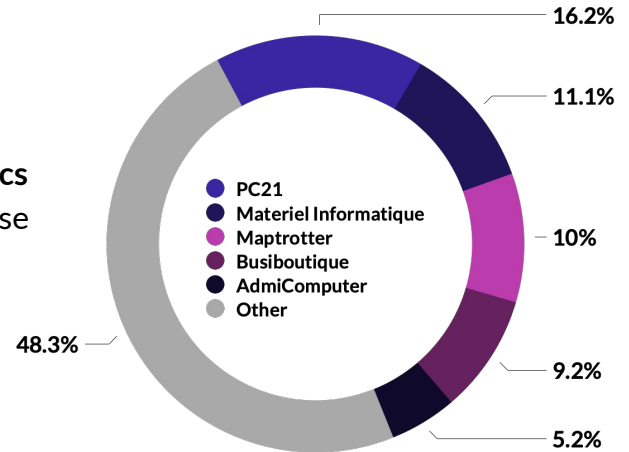


- |              |             |
|--------------|-------------|
| 1. Friday    | 5. Thursday |
| 2. Wednesday | 6. Monday   |
| 3. Saturday  | 7. Sunday   |
| 4. Tuesday   |             |

## PC21 is the top retailer for French Consumer Electronics brands

According to the MikMak Shopping Index, PC21 drives the most traffic to Consumer Electronics in France, seeing 16.2 percent of Purchase Intent Clicks. Meanwhile, Materiel Informatique follows at 11.1 percent. Maprotter is third at 10 percent. Busiboutique and AdmiComputer follow at 9.2 and 5.2 percent, respectively. Other miscellaneous retailers make up the remaining Purchase Intent Clicks.

### Top Retailers for Consumer Electronics in France, by Purchase Intent Clicks



# Consumer Electronics eCommerce in Germany

The German Electronics eCommerce market [is predicted to reach \\$25.88 billion by 2024](#)

In Germany, the eCommerce Consumer Electronics market share is currently at 37.9 percent and [will increase by an average of 3.4 percent to reach 43.3 percent by 2028](#)

According to [ECDB](#), Electronics is the third largest category for eCommerce, in terms of revenue



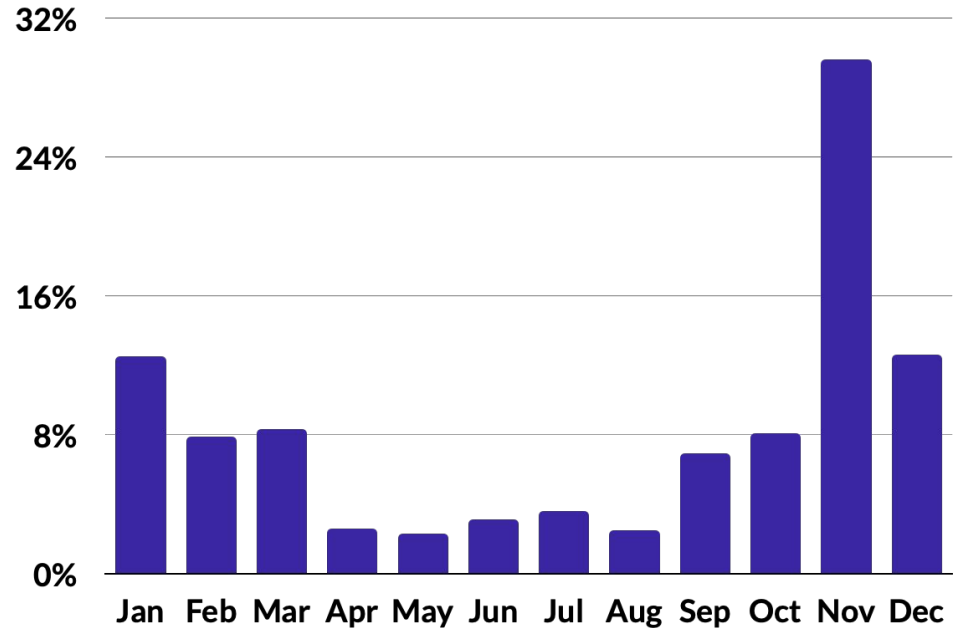


## In Germany, Consumer Electronics traffic has doubled

According to the MikMak Shopping Index, online traffic for Consumer Electronics saw an increase of 200 percent between Q1 2023 and Q1 2024.

Further, the MikMak Shopping Index revealed Purchase Intent Clicks are highest in November with 29.6 percent of clicks occurring in that month. Major peaks all occurred in early November, with November 4th being the highest. November 8th, November 3rd, November 6th, and November 7th all saw substantial peaks in traffic.

## Top Months for Online Consumer Electronics Traffic in Germany, by Purchase Intent Clicks



## Wednesday is the most popular day German consumers shop online for Consumer Electronics

When looking at the top days of the week, the MikMak Shopping Index revealed that Wednesdays see the most traffic, followed by Tuesdays and Saturdays.

### Top Days of the Week for Online Consumer Electronics Traffic in Germany, by Purchase Intent Clicks

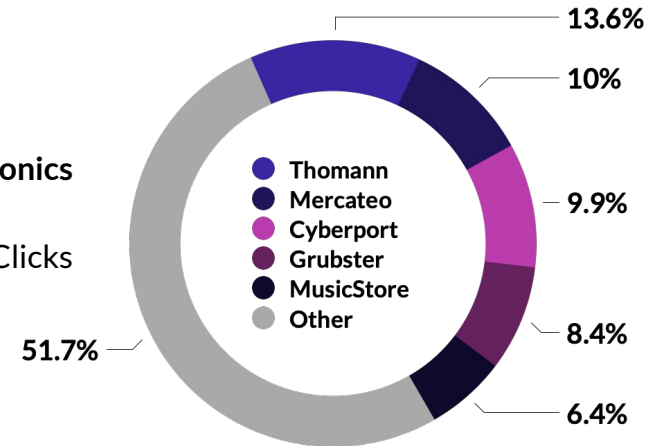


- |    |           |    |          |
|----|-----------|----|----------|
| 1. | Wednesday | 5. | Friday   |
| 2. | Tuesday   | 6. | Sunday   |
| 3. | Saturday  | 7. | Thursday |
| 4. | Monday    |    |          |

## Thomann is the top retailer for German Consumer Electronics brands

According to the MikMak Shopping Index, Thomann drives the most traffic to Consumer Electronics in Germany, seeing 13.6 percent of Purchase Intent Clicks. Meanwhile, Mercateo follows at 10 percent. Cyberport is third at 9.9 percent. Grubster and MusicStore follow at 8.4 and 6.4 percent, respectively. Other miscellaneous retailers make up the remaining Purchase Intent Clicks.

### Top Retailers for Consumer Electronics in Germany, by Purchase Intent Clicks





## Accelerate Sales & Market Share

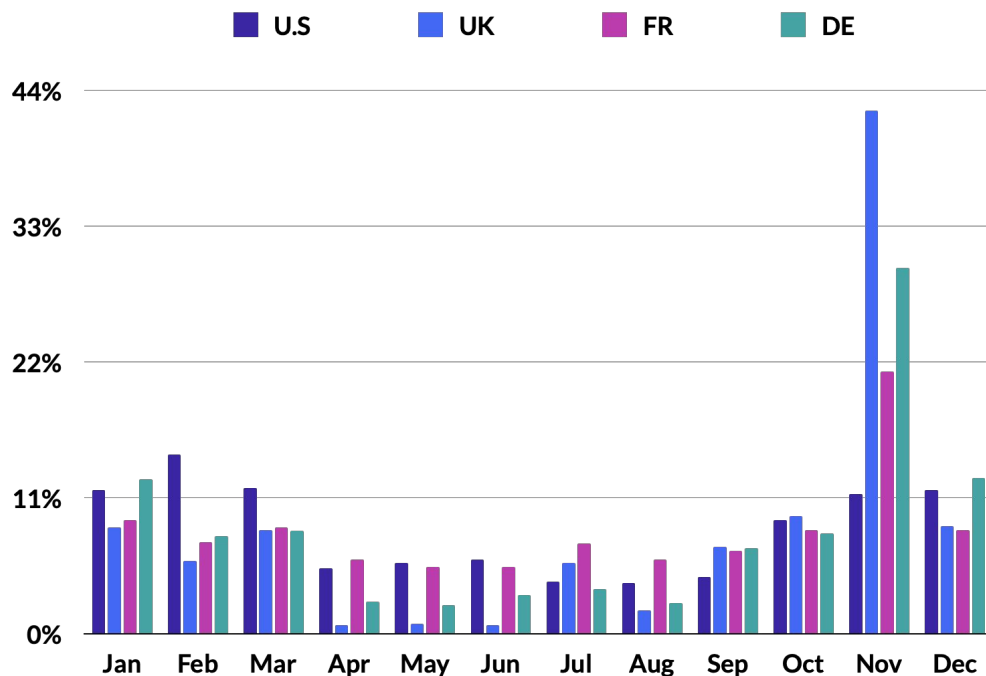
As you see, each of these country's Consumer Electronics markets have their own trends. Let's take a look at the larger picture and how your brand can stay top of mind for consumers.

### Make your products discoverable

For any brand, it is important that across all media and brand websites, shoppers can find and buy your Consumer Electronics products faster, in-store and online.

Knowing the trends across markets can help your brand reach consumers across the globe.

Top Months for Consumer Electronics eCommerce Traffic, by Purchase Intent Clicks: U.S., UK, France, and Germany



Use Case: Make Your Products Discoverable

## Connect Shoppers with the Retailer they Prefer

### Seamless Shopping

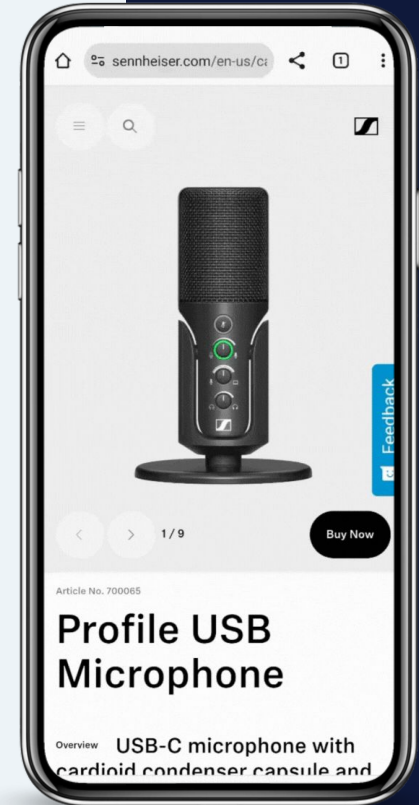
48% of shoppers go online to buy Consumer Electronics for a replacement or upgrade

Consumer Electronics customers are brand loyal - don't let friction along the path to purchase drive your consumers into the arms of a competitor. Protect sales with MikMak's seamless path to purchase.

### Retailer Preference

24.4% of total Amazon eCommerce sales came from consumer electronics in 2022

MikMak can partners with the retailers important to you and your business, on a global scale. Giving you one eCommerce partner and consolidating your tech stack.



## How MikMak makes products discoverable

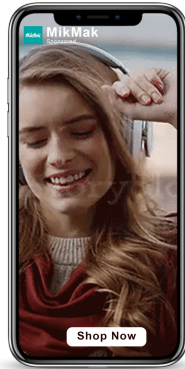
MikMak Commerce provides premium consumer shopping experiences that create a seamless path to checkout at any retailer, from anywhere across your entire media mix, including social media, retail media, programmatic, paid search, CTV, video, email, and brand websites. Further MikMak geolocation technology dynamically populates retailers that have your product in-stock.

## Conversion at Every Consumer Touchpoint

Commerce for Media



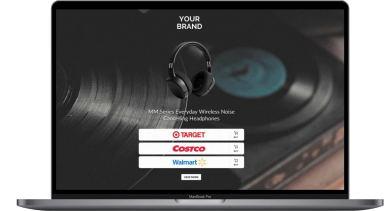
Commerce for Retail Media



Commerce for  
Direct Add to Cart



Commerce for Brand  
Websites



## Beat the Competition

To effectively grow market share, you must know, compare, and optimize your performance against brands in your category by channel, retailer, and more. You must also understand how performance changes over time.

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COMMERCE**  
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“When we had a marketplace where there were less competitors, less channels to market in, higher bars to get into those channels, it was easier to compete. As we move through time, as the channels expand, as more competitors come on the scenes, there is a greater and greater demand for marketing innovation.”

-Jim Mollica, Chief Marketing Officer

*MikMak*

**BOSE**

## Top Days of the Week by Country, based on Purchase Intent Clicks

U.S.



1. Tues
2. Mon
3. Wed
4. Thu
5. Sun
6. Fri
7. Sat

UK



1. Mon
2. Tue
3. Sun
4. Wed
5. Sat
6. Fri
7. Thur

FR



1. Fri
2. Wed
3. Sat
4. Tue
5. Thu
6. Mon
7. Sun

DE



1. Wed
2. Tue
3. Sat
4. Mon
5. Fri
6. Sun
7. Thu

## How MikMak creates competitive advantage

With MikMak Benchmark Insights, you can see how your brand stacks up against other brands in your category. More specifically, you can identify new conversion opportunities and optimize performance over time to understand how your performance and media investment has supported your goals.



## Strengthen Retailer Partnerships

Using proprietary, retailer-specific consumer insights in joint planning discussions with retailers can help unlock shelf space and media value.

### Top Retailer by Country, by Purchase Intent Clicks



## How MikMak helps brands strengthen retailer partnerships

Do you know if your media investment resulted in a purchase? If so, what was in that cart? This is where MikMak Sales Insights' closed-loop attribution, or the ability to tie granular consumer touchpoints like platform and campaign all the way through to purchase, comes in.

Drive business impact and accelerate your eCommerce growth by gaining visibility into your consumers' shopping journey, all the way through purchases at select retailers.



# Drive Profitability & Reduce Costs

## Improve Marketing Effectiveness

Do you know where is best to invest your next marketing dollar? First, it's important to understand the channels, campaigns, creative, and audiences that actually convert.

## How MikMak improves marketing effectiveness

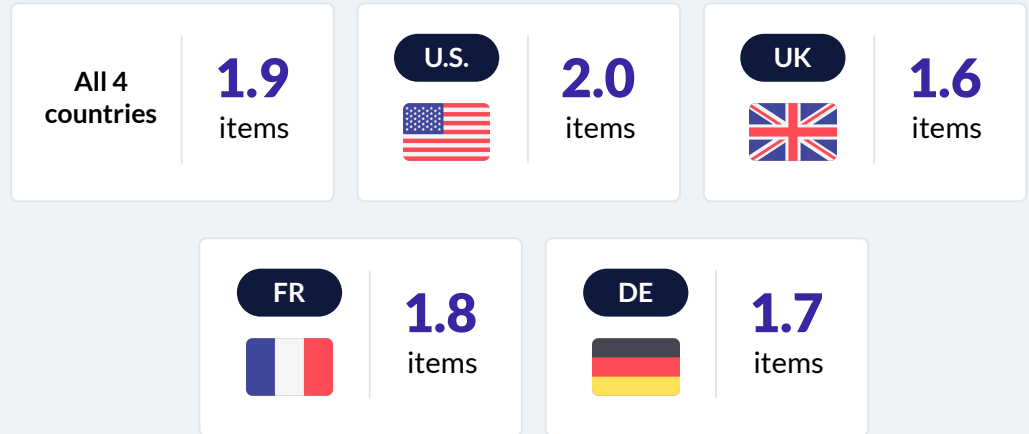
MikMak provides the world's leading Consumer Electronics brands with exclusive first-party consumer insights. With MikMak Insights, you can look into your performance from every angle, and dig deeper than other providers



## Collect First Party Data

To truly improve performance and lower costs, you must also own and have a consolidated view of your consumer data and audiences.

### Average number of items in basket for Consumer Electronic Brands:





## How MikMak provides first-party data

Use first-party data collected by MikMak Commerce to build and segment qualified shopper audiences within your ads managers/DSP to improve media targeting based on product interest, retailer preferences, and channel behavior. You can also retarget or build lookalike audiences to be leveraged across your entire media plan.

## Custom Report Builder from MikMak

The Custom Report Builder allows brands to build bespoke reports identifying the key variables driving purchase intent and sales with the desired metrics, dimensions, and filters in the MikMak Insights Platform. The reports can be quickly and easily shared within organizations, thus improving collaboration and saving brands time and money.

[LEARN MORE](#)

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## How MikMak saves time and money

MikMak offers one easy-to-use global platform that automatically enables consistent reporting and fast decision-making across the entire organization. With the MikMak Platform, brands can also leverage direct integrations with third-party Product Information Management (PIM) platforms including Salsify and Syndigo; as well as Data Visualization Platforms and Data Lakes like Tableau and Google Data Studio.



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## Your Consumer Electronics eCommerce Marketing Checklist

- **Get the basics down.** Is your Consumer Electronics brand utilizing its brand website? Are you taking a multichannel approach with multi-retailer checkout? Are you at all the top-performing retailers in the countries where your products are available?
- **Develop more nuanced insights for consumer relevance.** Is your brand's website utilizing multi-retailer checkout? Which channels are part of their shopping journey? Add the channels and retailers that resonate with your consumers to the mix. Can you expand to new formats like QR codes and CTV?
- **Optimize your content.** Keep your creative and marketing outreach focused on consumer behavior.
- **Be agile and quick with your data,** and use insights to adjust your creative and advertising methods effectively
- **Explore growth opportunities.** Check your performance against category (and subcategory!) benchmarks to see how you stack up against the competition. A/B test creative and messaging to see if purchase intent increases.

We're here to help. MikMak helps multichannel brands gain deeper consumer insights to grow and protect market share. Contact us at [marketing@mikmak.com](mailto:marketing@mikmak.com)!

## Data and insights from this report are sourced from the MikMak Shopping Index

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The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to help drive brands' business results and strategy. It is a collection of key eCommerce KPIs collected across hundreds of brands and over 250 channels and more than 7,000+ retailer integrations to understand consumer online shopping behavior.

All data in this report is from 03/27/2023 - 03/27/2024

### Let's chat!

Want to get even more insights?

Looking for a different category?

Contact [marketing@mikmak.com](mailto:marketing@mikmak.com)!