

ctt

e-commerce report 2023

*Some market insights and CTT's smarter
and greener initiatives*

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E-Commerce: smarter & greener

Vinted

eupoupo.com



Be&Care

DECATHLON

Delta



El Corte Inglés

BOU
MARKET



garrafeira
gnacional

gato preto
living spaces

GrandVision

Bam&Boo
NATURAL CARE
AZORES



IMPETUS

umpseller

KIABI
la mode à petits prix

kuanto
kusta*

La Redoute

LAMEIRINHO

LANIDOR



SONAE MC

wells

mercadão



odisseias
don't worry, be happy

LOJA DO
SHAMPOO
COSMÉTICA E PERFUMES

PAEZ

QUEBRAMAR



PCDIG@

WOOK



S4Y

Shopkit



SPORT
ZONE

STAPLES



360imprimir

weasy

worten

Global b2c e-Commerce market in Portugal

PT e-Commerce Market Value 2022



Global
€10,2 bn (+1,9%)

52,5% Goods
47,5% Services

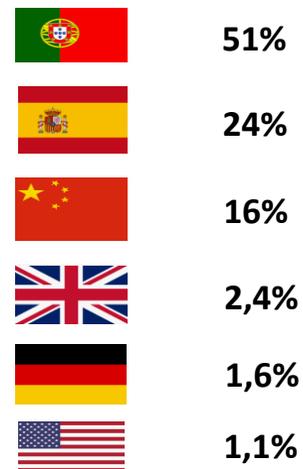


€5,4bn Goods
-2,8%

Shipping market
+3,2%

2023 Estimates

+4,3% Global
+2,7% Goods



Top 6
countries
purchased
from

Top 10 ecommerce stores where the Portuguese do their shopping

worten

amazon



CONTINENTE

AliExpress

DECATHLON

ZARA

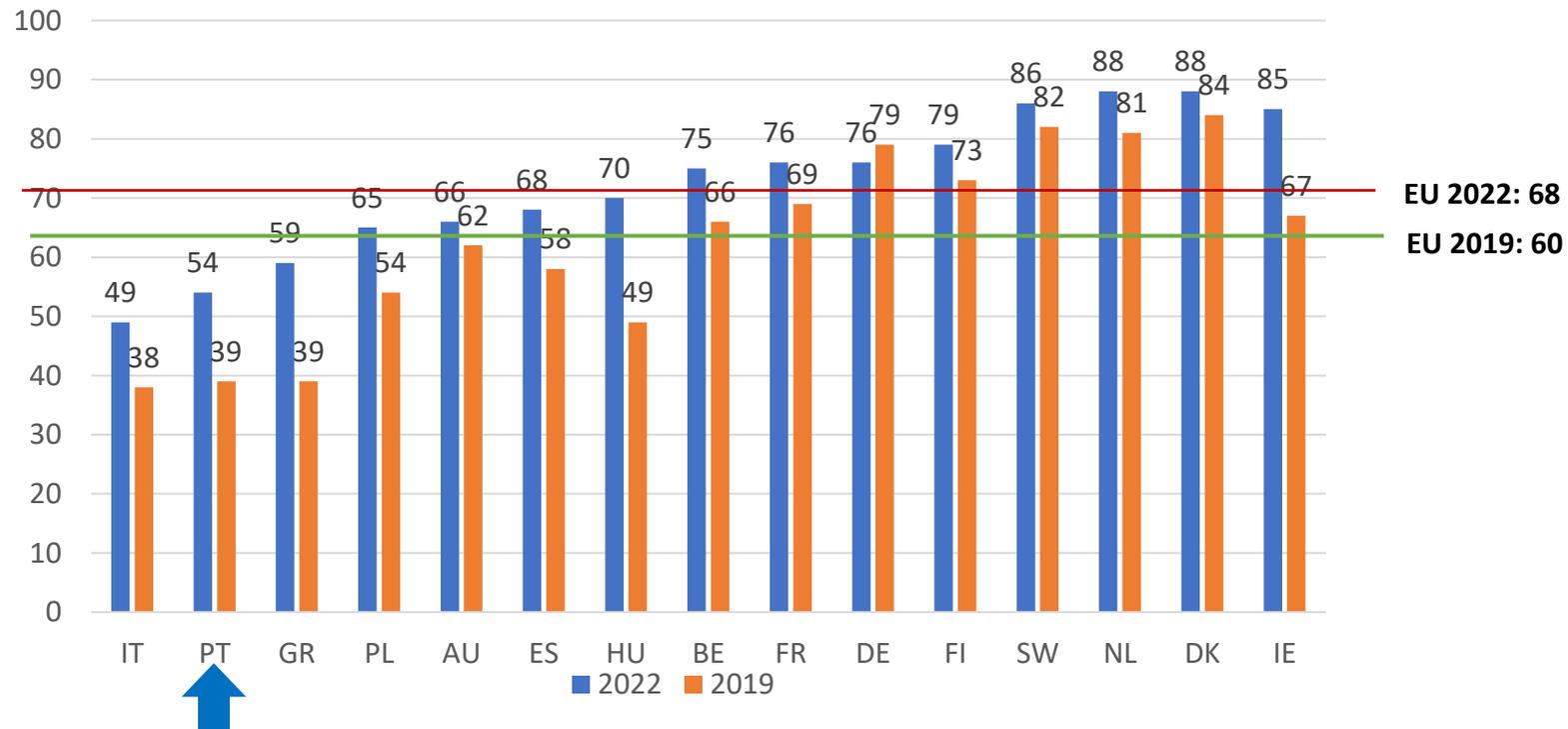
SHEIN

WOOOK

wells

e-Commerce evolution in Portugal

Internet Purchases by Individuals in Portugal 2019-22



- The great leap of e-commerce 2020-21 leveraged in the domestic market + the reinforcement of the marketplaces
- PT is one of the EU countries where the number of e-buyers grew faster between 2022 and 2019
- 2022 e-commerce growth is slowing down but clearly showing a higher level of development than one before the pandemic

Portuguese e-buyer Profile



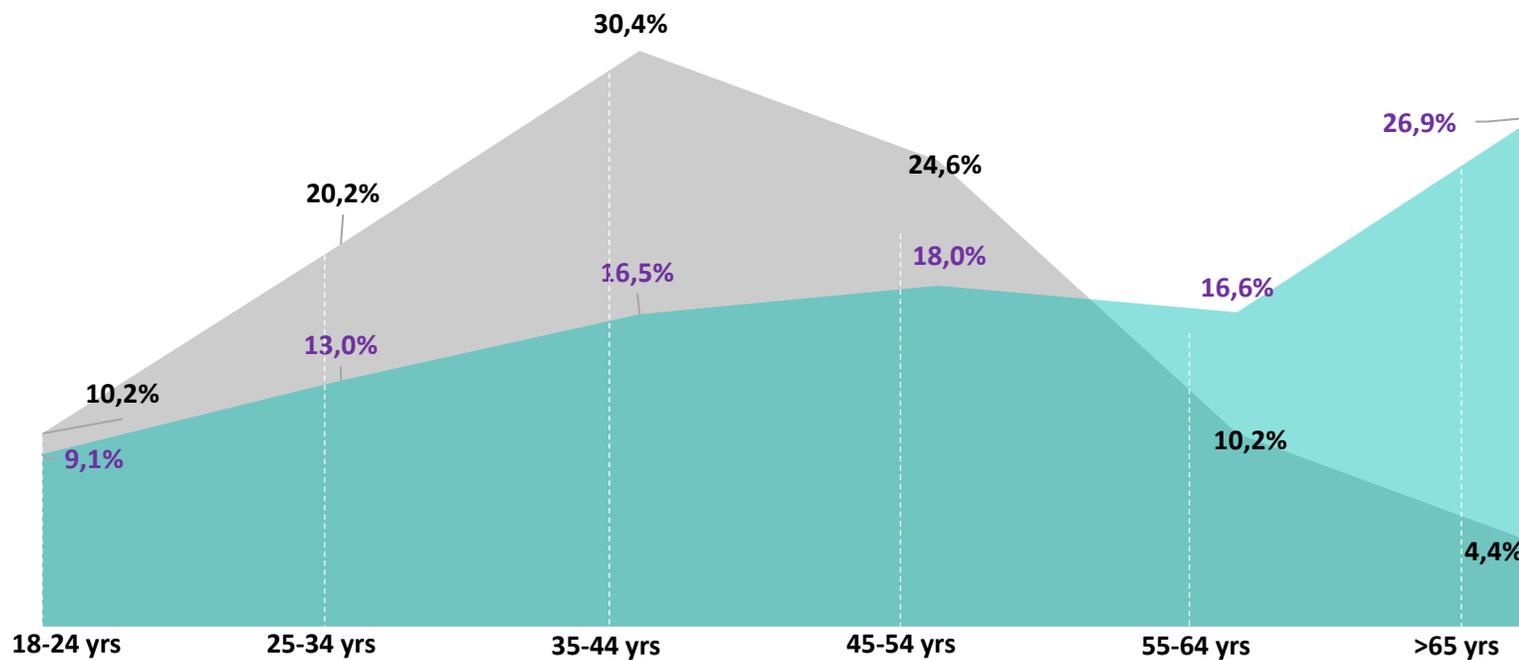
52,8% male / 47,2% female



54,8% urban residents (Lisbon and Porto) are more represented at online shopping

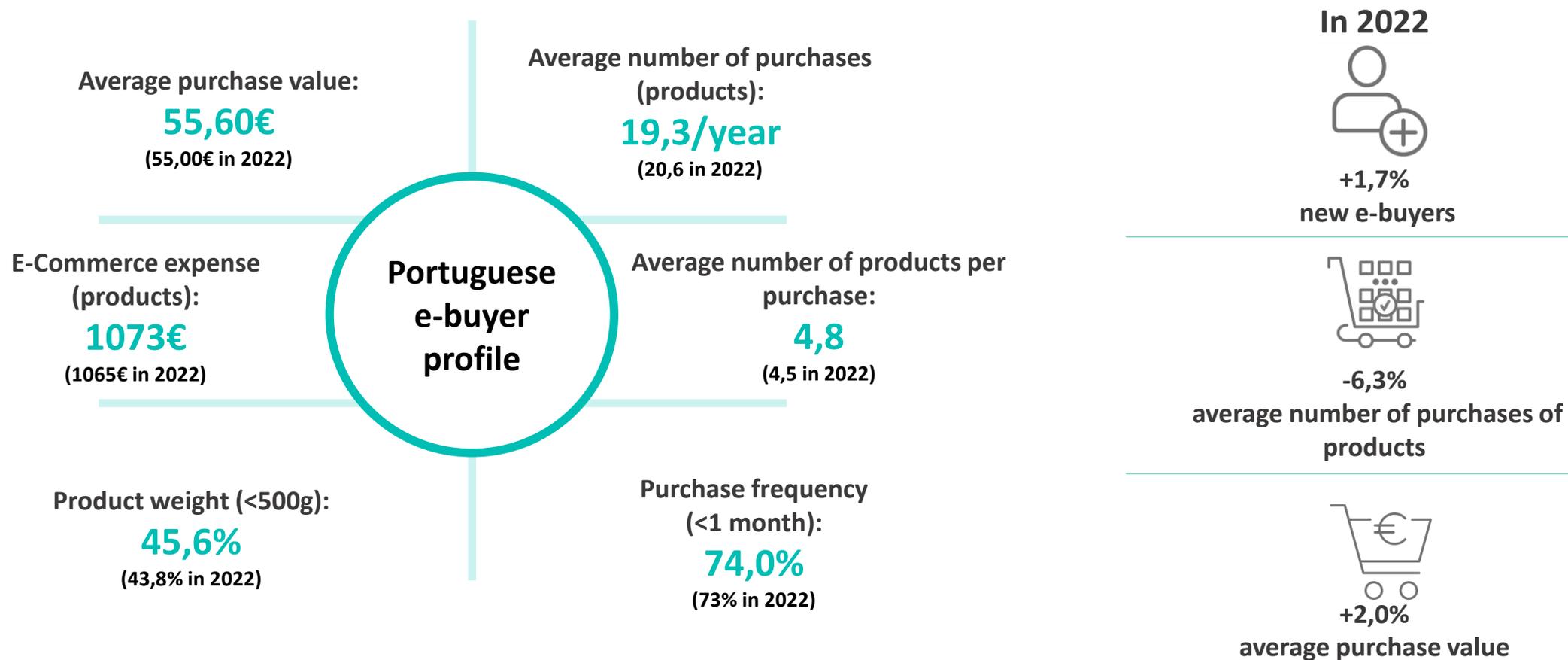


75% of online shoppers are between the ages of 25-54



Pop. (>18)
ebuyers

Portuguese e-buyer Profile

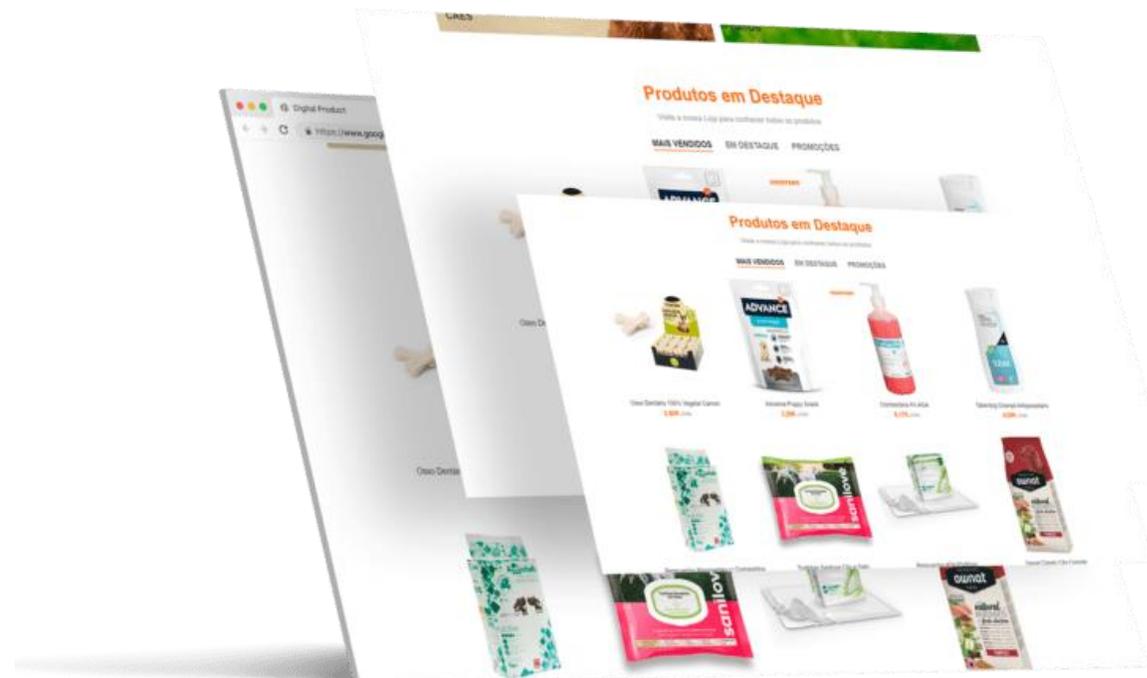


Products bought in the last 12 months

	2022	2023
CLOTHING AND FOOTWEAR	73,0	70,2
ELECTRONIC AND COMPUTER EQUIPMENT	50,2	55,4
COSMETICS	36,8	44,4
BOOKS AND MEDIA	40,2	37,2
HOME APPLIANCES	28,8	33,6
HOUSEHOLD CARE	28,2	33,4
FASHION ACCESSORIES	22,6	33,2
SPORTS EQUIPMENT	29,0	30,4
FOOD DELIVERY	36,6	30,0
PRODUCTS AND ACCESSORIES FOR ANIMAL	21,8	27,6
MOBILE PHONES	26,8	27,0
FOOD SUPPLEMENTS	20,6	25,8

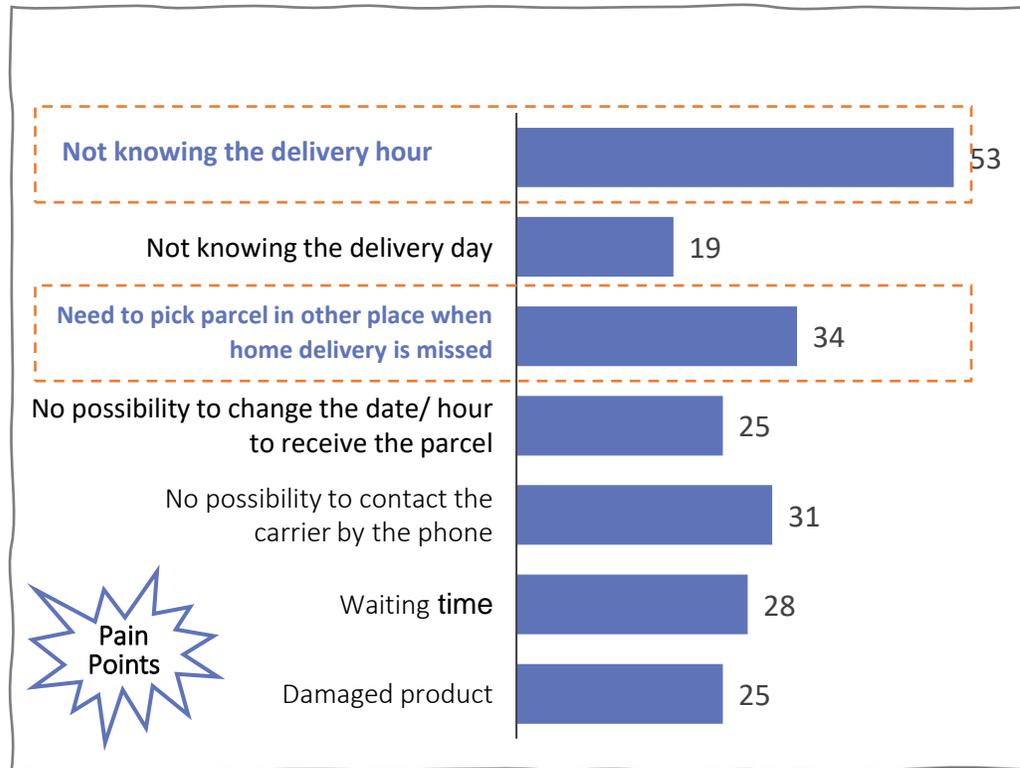


Main factors for choosing an online store



Main constraints with the delivery experience

The main reasons (more than 60%) for abandonment at checkout are related to deliveries and returns

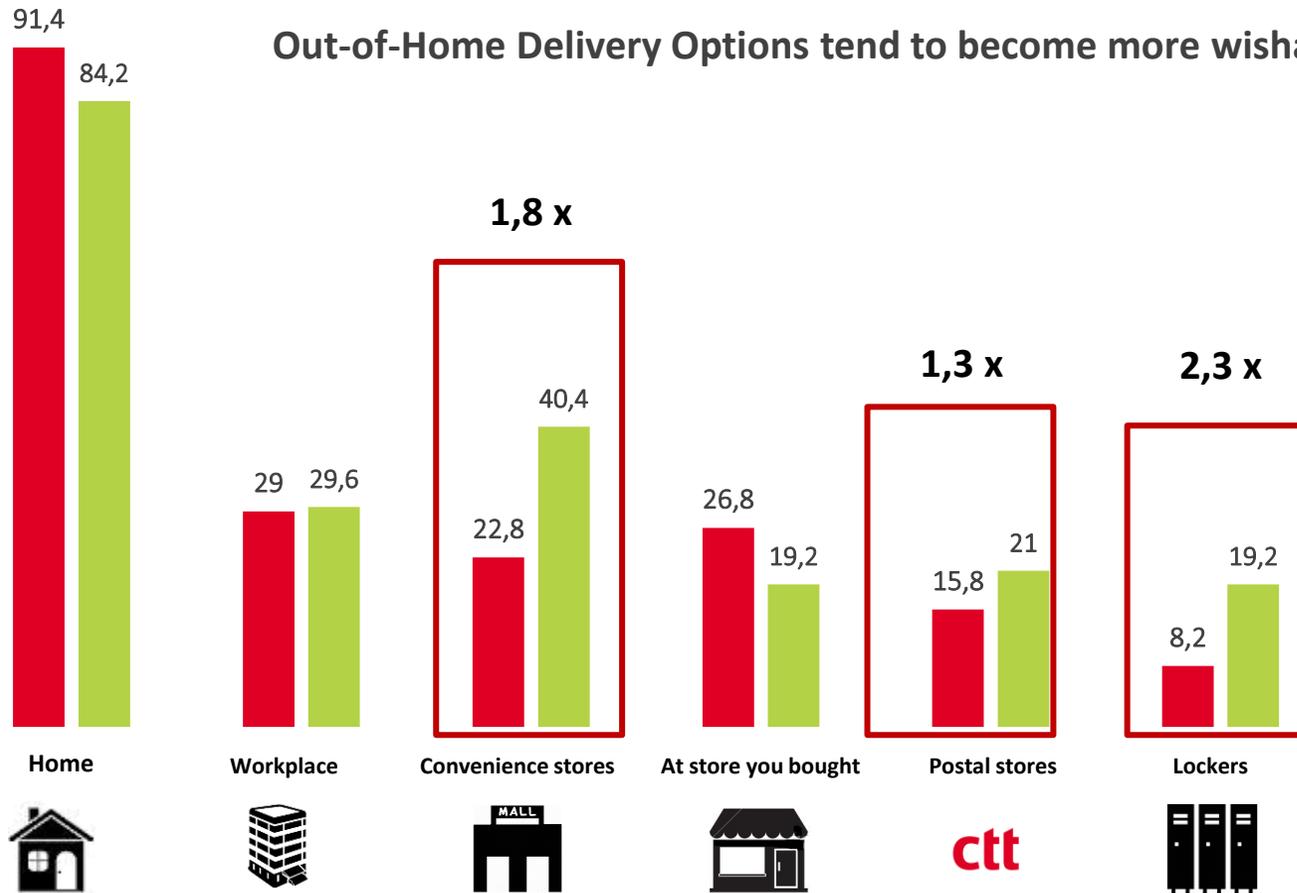


Main pain-points identified by customers on the delivery of e-commerce purchases:

- 1 Not knowing when the delivery will be done
- 2 Missing the delivery and consequently having to pick-up the parcel somewhere else

Where do e-buyers wish to receive their parcels?

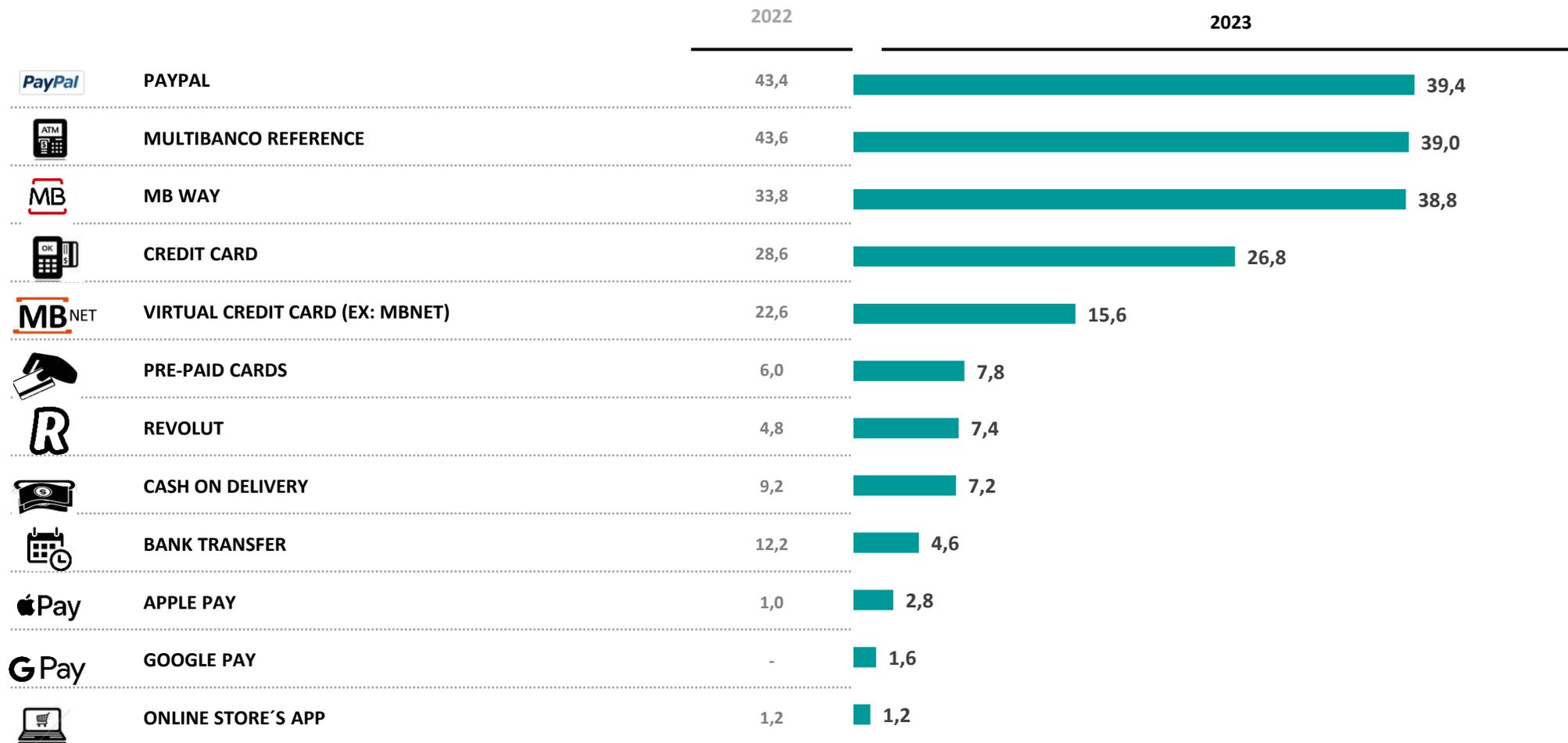
Out-of-Home Delivery Options tend to become more wishable



■ Where do they actually receive?
■ Where do they wish to receive?

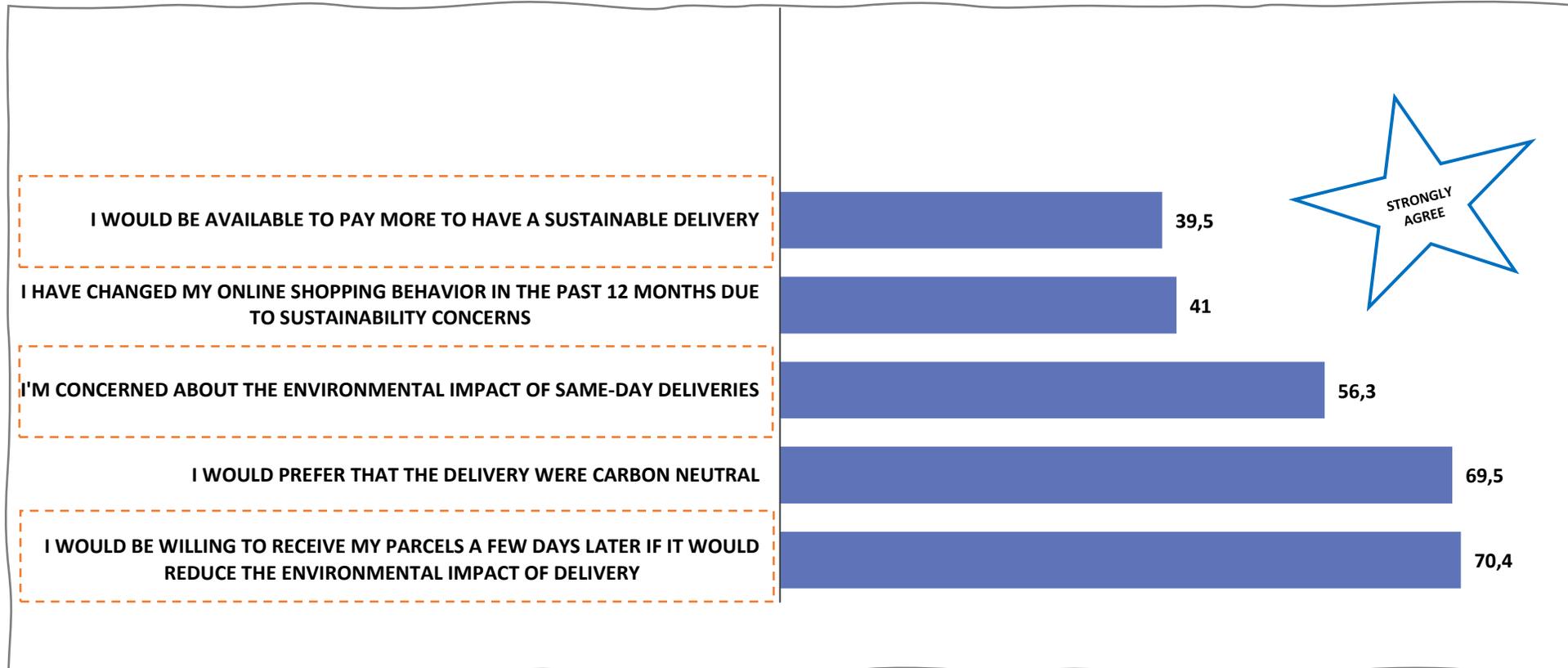


How do e-buyers pay when shopping online

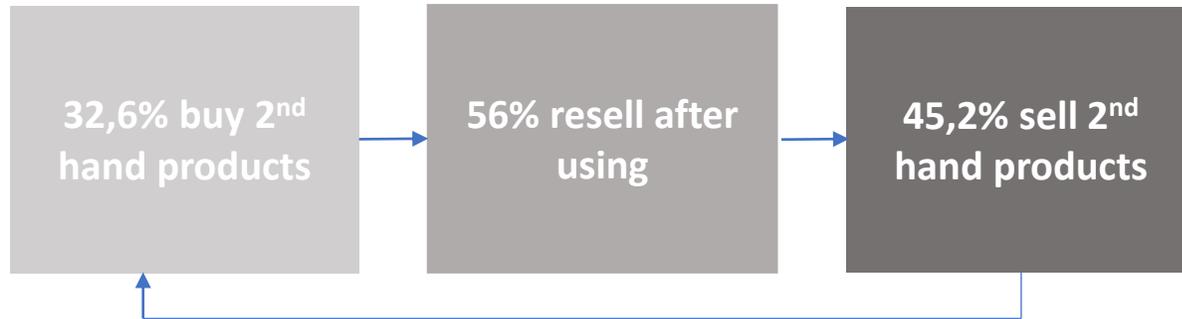


How are e-buyers compromised with sustainability?

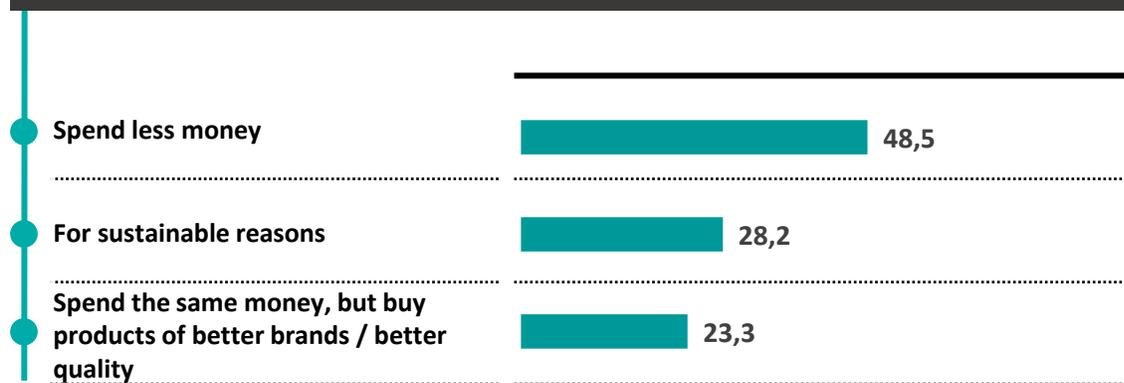
Online shoppers make purchasing decisions increasingly based upon environmental impact



Recommerce / 2nd hand products is increasing



Reasons for buying 2nd hand products (%)



Top 3
c2c platforms
more used

CTT's smarter and greener e-commerce initiatives

Smarter e-Commerce Initiatives



CTT Ads

- Multichannel mkt solutions



CTT Logistica

- Efulfillment platform (wharehousing, picking, packing, delivery)



CTT Now (Instant/Sameday delivery)



Criar Lojas Online

- ~4500 online stores



Shipping Plug-ins

- Integration with Shopify, WooCommerce, Prestashop, Magento, Amazon Ecwid, OpenCart, epages platforms



Greener e-Commerce Initiatives



Locky

- > 700Locker network
- Portuguese industry initiative



CTT eco-package



Ciclo CTT by Loop

- Platform for circular economy (partnership with **FNAC** and **LoopOS**)



Electric vehicles fleet



ctt

a nossa entrega é total

Media Partner

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