

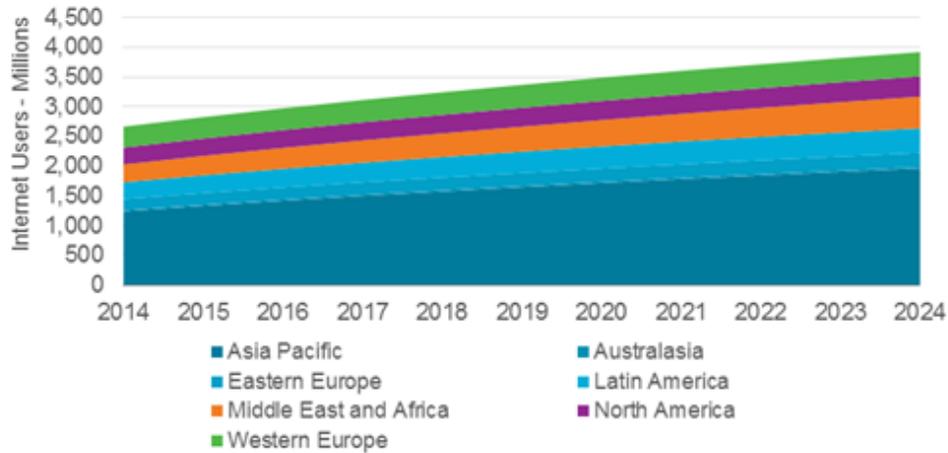
Digital Life and Consumers - March 2015

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This monthly bulletin on all things digital listens in to consumption as consumers themselves see and tell it online. News and trends are covered under the following topics: Internet shopping & "sellsumers", citizen advertising and crowdsourcing (brands working with consumers to promote themselves, co-create and relate), frugalistas & consumer vigilantes, microblogging, tech-savvy generations Y & Z, social networking, mobile onliners and the blogosphere.

- . INTERNET SHOPPING AND "SELLSUMERS"
- . CITIZEN ADVERTISING AND CROWDSOURCING
- . FRUGALISTAS, CONSUMER VIGILANTEES & CYBERCRIME
- . MICRO-BLOGGING
- . GENERATIONS Y & Z
- . SOCIAL NETWORKING
- . MOBILE ONLINERS
- . THE BLOGOSPHERE

Global Internet Users: 2014-2024

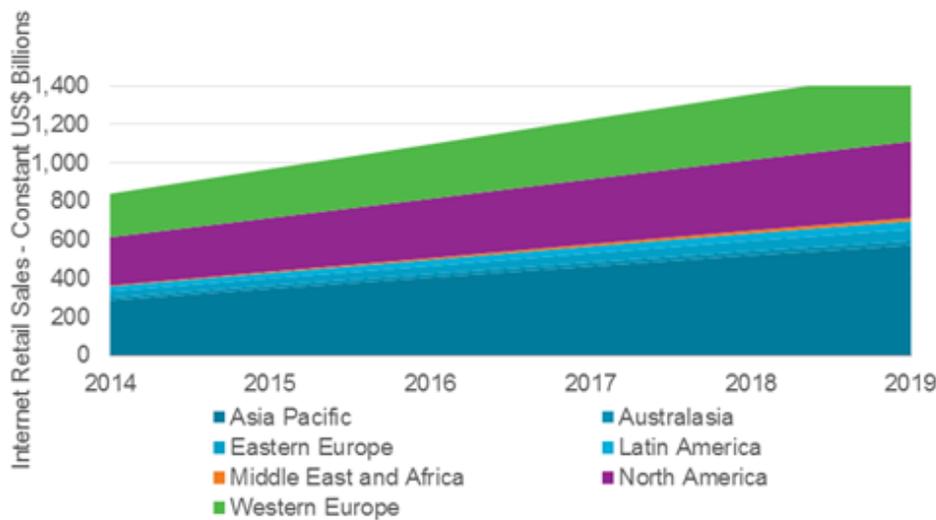


Source: Euromonitor International from International Telecommunications Union/OECD/National Statistics

Note: Data from 2015 onwards is forecasted

1. INTERNET SHOPPING AND "SELLSUMERS"

Internet Retail Sales: 2014-2019



Source: Euromonitor International from Trade Sources/National Statistics

Note: Data from 2014 onwards is forecasted and is at Constant 2014 US\$ billion

Farmers' markets going online

Consumers are increasingly concerned about the provenance of their food, and new ways of accessing fresh foods are springing up everywhere. While in Germany growers' associations such as 'Kartoffelkombinat' (potato combine) and 'Bunte Höfe' (colourful farms) are finding followers, online food shop Food Assembly, originating in France, where it serves 727 locations to date, is spreading across Europe. Consumers can order online from a wide range of fresh local products, as well as craft beers and juices, and collect their produce from a local venue where the Assembly takes place

once a week. Through this system local producers and the local economy are supported: Producers set their own prices and receive a fair income, while consumers receive fresh and traceable goods. UK newspaper the Guardian describes this food shopping system, known in France as La Ruche Qui Dit Oui ('the hive that says yes') as "a sociable cross between a buying group and a farmer's market". According to founder website laruchequiditoui.fr, there are now 32 venues in Belgium, 20 in the UK, eleven in Germany, twelve in Spain and six in Italy.

A new entrant joins the online grocery shopping gold rush in Thailand

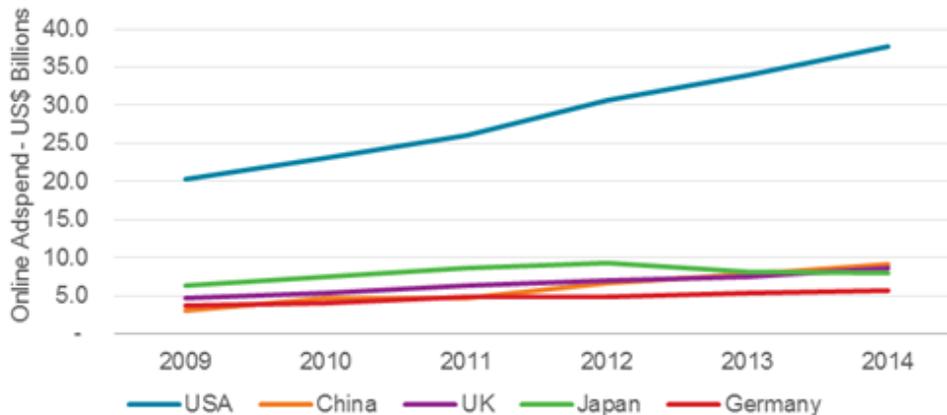
Japanese company Line Corp., best known for its eponymous smartphone messaging app, launched an online grocery delivery service in Thailand during February 2015. Thai consumers already have an array of choices with regard to online grocery shopping, with the likes of Tesco Lotus, CP Fresh Mart and Tops Supermarket all active.

According to Line Corp., Thailand is its biggest market outside of Japan, with 22 million downloads of its app as of August 2014. Euromonitor International data states that food and drink internet retailing was worth US\$103 million in Thailand during 2014, up 346% since 2010 (the first year in which such services became available).

2. CITIZEN ADVERTISING AND CROWDSOURCING

Brands working with consumers to promote themselves, co-create and relate.

Online Adspend in Top Five Markets: 2009-2014



Source: Euromonitor International from World Association of Newspapers

Note: Data ranked by 2014

Tweeting out of high water in Jakarta

Jakarta residents and city officials turned to Twitter to navigate high water levels and traffic chaos caused by widespread flooding during the wettest part of rainy season in February. PetaJakarta.org, a crowdsourcing website that pools flood-related tweets, recorded around 800 tweets per hour during major flooding on February the 9th, with more than 12,000 users on its website that day. "That's a pretty substantial number", said Etienne Turpin, a researcher from the SMART Infrastructure Facility at the University of Wollongong in Australia, which is working with Jakarta's Disaster

Management Agency. "People see the value of using a social media network to do things other than just chat", he added.

3. FRUGALISTAS, CONSUMER VIGILANTEES & CYBERCRIME

Websites aim to help Russian consumers to do more for less

With many local households feeling their budgets squeezed, a number of internet sites are helping them make their money go further, website Russia Beyond the Headlines reports. It notes a late 2014 survey by the Russian Public Opinion Research Centre, which found that 56% of respondents were "limiting their spending as much as possible". The site Rentmania aims to help consumers share such goods as sports equipment, tools, toys and even clothing, while the subscription service FriendsBook enables clients to read as many books as they want over three, six or 12 months for a fixed fee.

Teaching the young in Greece to stay safe online

A report published by SafeLine.gr, a national hotline that deals with illegal online activity, reveals that most of the complaints it registered during 2014 were related to the inappropriate use of personal information, followed by complaints about illegal content, particularly child pornography, and online fraud. The report was released on February the 10th to mark the 12th annual Safe Internet Day, an event organised by NGO Insafe. To mark this event, students across the country gathered to discuss such issues as cyber bullying and come up with proposals to tackle it.

4. MICROBLOGGING

Twitter's new quality filter aims to tackle online abuse

Twitter has introduced a quality filter designed to remove threats and abuse from a user's timeline in its latest effort to tackle online harassment manifesting itself in the form of threatening tweets and spam. The filter aims to "remove all tweets from your notifications timeline that contain threats, offensive or abuse language, duplicate content, or are sent from suspicious accounts". Twitter told news site The Verge that the filter was currently only applied to verified users, which tend to be high-profile celebrities or those working for specific organisations.

Twitter chief executive Dick Costolo recently admitted that the platform is below par in terms of tackling online trolls which has led it to lose scores of core users. Twitter recently banned its users from posting 'revenge porn', updating its privacy section to state: "You may not post intimate photos or videos that were taken or distributed without the subject's consent" with those violating the ban facing being locked out of their accounts.

5. GENERATIONS Y and Z

Gen Y born between circa 1980-1994 and Generation Z, born roughly between 1995 and 2009 and nicknamed "digital natives" - weaned on things digital with their lifelong experience of communications and media technologies - both often referred to as Millennials.

New hashtag aims to get Indonesian youngsters talking about the news

BBC Indonesia has launched the #TrenSosial (Social Trend) project, as Jakarta is reputedly the city with the highest number of tweets in the world. Spokesman

Karishma Vaswani said that the aim of #TrenSosial was to reach a young audience who liked to talk about news. According to the BBC, 70% of mobile social media users in the country are younger than 25 years of age. David Cuen, social media editor at the BBC World Service, claimed that "Social media is no longer a distribution channel or a marketing window. It's a space for engagement and a source of original journalism".

6. SOCIAL NETWORKING

Facebook now letting users choose 'digital heirs'

Facebook has recently added an option, starting with US users, allowing loved ones to take care of deceased people's social media profiles by letting users decide what to do with their account when they die. This feature will allow users to choose to have their account deleted, and to appoint a "Facebook heir" who will manage the account and make certain changes to it such as pinning posts and responding to new friend requests although they will be barred from making changes such as creating new posts or deleting photos. The new feature is thought to be a response to family wishes to use Facebook profiles to remember their owners.

Google introduced a similar system of "digital heirs" in 2013. "We hope that this new feature will enable you to plan your digital afterlife - in a way that protects your privacy and security - and make life easier for your loved ones after you're gone," said Andreas Tuerk, Google's product manager in a blog post at the time.

7. MOBILE ONLINERS

How messaging apps conquered Spain

Spaniards are the biggest users of Whatsapp in Europe, with the messaging app present on 98% of the country's smartphones, a study conducted by government body CNMC (Comisión Nacional de los Mercados y la Competencia) during January 2015 has found. 51.5% of smartphone users were found to use messaging apps every day, with 83% doing so at least once a week. According to newspaper El País, "The high cost of sending SMS messages. had an effect, pushing users to a low-cost alternative"

Going cashless in Cape Town

A growing number of South Africans are leaving their wallets at home and using payment apps on their smartphones instead, the BBC reports. Cape Town resident Sam Laing said: "I use SnapScan. I love not having to use cash. I love not handing over my credit card". SnapScan can also be used to pay for on-street parking in the city. Apart from SnapScan, FlickPay, Zapper and GustPay are also popular with local consumers.

The BBC notes that "Roughly half the population now owns a smartphone, and one bank, FNB reports that its customers are making 230 million mobile payment transactions per month". Kobus Ehlers, co-founder of SnapScan, told TV channel CNN: "If you look at mobile payments specifically, Africa is actually one of the leaders in this space. we don't have legacy systems. People aren't used to using credit cards, for example, so they can skip right ahead and start using cutting-edge payment technology".

Affluent house hunters turning to smartphone apps in Pakistan

Website Dailytimes.com.pk reports that mobile internet is transforming how affluent

Pakistanis search for a new home, with more of them using smartphone apps to search real estate listings. According to Saad Arshed of real estate listings website Lamudi.pk, "There is a mobile revolution underway in the real estate market. We developed apps for both Android and iOS users in 2014. Both of these got a tremendous number of downloads within hours of their launch". Euromonitor International data shows that there were 139 million mobile phone subscriptions in Pakistan during 2014 and that 2.2% of these had a mobile internet subscription.

8. THE BLOGOSPHERE

The colour of a dress and Milan's catwalks illuminate online/real world convergence. Who would have thought that a posting on the colour of a dress worn to a wedding in Scotland, asking whether it was blue and black or white and gold, would spread like wildfire over social networks, engaging close to 30 million people within a matter of days. It polarized consumers and led to extended discussions on perception which broke traffic records on BuzzFeed and Tumblr and got twitterers tweeting with relish. Real world sales of the dress have soared. Buoyed by simplicity and universality, this 'debate' "definitely felt like a special thing" said BuzzFeed's editor in chief, Ben Smith. "It sort of erased the line between web culture and real culture".

Milan's Autumn/Winter 2015 catwalks too have been featuring symbols saluting the importance of things digital with fashion businesses switching their haute couture launches to the virtual world. The new Versace collection is this year titled "#Greek" after the house's signature Greek key motif, but updated for the Twitter generation. It includes emojis and @s written in crystals in what is a virtual conversation on a short dress, but one still large enough to be read clearly on any small screen. Bottega Veneta's creative director, Tomas Maier, celebrates the pixelated world via dots on trousers, coats and shirts. In many ways, this nod to online lifestyles is unsurprising given that the majority of today's potential consumers are online in their mobile cocoons thanks to their smartphones.

Right now, style interests and trends expressed online impact designers who now see social media as a creative resource as well as a communications tool. "Fashion needs to start listening and start sharing", says Julie Anne Quay, founder of the fashion social network VFiles. "If you look at our news feed there are images by Meisel and Testino, but there are also images by a 16-year-old style blogger in Ukraine and a new designer from Korea ... That's what fashion looks like now".

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