

CTT e-Commerce Report 2021

Some market insights and new CTT's innovative initiatives

Alberto Pimenta

CTT – Head of e-Commerce

16 November 2021

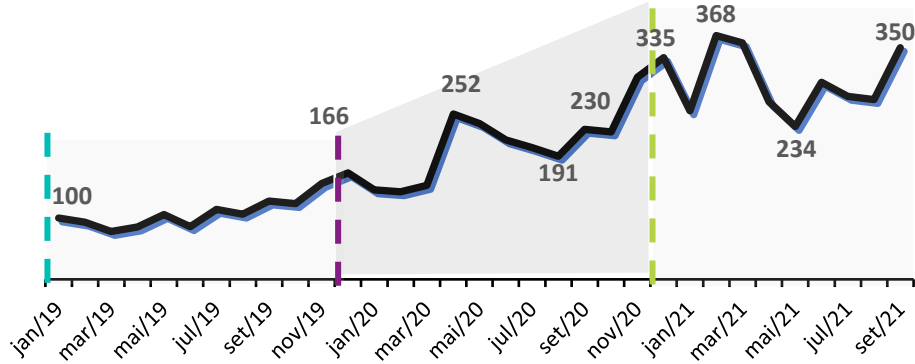


Emerging stronger with e-Commerce from pandemic!

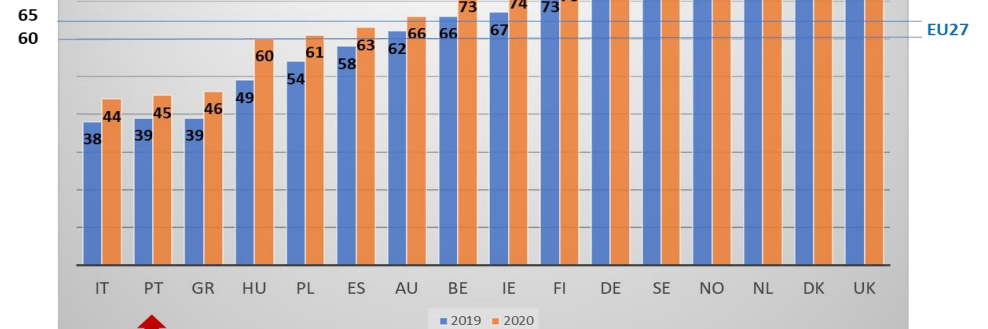


1. Global e-Commerce market in Portugal

PT e-Commerce Volumes - Domestic (B2C)



Internet Purchases by Individuals



PT e-Commerce Market Value 2020



GMV
€7,4bn (+25,5%)

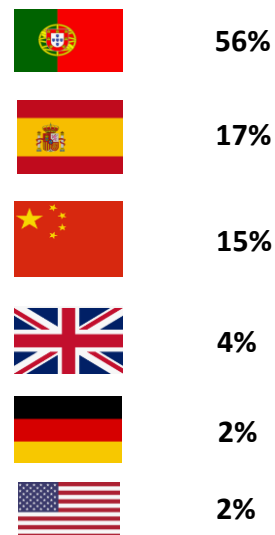
60% Goods
40% Services



€4,4bn Goods
+46,4%

+70% domestic market
-3% inbound market

Top 6 countries purchased from

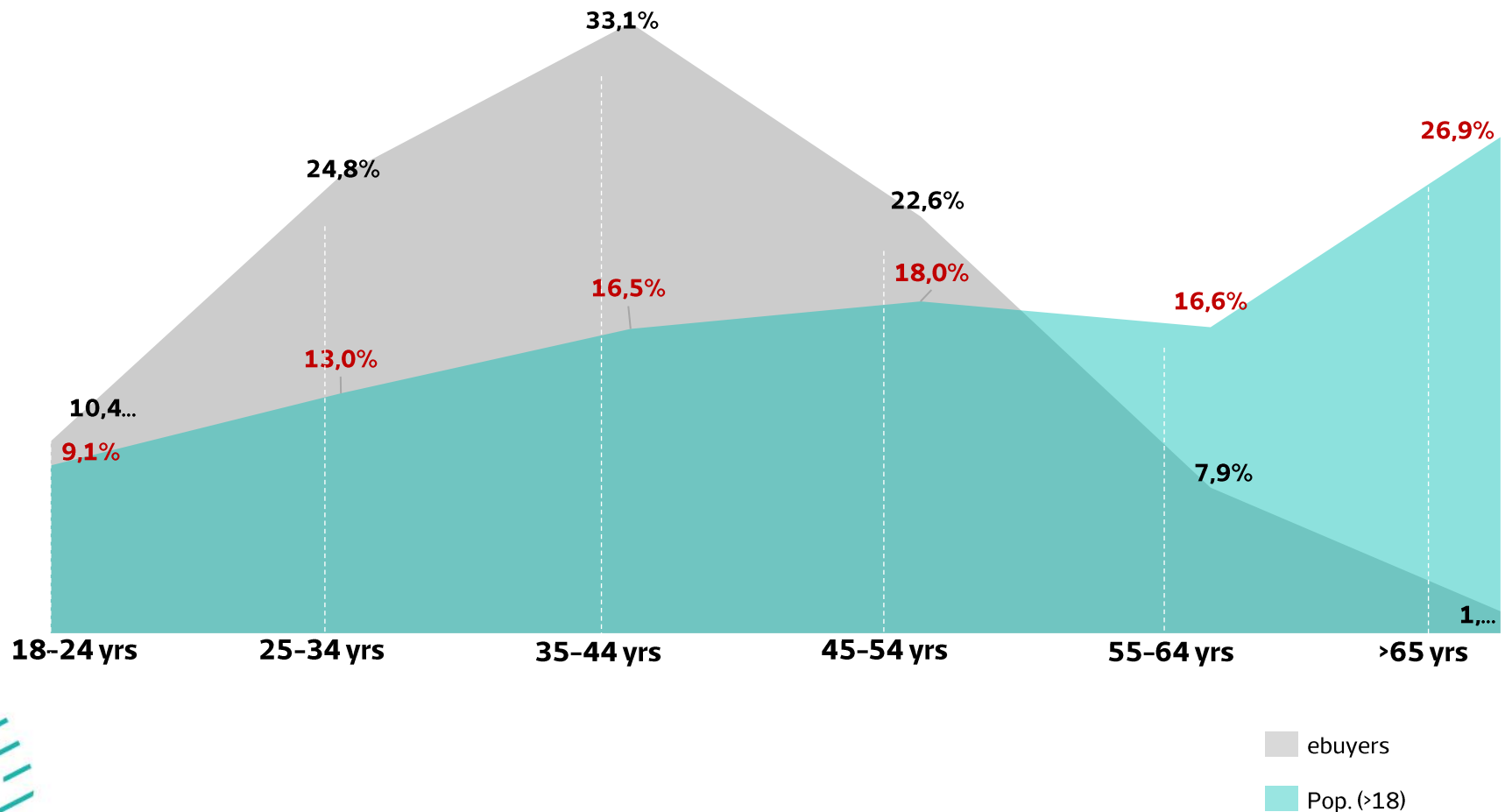


Top 10 ecommerce stores where the Portuguese do their shopping

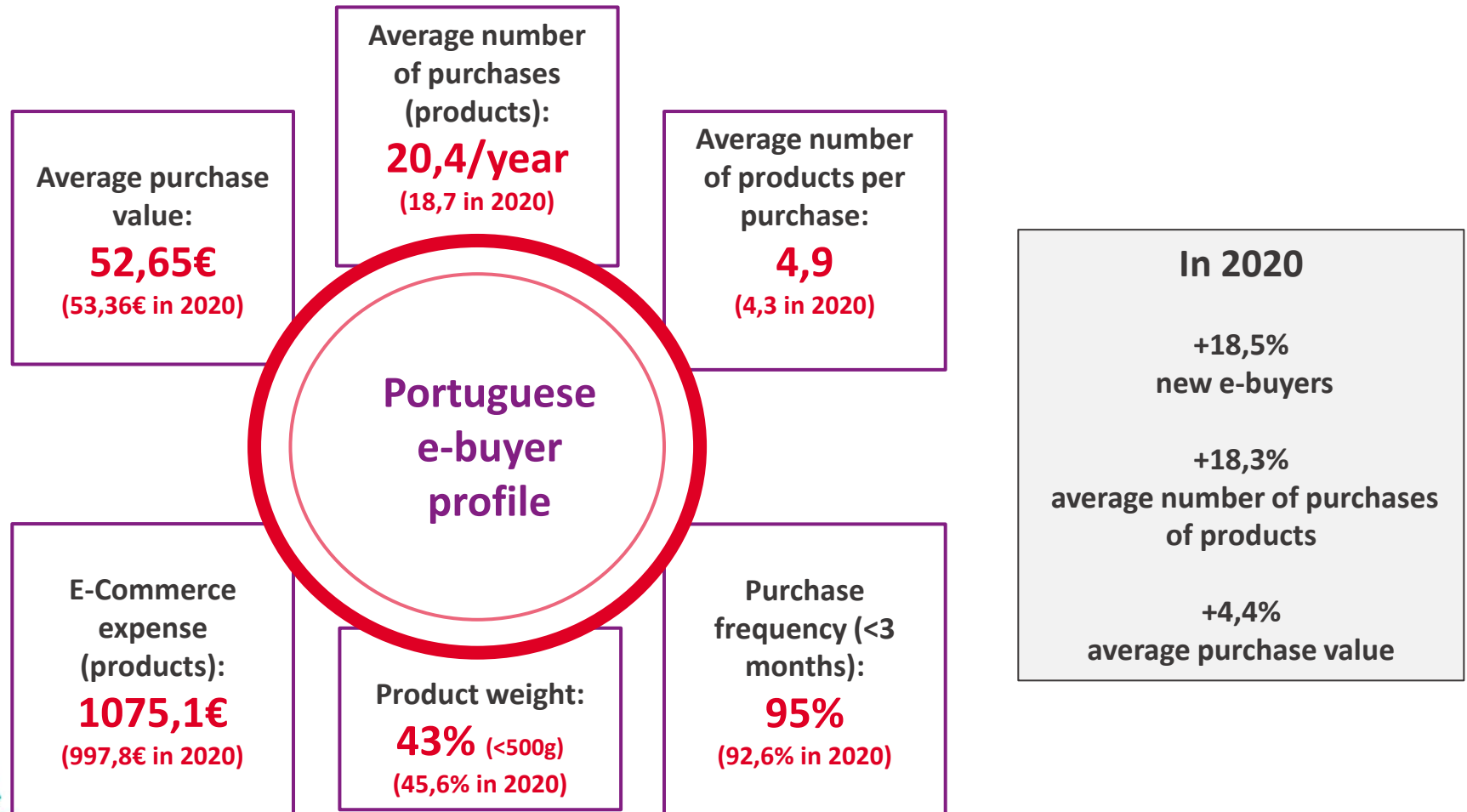


2. Profile of the e-buyer

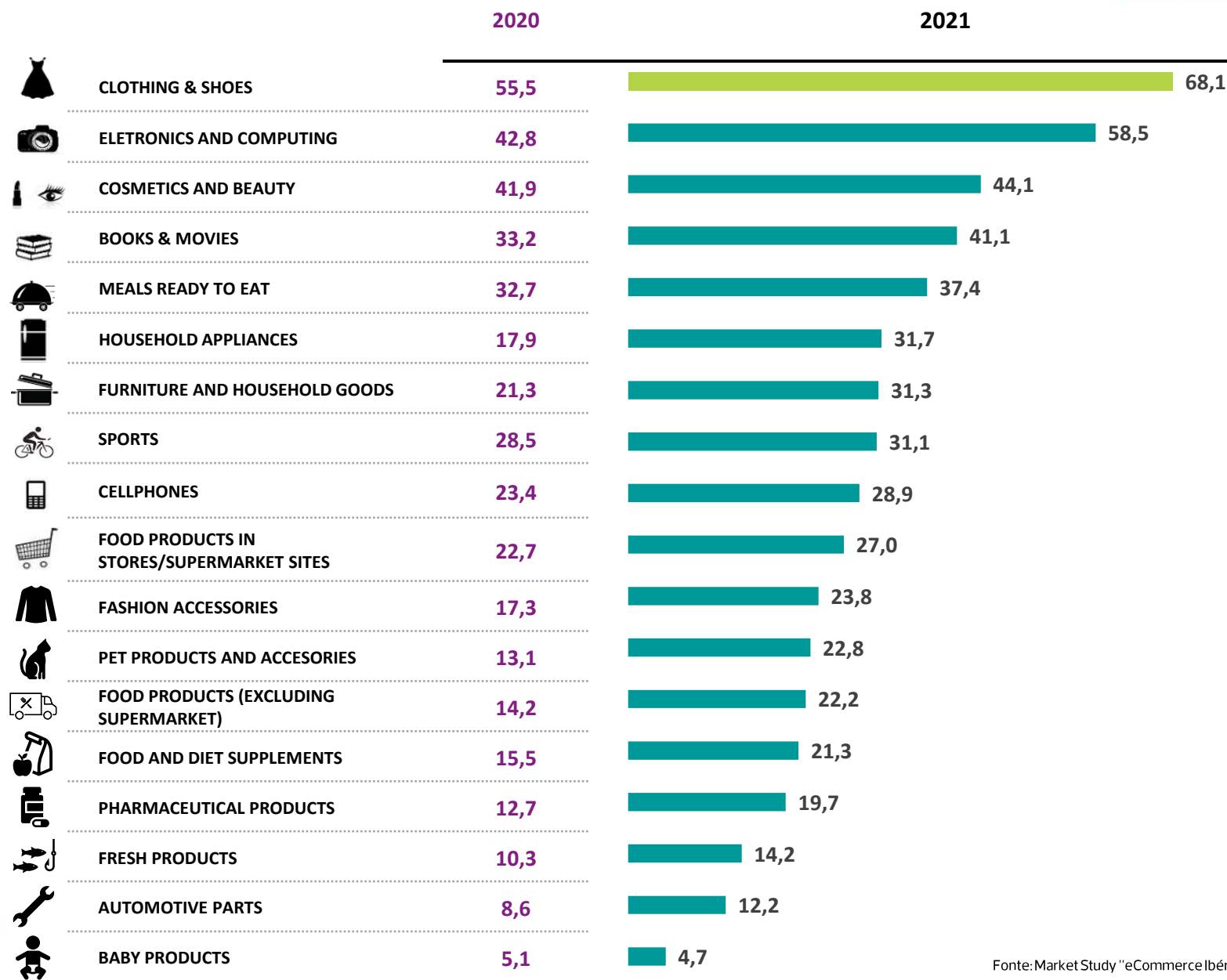
- 51,2% male / 48,8% female
- 53,2% urban residents (Lisbon and Porto) are more represented at online shopping
- 80,5% of online shoppers are between the ages of 25-54



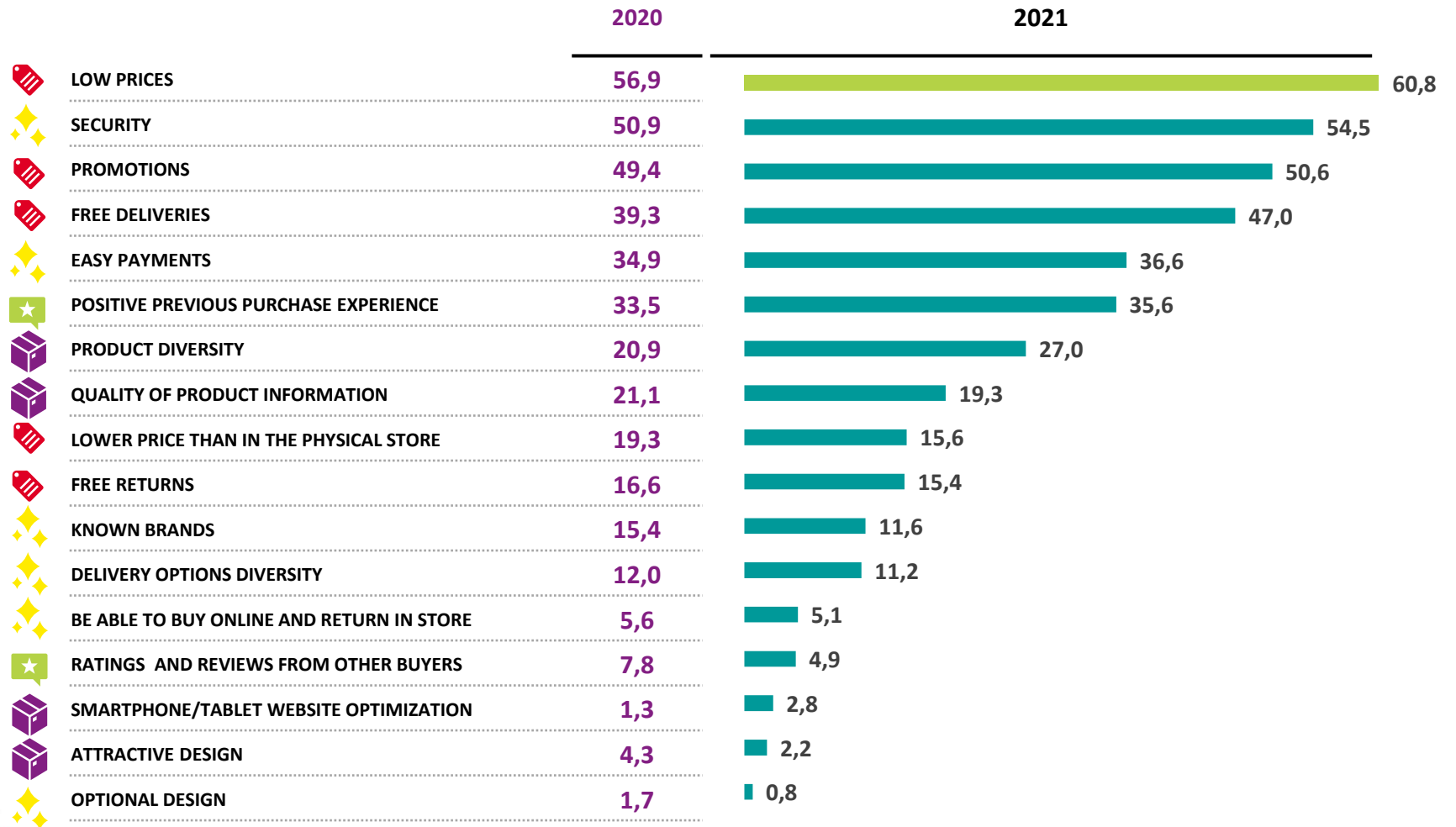
3. Buying profile of the Portuguese e-buyer



4. Products bought in the last 12 months




5. Main factors for choosing an online store



Main Factors

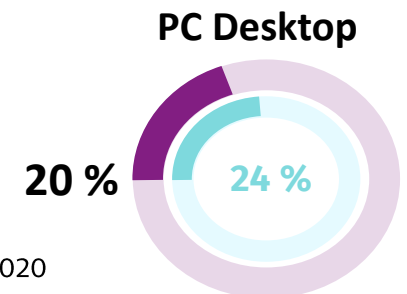
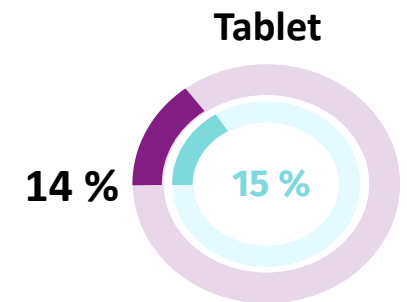
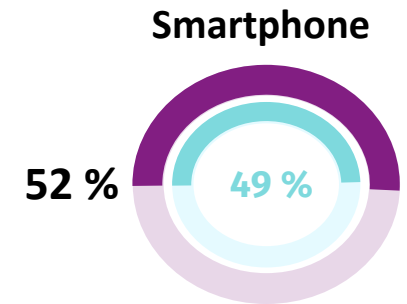
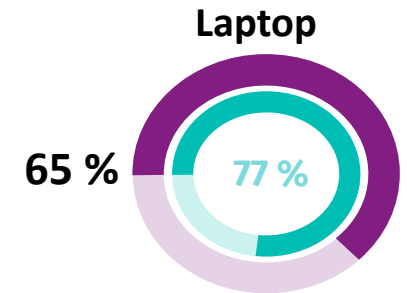
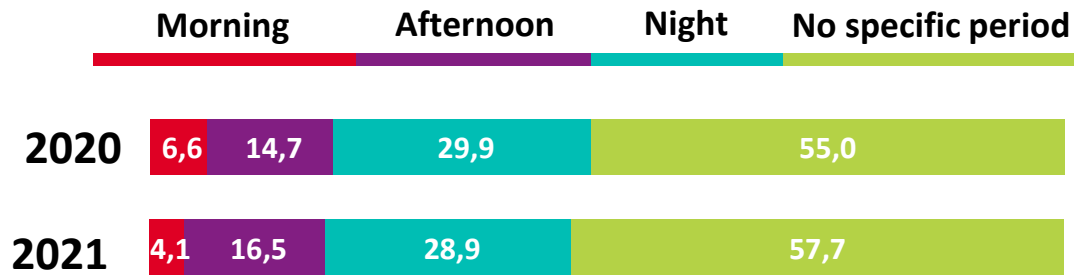
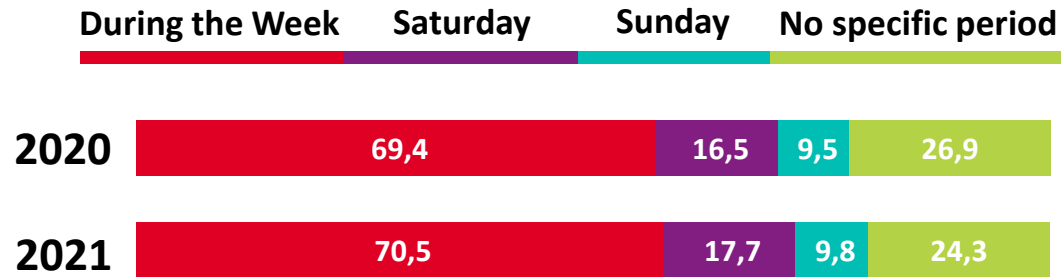
Price 

Features 

Satisfaction 

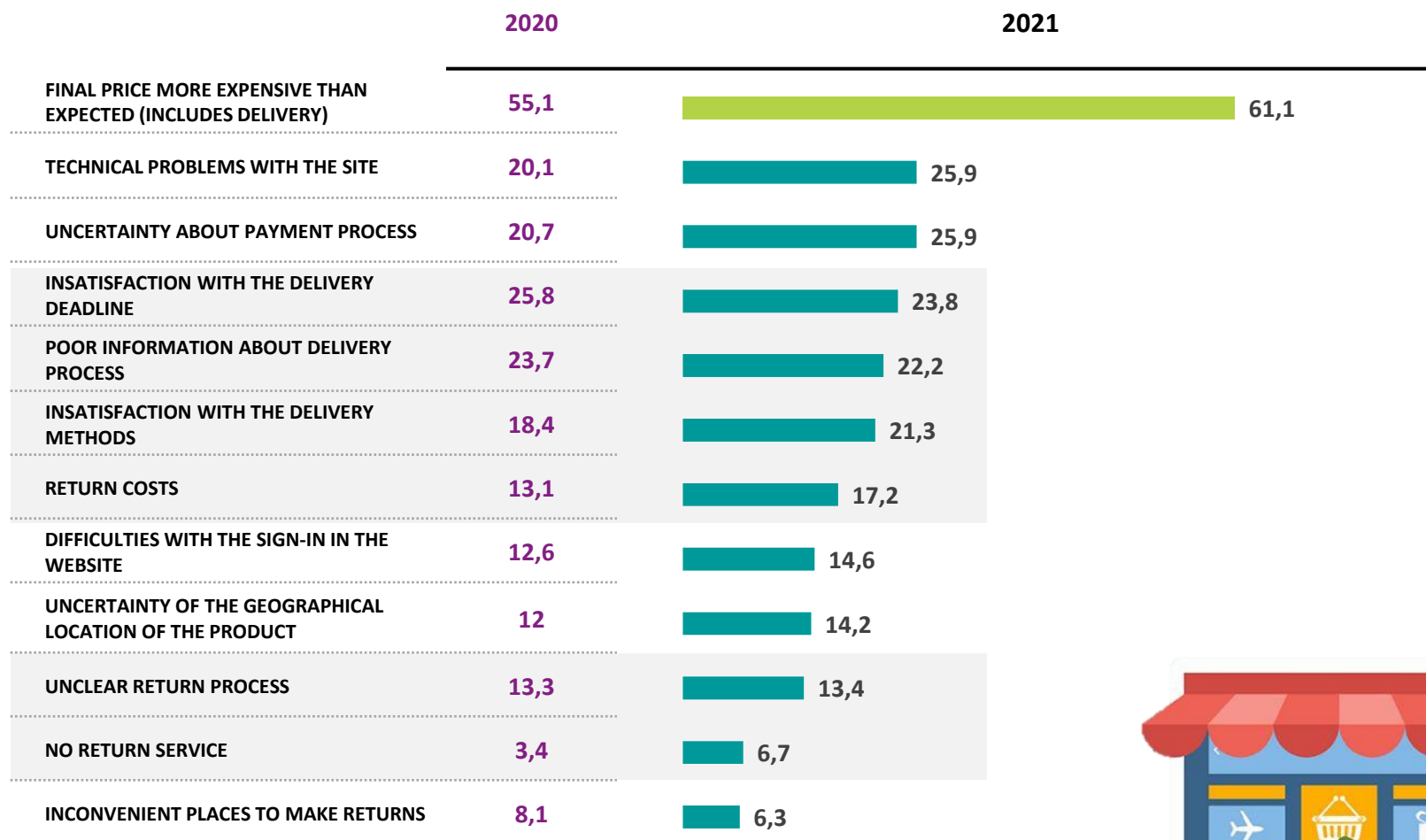
Product 

6. When and where e-buyers purchase online



2020
2021

7. Main reasons for abandoning at checkout



8. Main constraints with the delivery experience

Not know the delivery time

43%

Have to go to another place if you are not at home

29%

Not know the delivery date

26%

Not able to contact the delivery man by phone

23%

Waiting time

20%

Not able to change delivery day/time

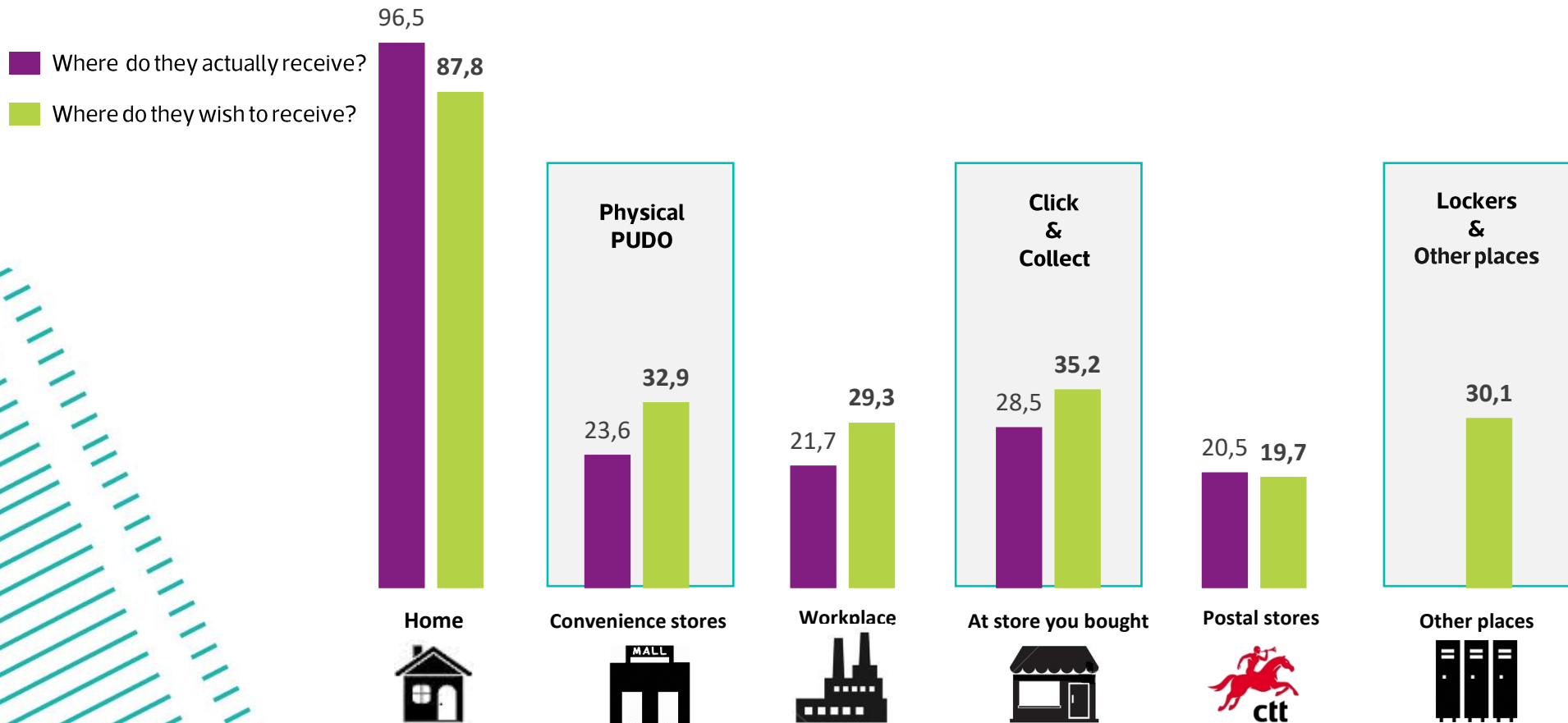
17%

Damaged goods












11%

Time ■ Convenience ■ Product ■

9. Where do e-buyers wish to receive their parcels?



10. How do e-buyers pay when shopping online

	2021
 PayPal	PAYPAL 48,6%
 MB	MB 39,2%
 CREDIT CARD	CREDIT CARD 31,9%
 MB WAY	MB WAY 23,2%
 MB^{NET}	VITUAL CREDIT CARD (EX: MBNET) 22,4%
 BANK TRANSFER	BANK TRANSFER 11,4%
 CASH ON DELIVERY	CASH ON DELIVERY 8,3%
 PREPAID CARD	PREPAID CARD 5,9%
 REVOLUT	REVOLUT 4,3%
 APPLE PAY	APPLE PAY 1,0%
 ONLINE STORE'S APP	ONLINE STORE'S APP 0,2%

Paypal and **MB** are the main payment options used by the ebuyers when shopping online.

CTT e-Commerce innovative solutions



Cacifos CTT

- 150 Locker network - > 1000 in 2022
- Portuguese industry initiative

CTT Now (Instant/Sameday deliveries)

Uber Delivery partnership
Delivery integration with **worten** and **NOS**
Food delivery partnership with **zomato**

Shipping Plug-ins

- Integration with Shopify, WooCommerce, Prestashop and Magento platforms

CTT Logistica

- Efulfillment platform (warehousing, picking, packing, delivery)
- Integration with shopify and woocommerce

dott Marketplace + Digital Event

- > 1500 e-sellers
- > 3M products
- 1M unique users
- 20 Digital Events

Lojas Online

- > 2500 online stores

CTT Comércio local

- 18 municipalities

MANY THANKS!

