

# blis Shopper Footfall Insights - UK

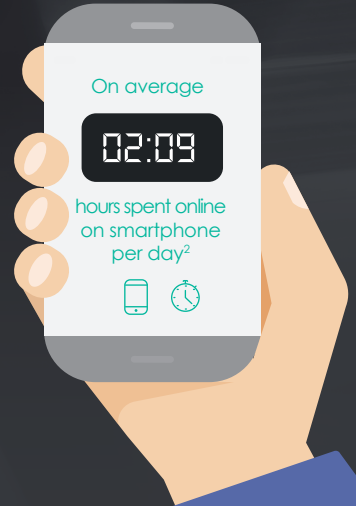
## Mobile shoppers



of UK population own a smartphone<sup>1</sup>



London ranked **3rd** for the highest in-store mobile activity\*



## Most popular store by footfall



## Typical shoppers



Females  
**18-25**



Males  
**26-35**

## Most mobile active shopper



Males over  
**26**

## Preparing for the weekend



Peak traffic

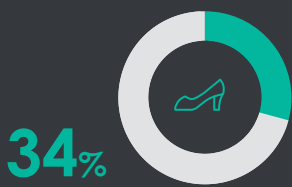
**Fridays & Weekdays 4-6pm**

## Did you know?



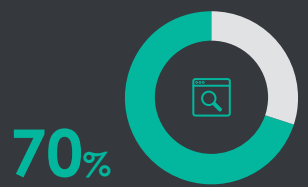
**43%** of brand discovery comes from online ads<sup>3</sup>

## Content



of shoppers browse **style & fashion**

### Why?



of consumers research a product they intended **to purchase**<sup>4</sup>

## Footfall may not mean profitability

Not every visit equals a sale.

### 1. Mixed Commerce



**14%**

of consumers research in-store then purchase online (showrooming).<sup>4</sup>

### 2. Pricing

Based on a pair of black jeans



H&M had the highest foot traffic but also the lowest price points.

## What can global brands learn from footfall?

London



New York



Sydney



Singapore



Dubai



were most popular with **females under 25**

were most popular with **females 26-35**

Ensure your campaigns are optimised towards **your audiences**

## Takeaway

To learn more about what Smart Trends can offer marketers, download our Global Trends Report today or contact us at [uksales@blis.com](mailto:uksales@blis.com)

### Sources:

1. NewZoo: 2017 Mobile Marketing
2. People spending more time on Smartphones
3. Global Web Index - In which of the following ways are you most likely to find out about new brands, products, or services?
4. Blurred Lines | Office for National Statistics / Google Consumer Barometer

\*Study based on 7 markets.

## Contact us

[f](#) /blisglobal

[t](#) /blisglobal

[in](#) /blisglobal

[uksales@blis.com](mailto:uksales@blis.com)

<http://www.blis.com>