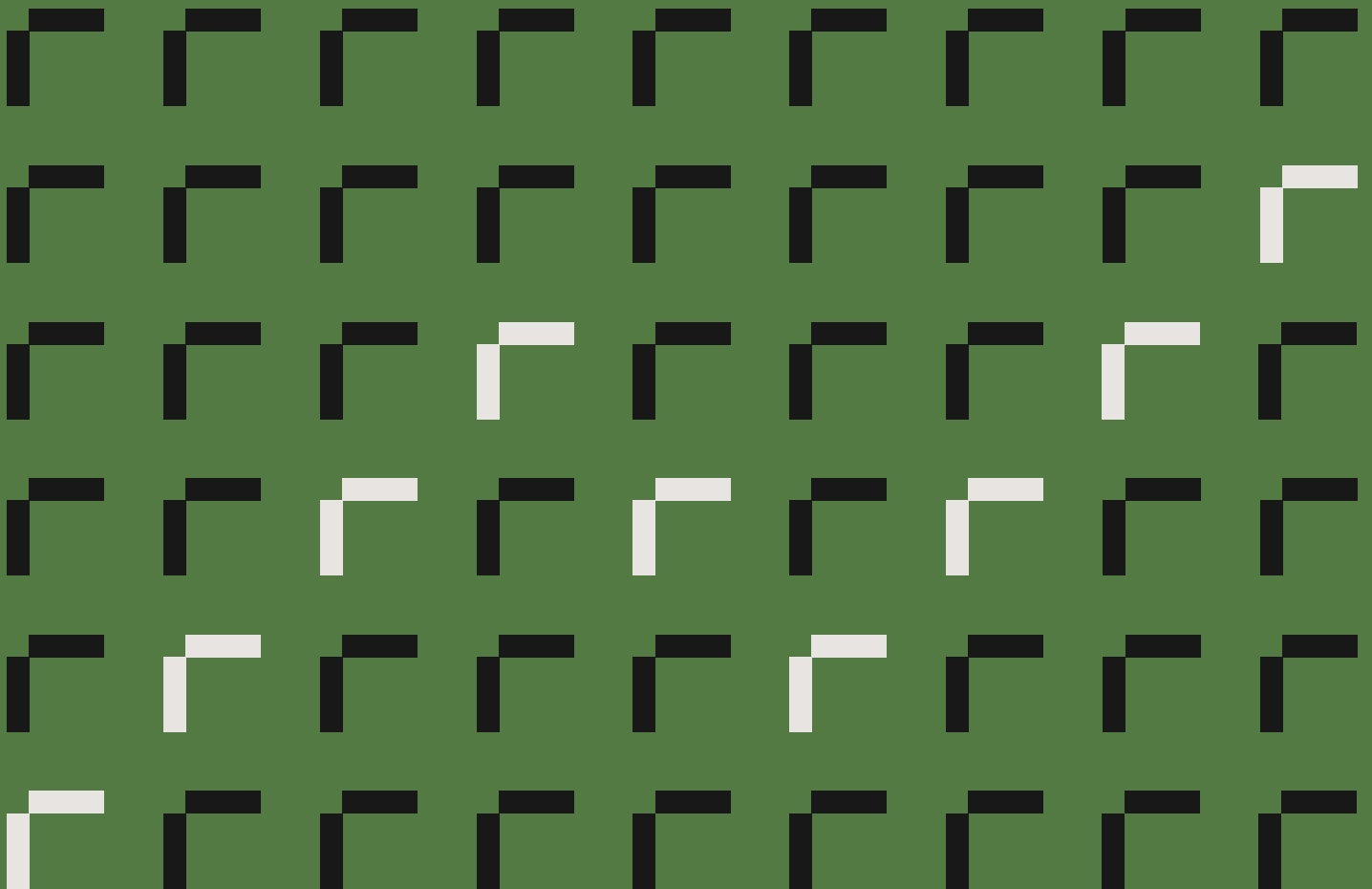


# Riverty Consumer Satisfaction Index





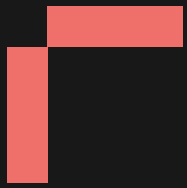
## Intro

Your business is only as good as your last customer's review. Customer satisfaction is highly important as it impacts your webshop's return rate and revenue. While only a handful of customers reach out and complain, the majority just up and goes.

Customer feedback is humbling and very important, but not easy to get your hands on as a business.

Listening to customers and uncovering how satisfied they are, is the starting point of a sustainable, long lasting and satisfactory relationship between the customer and your business. That is why **Riverty** is launching the **Consumer Satisfaction Index**.

Every two months we, as **Riverty**, look into the levels of shoppers' satisfaction and the development of market shares of all online purchases. With regard to the webshop, we review the ability to deliver satisfactory online purchases, with a new focus or angle in each edition.



Your business  
is only as good  
as your last  
customer's  
review.



# How do we measure?

Since March 2020, we have monitored the overall ecommerce development month-by-month conducting more than **140.000 interviews** with consumers across all 4 countries – and published **113 blogs**.

As of Q2 of this year, we decided to not only follow the overall ecommerce development, but to deepen our analytics to also monitor online merchants.

The development of their market shares (of all online purchases) and their ability to deliver satisfactory online purchases.



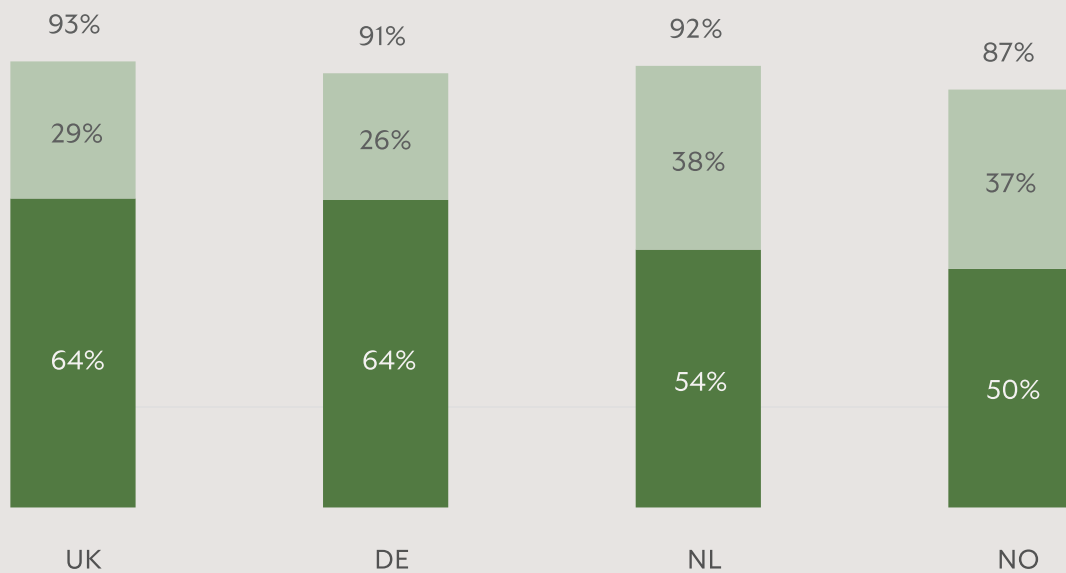
# Satisfaction by country



# Satisfaction with online purchases per country\*

\* Based on ratings of a total **36.515** online purchases **Apr-Aug 2022**

Very satisfied Satisfied



## Shoppers are satisfied with their online shopping purchases in general.

On average, 90% is happy enough.  
But hitting that **Very Satisfied** mark is still a long way to go with an average score of 58%.

Consumers are generally more satisfied with their online purchases in the UK and Germany, and less so in the Netherlands and Norway.

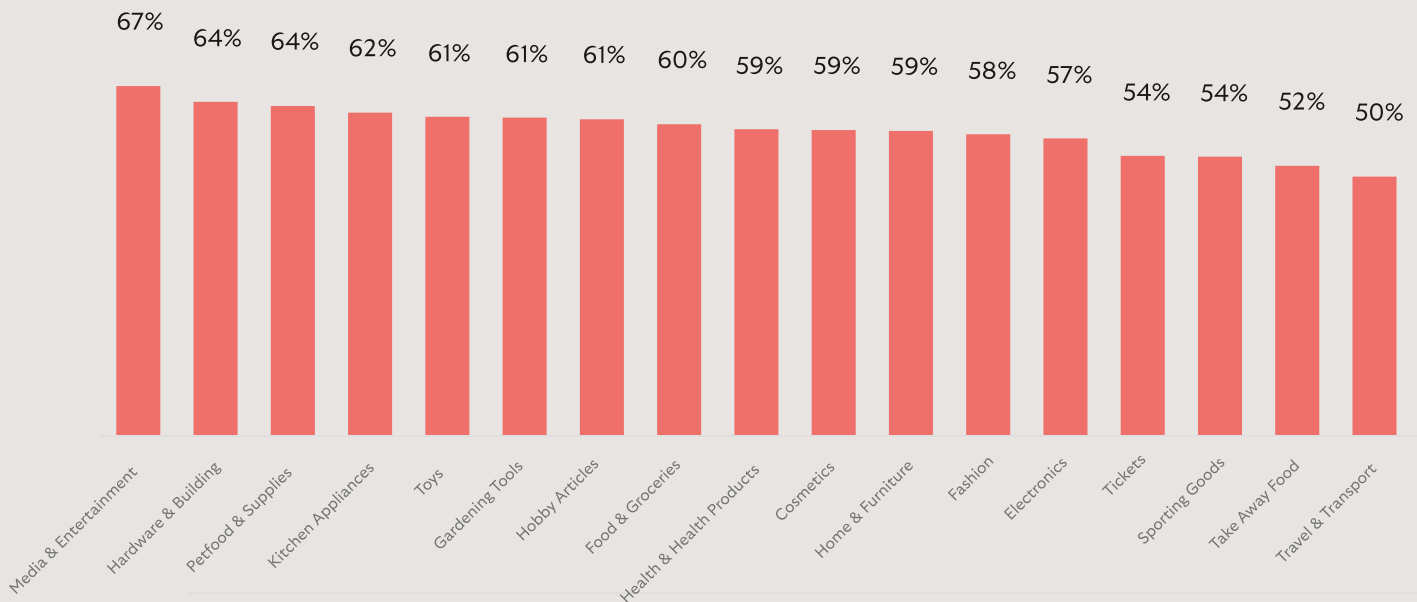


# Top 5 Verticals



# Satisfaction with online purchases per verticals\*

\* All 4 countries combined



## Media & Entertainment has the highest satisfaction of all categories.

Most consumers do their homework before signing up for a subscription plan.

These plans usually run for a year or at least a decent amount of months.

Research reduces risk and leads to a higher sense of satisfaction.

Not surprisingly – if you research what to buy or are a regular buyer of ‘standard products’, you are more satisfied compared to buying ‘occasional products’ or items that require a fit.





# Looking deeper into the Top 5:

% Percentage of customers in the category that are very satisfied.

67%



Media & Entertainment

Most consumers do their homework before signing up for a subscription plan. These plans usually run for a year or at least a decent amount of months.

Research reduces risk and leads to a higher sense of satisfaction.

Another explanation for high satisfaction in Media & Entertainment is the ability to choose within the category.

Especially when it comes to subscription models, the possibilities to be entertained are endless, as there is always something to select from.

Whether it's a new animation film, a documentary, the latest news or thrilling book.

64%



Hardware & Building

Remodeling, renovating, repainting, rearranging.

These are just a few R's of the Hardware & Building category.

In order to take on any home improvement jobs, there needs to be a plan.

To measure is to know and knowledge is power.

Consumers understand the process and the journey of buying from their preferred Hardware & Building webshops and therefore are mostly very satisfied with their purchases.

64%



Petfood & Supplies

Petfood and pet supplies are a recurring purchase for households with cuddly (furry) friends.

Cat food, bunny pellets, aquarium plants and fetch balls for dogs are items that have a monthly pattern in buying.

Shoppers know what they need, how to select and where to buy it, and are aware of the quality and functionality of the delivered items.

This means it is simply the right product for them, via the right channel / webshop.

62%



Kitchen & Appliances

Kitchen tools and appliances can make or break a daily meal and cooking experience, for both home cooks and chefs.

Comparable to the category of Hardware & Building, it is important to do research before the buy.

Kitchen appliances and equipment are designed to make cooking easier, but each individual item or product does not fulfil every thinkable need.

With a high satisfaction rate of 62%, doing homework before making a purchase pays off for online shoppers.

61%



Toys

The Toys category always sees a peak in the fourth quarter of the year.

Toy stores and brands help children with doing their research and distribute holiday catalogues and air commercials.

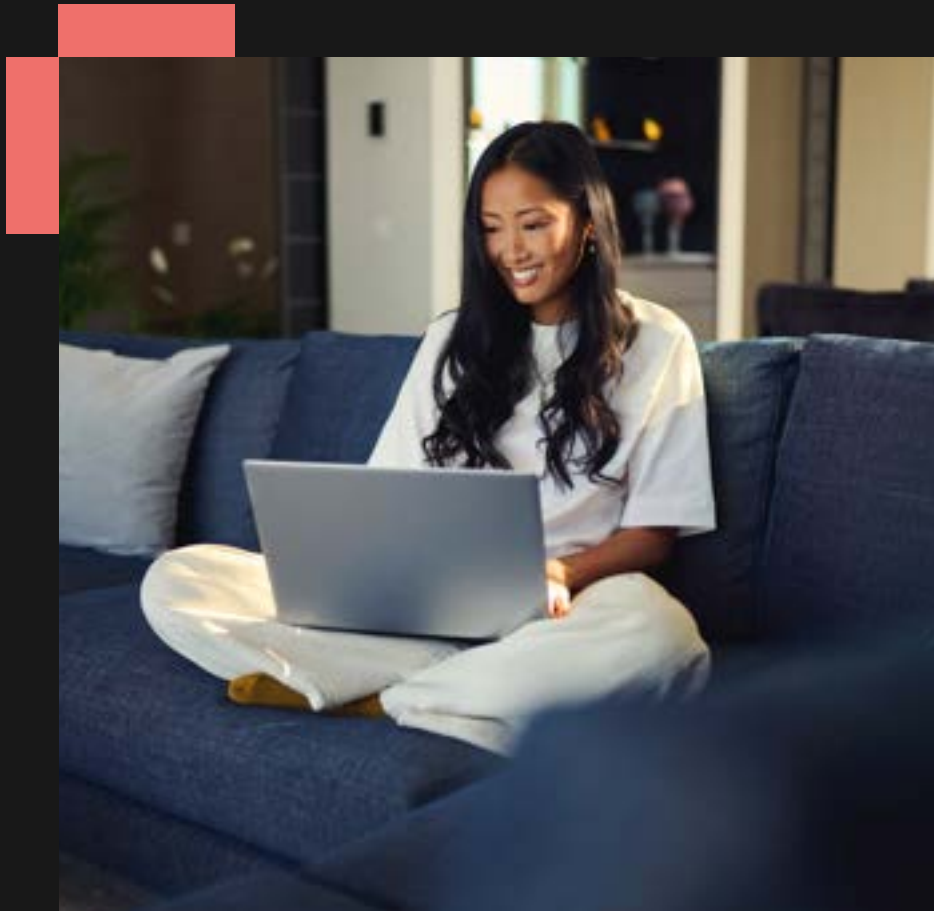
Kids happily communicate what they want in return for being good year-round.

Effectively, kids do the research for the parent, custodian or toy gift buyer which makes the purchase process quick, easy and convenient and the end receiver happy.

Satisfaction for all.

# Doing something special:

Revealing shopper  
satisfaction per country  
on **Top 10** merchants

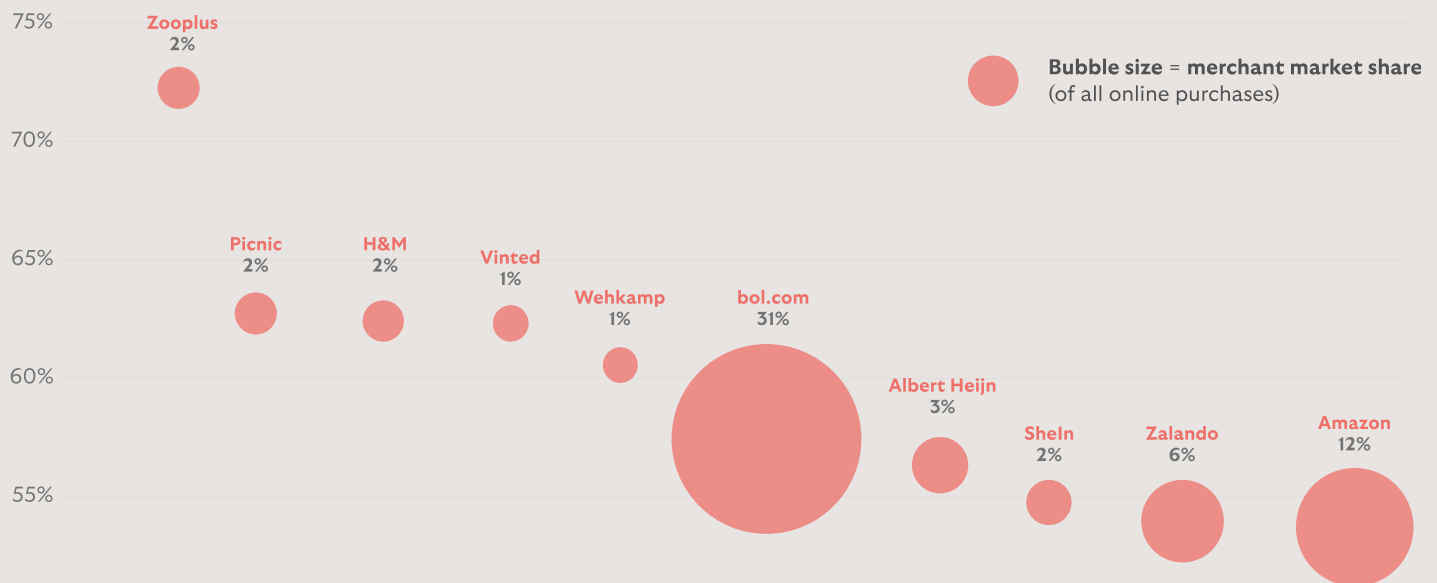




# Top 10 merchants in NL\*: most satisfied customers

\* With at least 1% market share (> 75 ratings in our data **Apr-Aug 2022**)

## Satisfaction



**Zooplus may have a small share in the market, but their satisfaction is enormous compared to the bigger players in the field.**

According to the shoppers, their satisfaction is due to fast delivery, good communication when delivery is delayed, low prices, flexible payment methods, big assortment and loyalty program.

All of these reasons and Zooplus being in the **Petfood & Supplies** category with general higher satisfaction makes them **#1 in the Netherlands** with high satisfaction levels at **72%**.

## Other categories that follow in the Top 10 in the Netherlands:

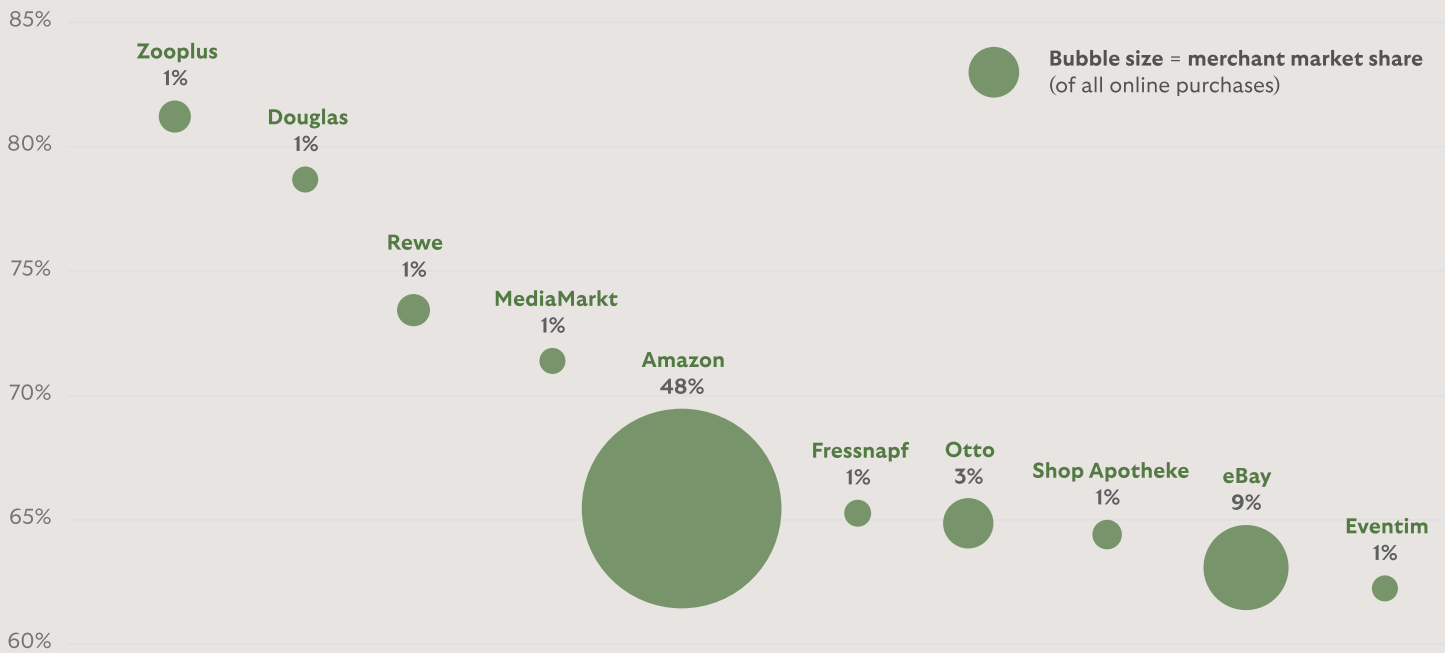
<b>Picnic</b>	Groceries		Very satisfied	<b>63%</b>
<b>H&amp;M</b>	Fashion		Very satisfied	<b>62%</b>
<b>Vinted</b>	Fashion		Very satisfied	<b>62%</b>
<b>Wehkamp</b>	Fashion		Very satisfied	<b>62%</b>
<b>Bol.com</b>	Marketplace		Very satisfied	<b>57%</b>
<b>Albert Heijn</b>	Groceries		Very satisfied	<b>57%</b>
<b>Sheln</b>	Fashion		Very satisfied	<b>55%</b>
<b>Zalando</b>	Fashion		Very satisfied	<b>54%</b>
<b>Amazon</b>	Marketplace		Very satisfied	<b>54%</b>



# Top 10 merchants in DE\*: most satisfied customers

\* With at least 1% market share (> 75 ratings in our data Apr-Aug 2022)

## Satisfaction



## Zooplus also takes the lead in Germany's satisfaction index.

Again, Zooplus has a small share in the market, but their satisfaction is enormous compared to the bigger players in the field. The online **Petfood & Supplies** webshop wins the number 1 position with high satisfaction levels at 81%.

## Other categories that follow in the Top 10 in Germany:

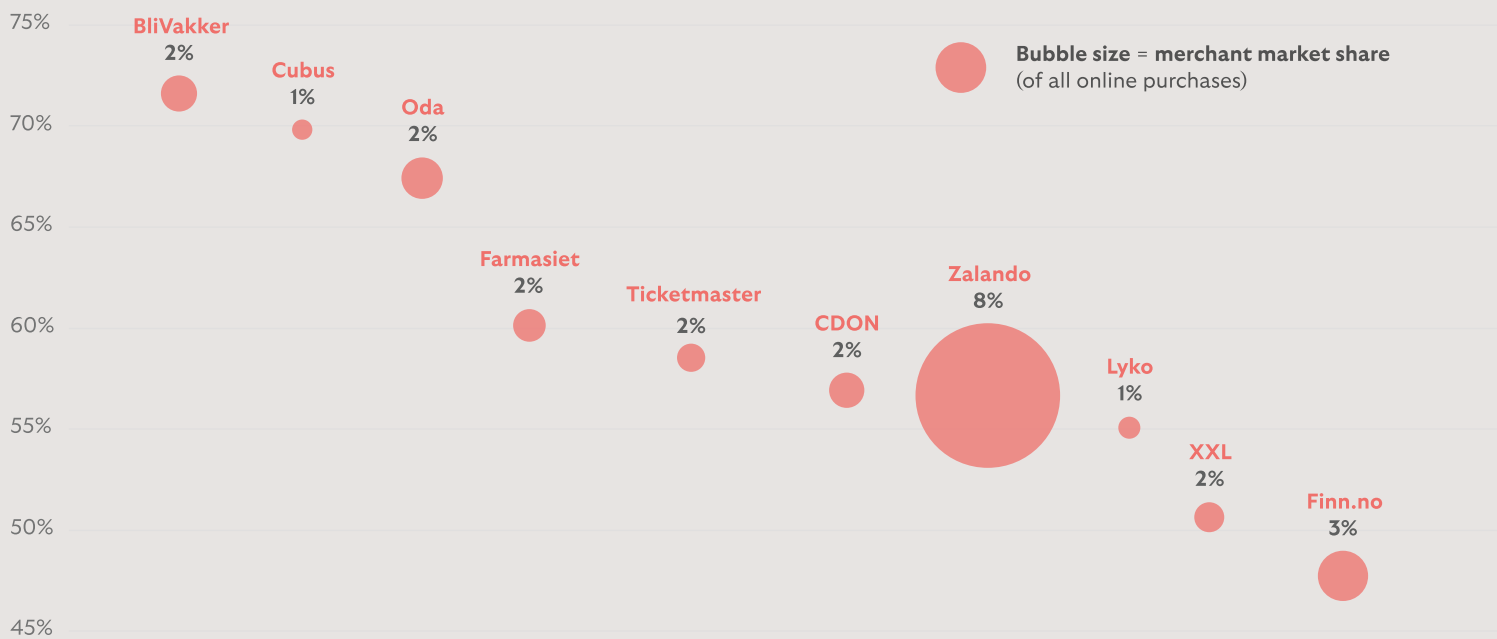
<b>Douglas</b>	Cosmetics		Very satisfied <b>79%</b>
<b>Rewe</b>	Groceries		Very satisfied <b>73%</b>
<b>MediaMarkt</b>	Electronics		Very satisfied <b>71%</b>
<b>Amazon</b>	Marketplace		Very satisfied <b>65%</b>
<b>Fressnapf</b>	Petfood		Very satisfied <b>65%</b>
<b>Otto</b>	Fashion		Very satisfied <b>65%</b>
<b>Shop Apotheke</b>	Health		Very satisfied <b>64%</b>
<b>eBay</b>	Marketplace		Very satisfied <b>63%</b>
<b>Eventim</b>	Tickets		Very satisfied <b>62%</b>



# Top 10 merchants in NO\*: most satisfied customers

\* With at least 1% market share (> 75 ratings in our data **Apr-Aug 2022**)

## Satisfaction



**Cosmetics retailer BliVakker takes the crown in Norway, with 72% and for many reasons. The online shop has low prices and an extensive selection of products.**

Their bestselling products are almost always on sale, fast and free delivery, a famous review sections for each product, and is one of the first online beauty shops in Norway. As creatures of habits, people are loyal to the brand. Blivakker is mainly used to purchase products that shoppers know well and use regularly. Trying out new cosmetics for the first time is what Norwegians do in physical stores, but then continue to fill up their home stock from BliVakker onwards.

## Other categories that follow in the Top 10 in Norway:

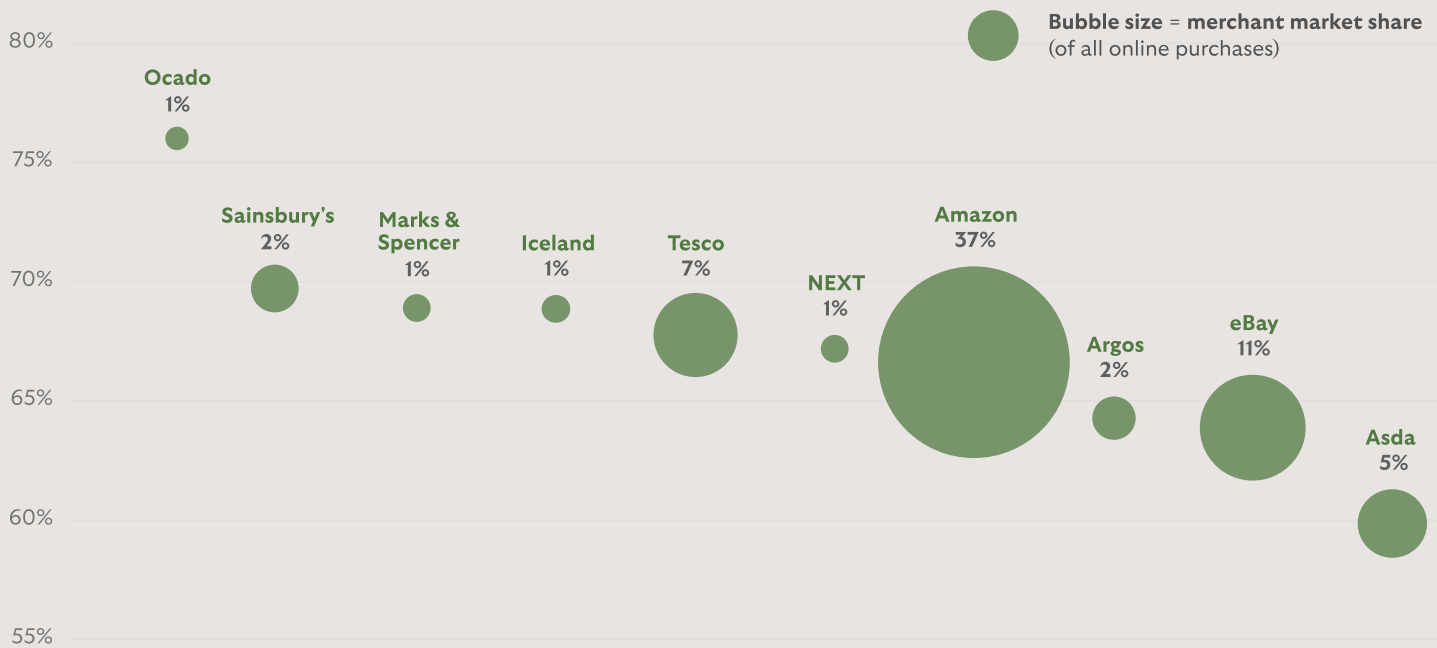
<b>Cubus</b>	Fashion		Very satisfied	<b>70%</b>
<b>Oda</b>	Groceries		Very satisfied	<b>67%</b>
<b>Farmasiet</b>	Cosmetics		Very satisfied	<b>60%</b>
<b>Ticketmaster</b>	Tickets		Very satisfied	<b>59%</b>
<b>CDON</b>	Marketplace		Very satisfied	<b>57%</b>
<b>Zalando</b>	Fashion		Very satisfied	<b>57%</b>
<b>Lyko</b>	Fashion		Very satisfied	<b>55%</b>
<b>XXL</b>	Sports		Very satisfied	<b>51%</b>
<b>Finn.no</b>	Marketplace		Very satisfied	<b>48%</b>



# Top 10 merchants in UK\*: most satisfied customers

\* With at least 1% market share (> 75 ratings in our data Apr-Aug 2022)

## Satisfaction



### Ocado's online grocery service is best in UK's class.

The chain scores high in order fulfillment as the supermarket shows real-time stock levels of their products, propose related products (in case of low inventory) and display customer reviews. These extra features add up to the highest shopper satisfaction of 76% in the UK.

### Other categories that follow in the Top 10 in United Kingdom:

<b>Sainsbury's</b>	Groceries		Very satisfied	<b>70%</b>
<b>Marks &amp; Spencer</b>	Fashion		Very satisfied	<b>69%</b>
<b>Iceland</b>	Groceries		Very satisfied	<b>69%</b>
<b>Tesco</b>	Groceries		Very satisfied	<b>69%</b>
<b>NEXT</b>	Fashion		Very satisfied	<b>67%</b>
<b>Amazon</b>	Marketplace		Very satisfied	<b>67%</b>
<b>Argos</b>	Marketplace		Very satisfied	<b>64%</b>
<b>eBay</b>	Marketplace		Very satisfied	<b>64%</b>
<b>Asda</b>	Groceries		Very satisfied	<b>60%</b>



# Comparing categories and satisfaction across nations

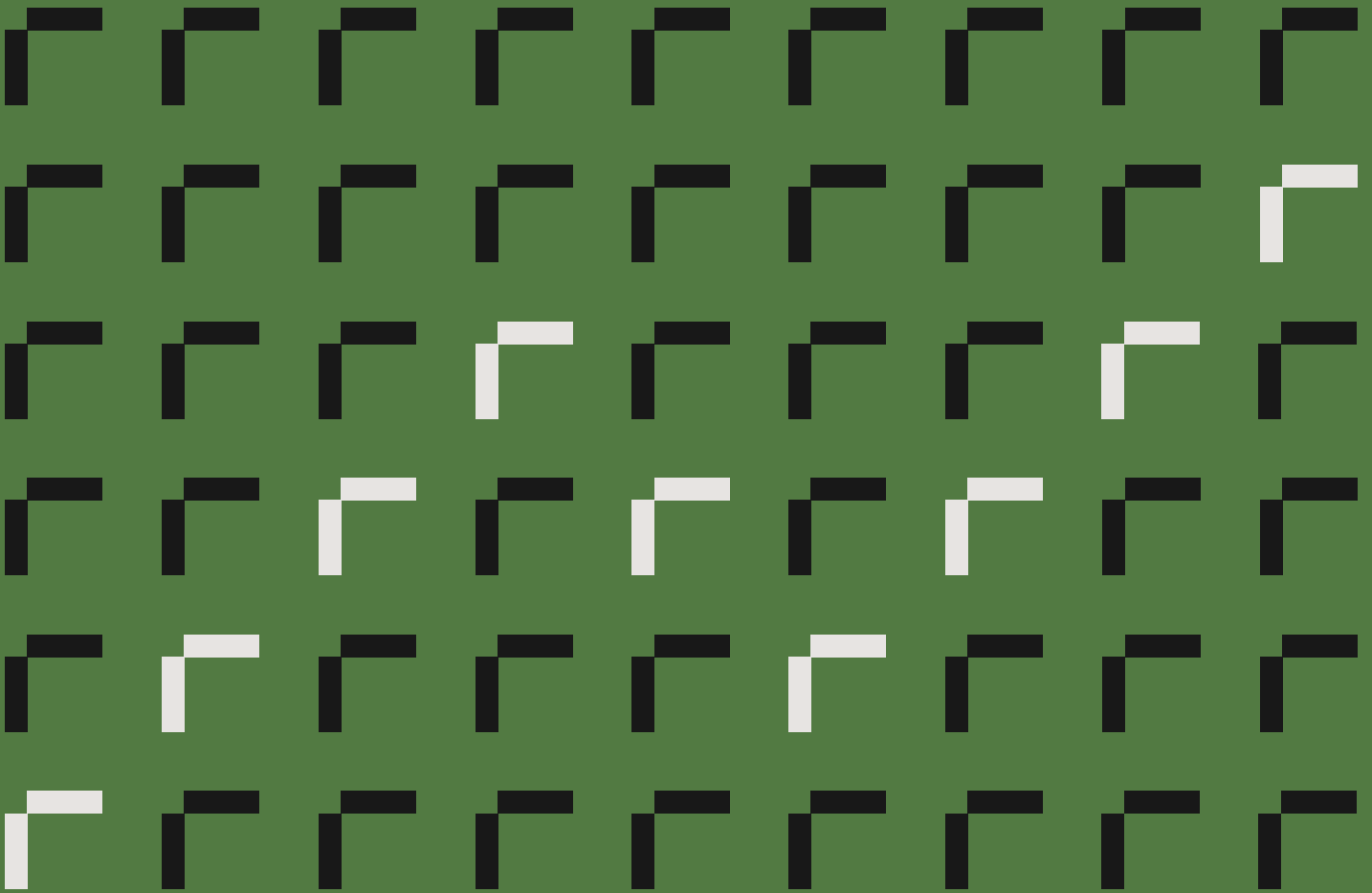
The winners of high satisfaction differ across countries and categories.

From pet stores, to cosmetics, to groceries. What do they have in common is that the purchases are made on the regular in these stores.

Shoppers know what they order, know what to expect and happily return for more orders.

Buyers of ‘standard products’ are more satisfied compared to buying “occasional products” or items that require a specific fit.

If a special need for a type of product arises, then researching what you need and where to buy reduces risk and returns and is the basis for returning customers.



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Riverty Consumer Satisfaction Index

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