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Some market insights and new CTT's innovative initiatives

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CTT – Head of e-Commerce

30 November 2022



eupoupo.com



Be&Care

DECATHLON

Delta



El Corte Inglés

espaço casa.
ideias para a sua casa



garrafeira nacional

gato preto
living spaces

GrandVision

OBOTICÁRIO

hôma
Happy Home Living



IMPETUS

JumpSeller

KIABI
la mode à petits prix

kuanto kusta*

La Redoute

LAMEIRINH+O

LANIDOR



LENTE DE CONTACTO 365

SONAE MC

wells

mercadão



odisseias
don't worry, be happy

LOJA DO SHAMPOO
COSMÉTICA E PERFUMES

PAEZ

PARFOIS



PCDIG@

Wook

RP
RADIO POPULAR

Loja* Zero

Science4you

S4Y

Shopkit



SPORT ZONE

STAPLES



VivaMelhor

weasy

worten

PT e-Commerce Market Value 2021

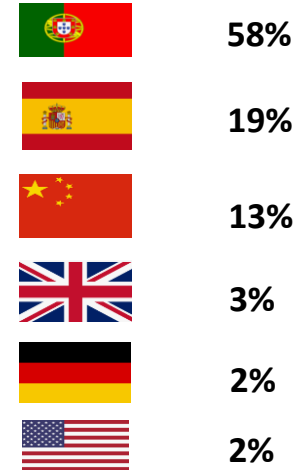


GMV
€10,1bn (+36%)

55% Goods
45% Services

€5,5bn Goods
+26%

+44% domestic market



Top 6
countries
purchased
from

Top 10 ecommerce stores where the Portuguese do their shopping

amazon

DECATHLON

ZARA

worten

fnac

AliExpress

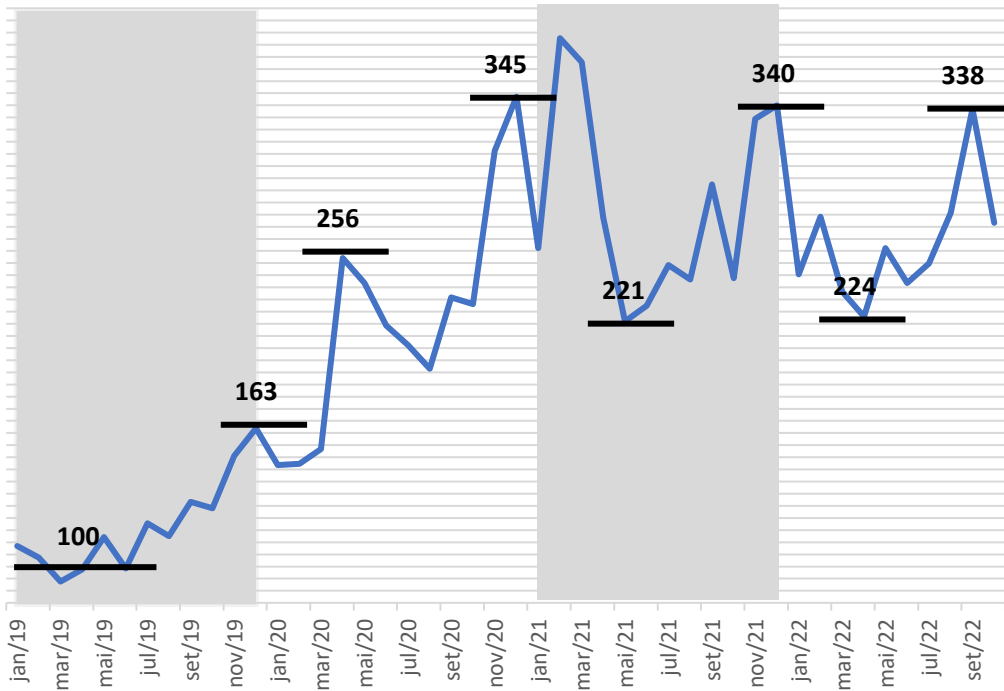
CONTINENTE

wook

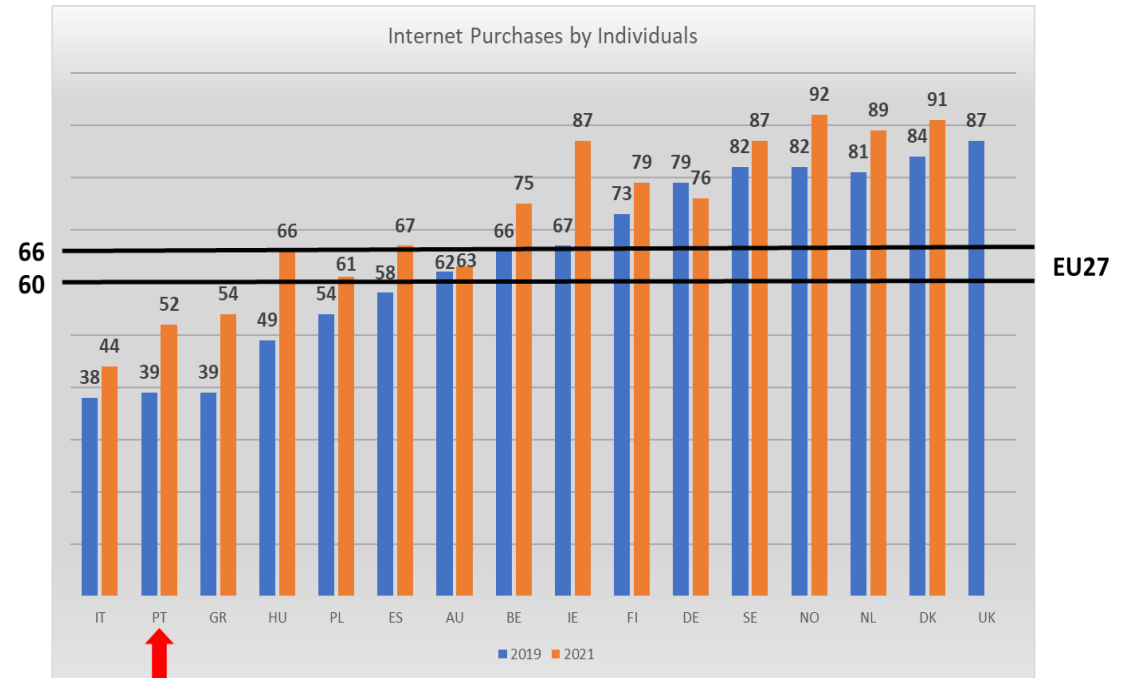
OLX

wells

Domestic e-Commerce in Portugal 2019-22



Internet Purchases by Individuals in Portugal 2019-21



- The great leap of e-commerce 2020-21 leveraged in the domestic market + the reinforcement of the marketplaces and store builders platforms
- PT is one of the EU countries where the number of e-buyers grew faster between 2021 and 2019
- 2022 e-commerce growth is slowing down but clearly showing a higher level of development than one before the pandemic



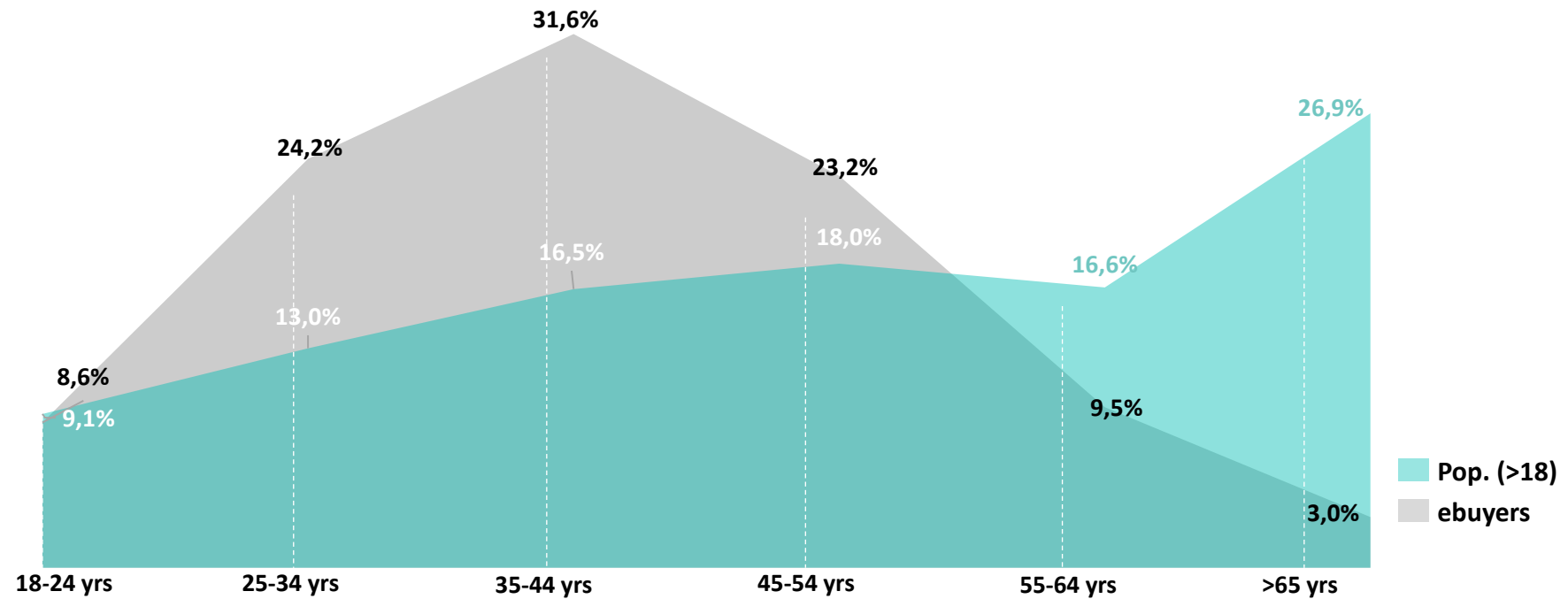
48,4% male / 51,6% female

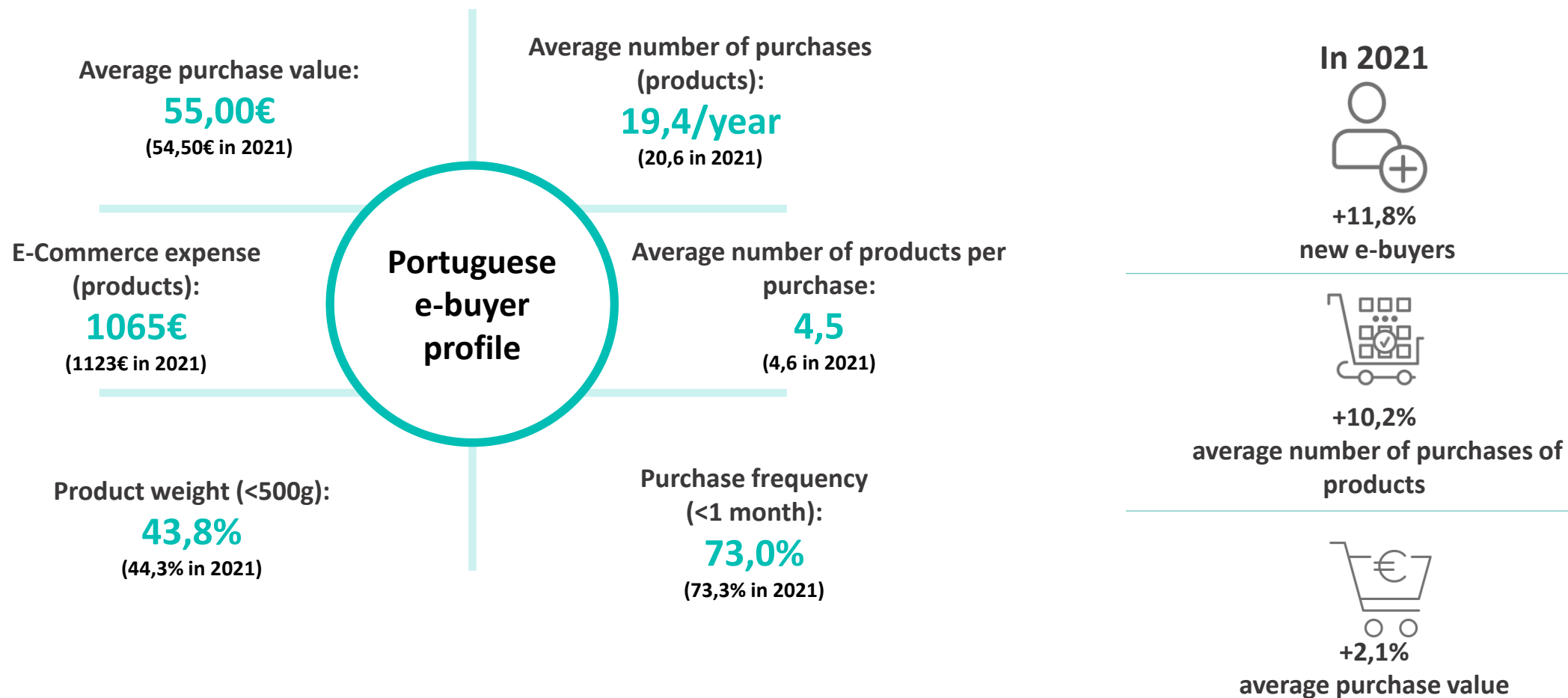


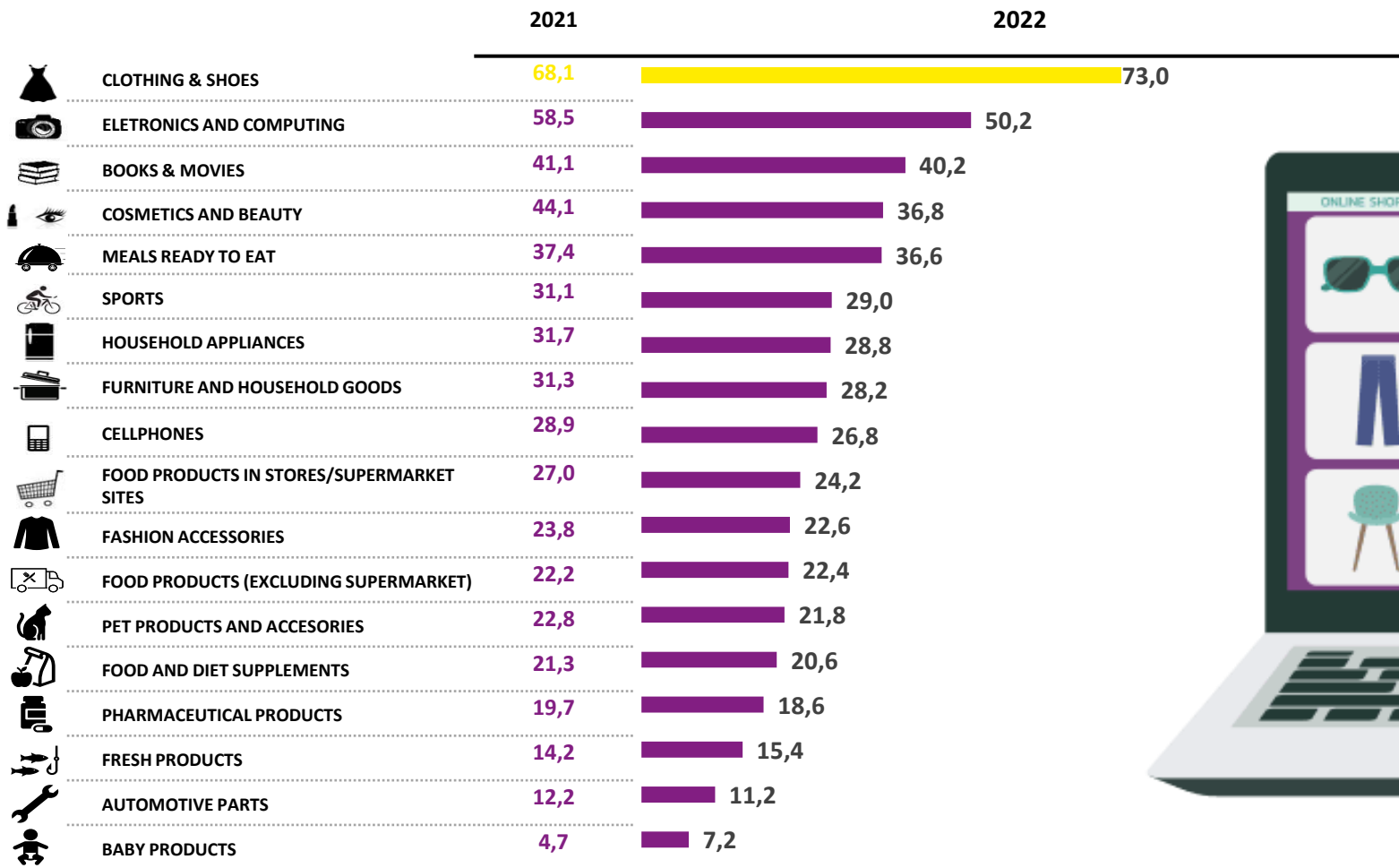
52,8% urban residents (Lisbon and Porto) are more represented at online shopping

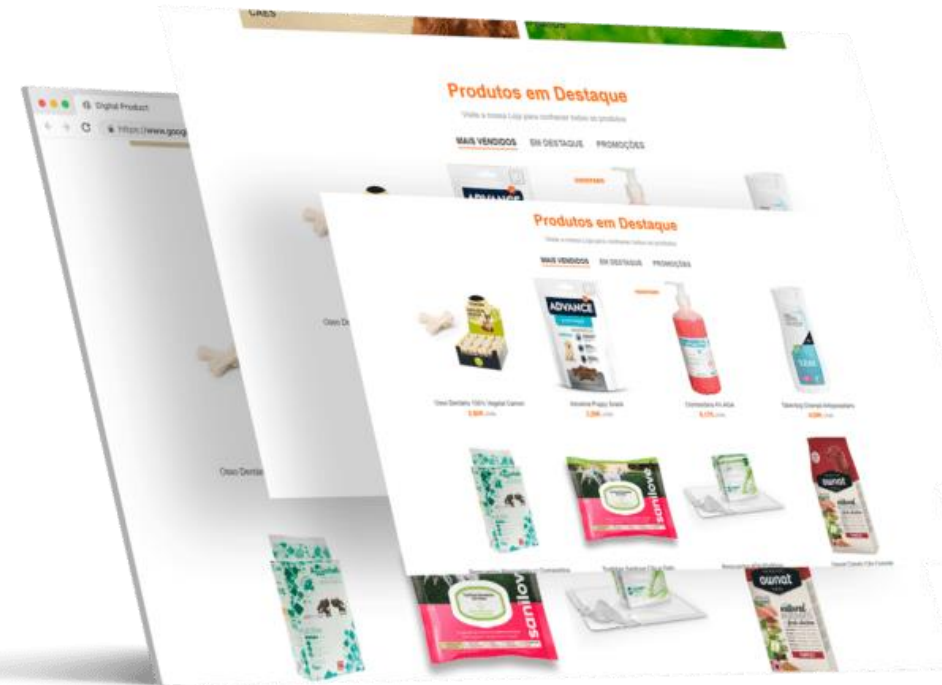
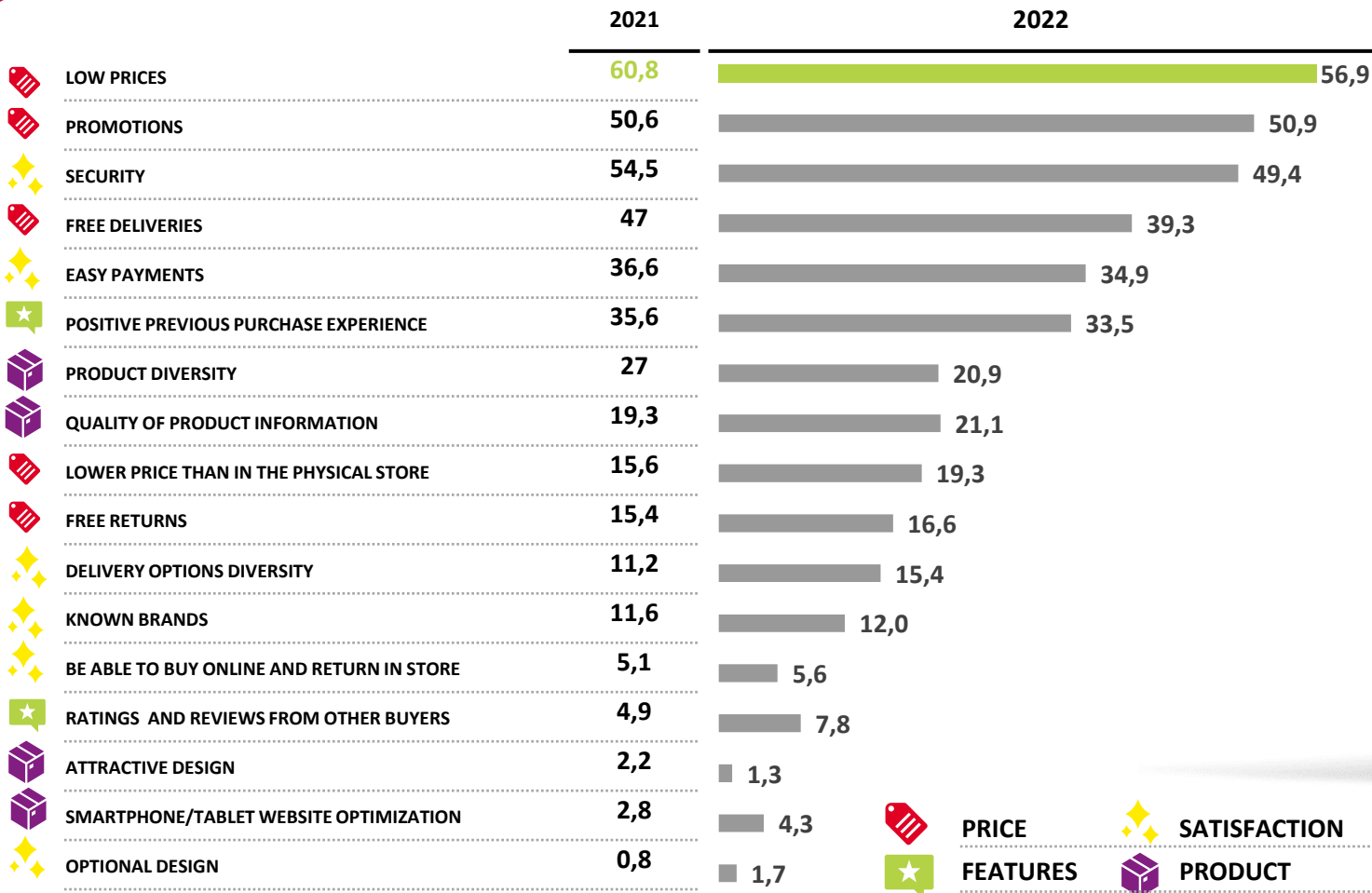


79% of online shoppers are between the ages of 25-54



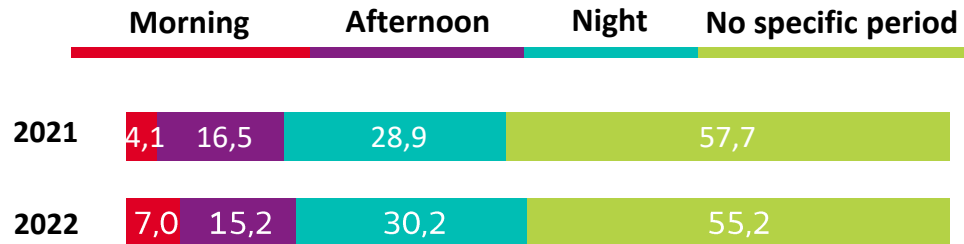
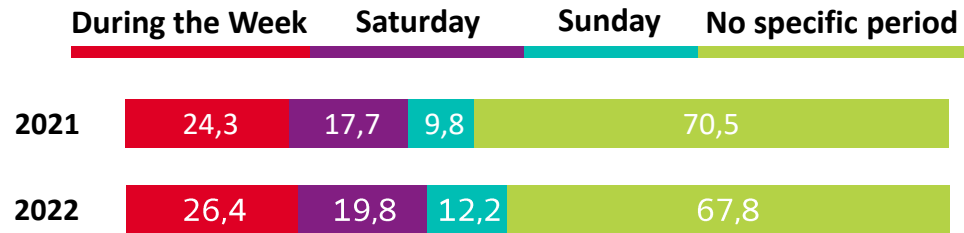






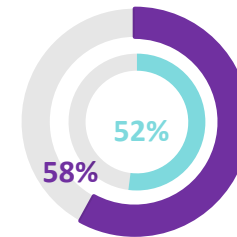
🏷️ PRICE 🌟 SATISFACTION
★ FEATURES 📦 PRODUCT

When

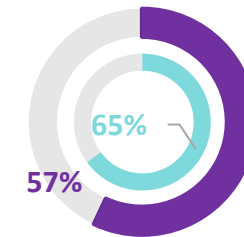


How

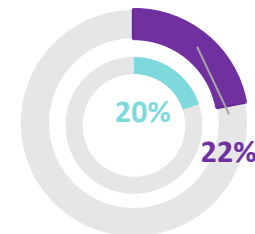
Smartphone



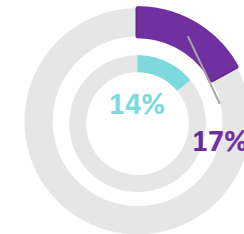
Portable PC



Desktop

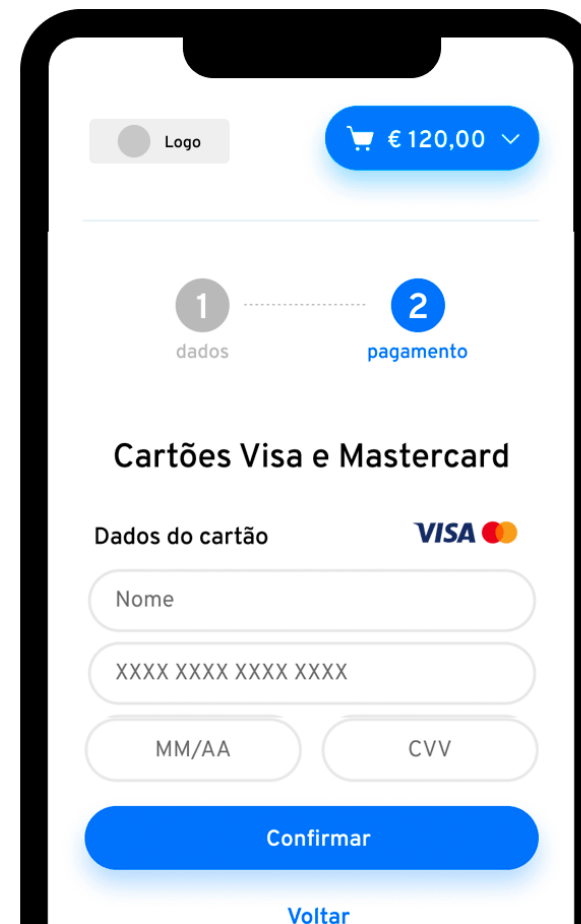


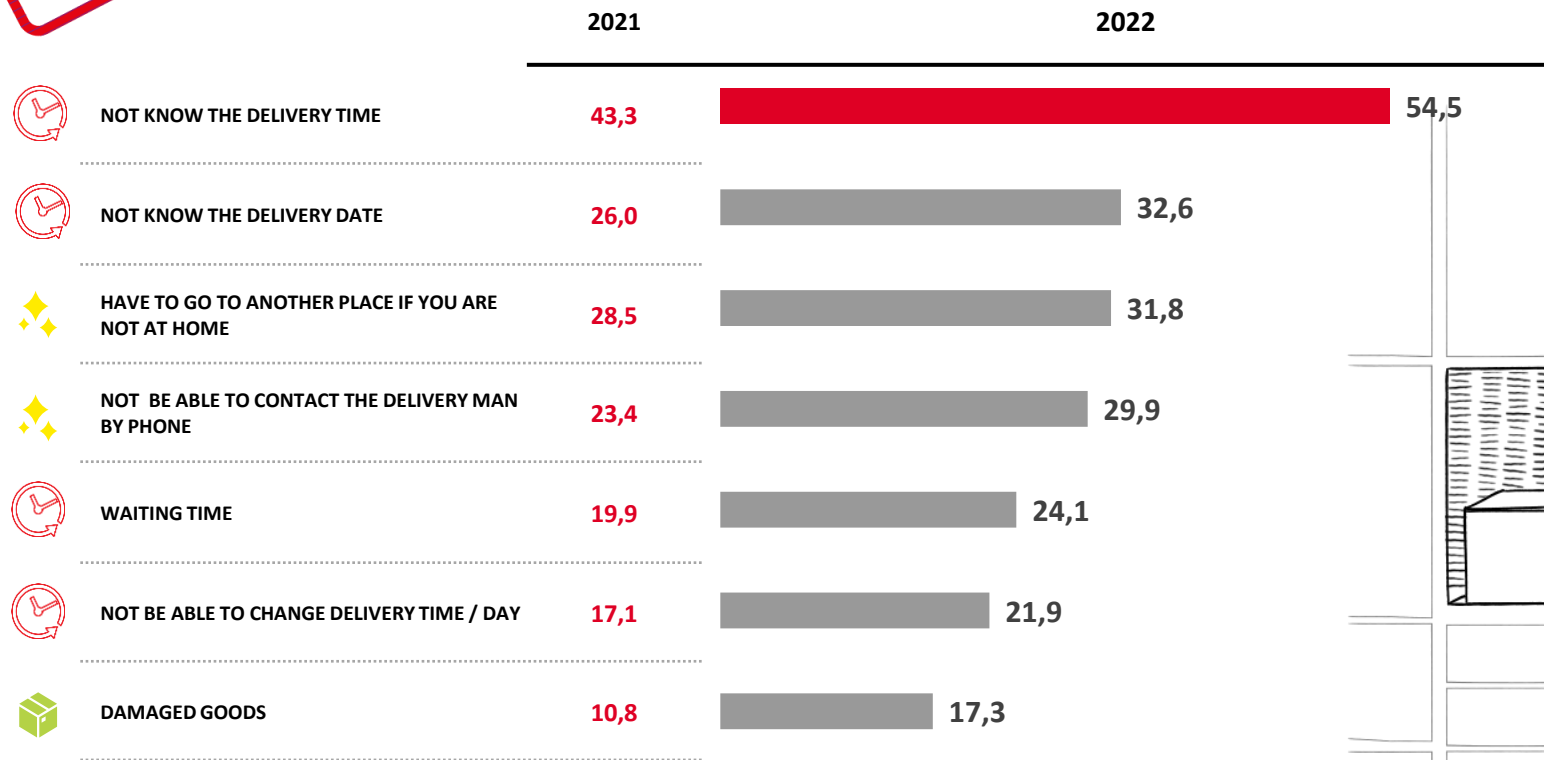
Tablet



2021
2022

	2020	2021
FINAL PRICE MORE EXPENSIVE THAN EXPECTED (INCLUDES DELIVERY)	61,1	67,8
INSATISFACTION WITH THE DELIVERY DEADLINE	23,8	22,3
INSATISFACTION WITH THE DELIVERY METHODS	21,3	22,3
TECHNICAL PROBLEMS WITH THE SITE	25,9	21,8
UNCERTAINTY ABOUT PAYMENT PROCESS	25,9	21,8
POOR INFORMATION ABOUT DELIVERY PROCESS	22,2	19,4
DIFFICULTIES WITH THE SIGN-IN IN THE WEBSITE	14,6	16,6
RETURN COSTS	17,2	10,9
UNCLEAR RETURN PROCESS	13,4	10,9
UNCERTAINTY OF THE GEOGRAPHICAL LOCATION OF THE PRODUCT	14,2	7,1
NO RETURN SERVICE	6,7	5,7
INCONVENIENT PLACES TO MAKE RETURNS	6,3	5,7

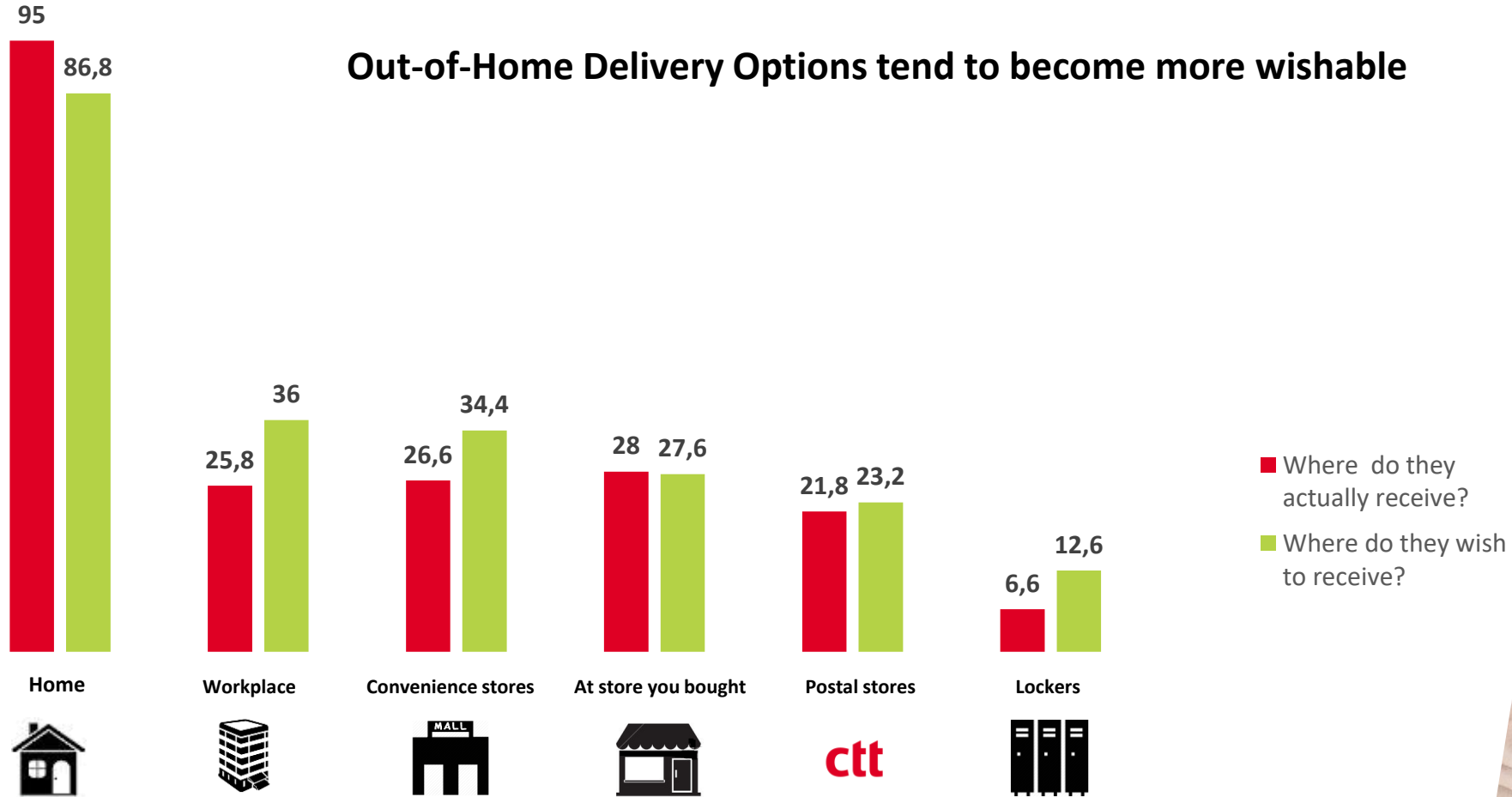















 Time
  Convenience
  Product



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



	2021	2022
 REFERÊNCIA MB	39,2%	43,6%
 PAYPAL	48,6%	39,2%
 MB WAY	23,2%	31,9%
 CREDIT CARD	31,9%	23,2%
 VITUAL CREDIT CARD (EX: MBNET)	22,4%	22,4%

	2021	2022
 BANK TRANSFER	11,4%	12,2%
 CASH ON DELIVERY	8,3%	9,2%
 PREPAID CARD	5,9%	6,0%
 REVOLUT	4,3%	4,8%
 ONLINE STORE'S APP	0,2%	1,2%
 APPLE PAY	1,0%	1,0%

CTT Now

(Instant/Sameday delivery)

- Partnership with **Uber**
- Delivery integration with **Worten, NOS, Vista Alegre**



Criar Lojas Online

- ~4500 online stores

CTT Comércio Local

- 18 municipalities



Shipping Plug-ins

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



Green e-Commerce Initiatives

- CTT eco-package
- **Ciclo CTT by Loop** - Platform for circular economy (partnership with **FNAC** and **Loop**)



CTT Logistica

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

Locky

- > 450 Locker network
- Portuguese industry initiative



CTT Training


- 2 training courses on 'how to launch a digital business'



CTT-eBay Partnership

- To support internationalisation of the Portuguese SMEs



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MANY THANKS!

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