E-Commerce In Azerbaijan 2021

Consumer Behaviors in Online Shopping

Twentify

Report Content

Content

Preface

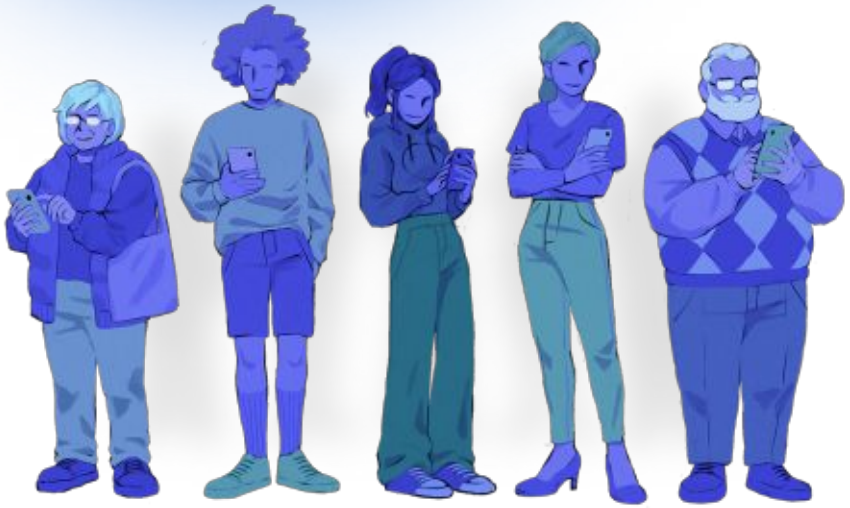
E-commerce is one of the fastest-growing and transforming sectors. In the last decade, the range and quality of services provided by online commerce platforms have continuously increased. We conducted our research to take an up-to-date picture of this rapid movement, which has gained momentum with the help of Covid-19.

In the "E-Commerce in Azerbaijan 2021" report, we examined consumer preferences and habits on a category basis, along with an overall assessment of the competition in the sector. In our report, which includes the interest in e-commerce brands as well as preference motivations and the impacts of the pandemic, we have discussed the behavior-attitude-perception trio that will enable brands to make pinpoint decisions in many categories.

To the extent that e-commerce transforms the consumer, it also develops itself according to the expectations of the consumer. We aim to provide a basic resource to help brands' e-commerce strategies by identifying the dynamics of online commerce, Therefore, we have designed our research as a reference source to be used in all decision processes.

You can always reach out to Twentify for your questions regarding our report, where you will find comparative consumer information in clothing, FMCG, books, cosmetics, electronics, mother-baby, home decor, home appliances, and pet categories.

Methodology & Demographics



Research Process

Purpose

We measured consumers' e-commerce platform awareness, category preferences, usage habits, their experiences with e-commerce brands. In addition, the report covers changes due to Covid-19 and motivations for using e-commerce.

Methodology

Research was conducted via **mobile research methodology** on **Twentify's Bounty** consumer platform.

Target Profile

850 participants in total ;

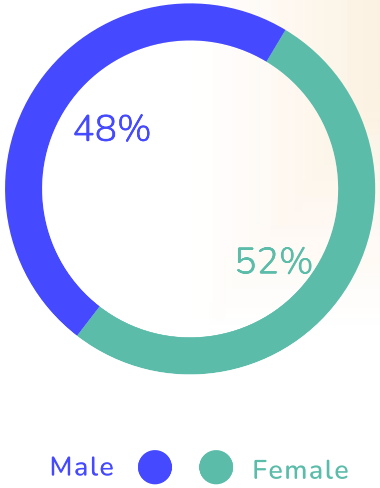
- 18-35 age group.
- Who shopped online in the last year.

Timing

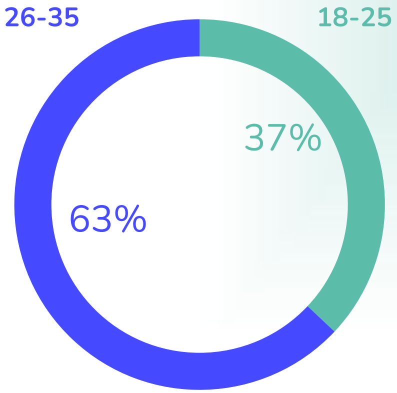
November 2021

Participant Profile

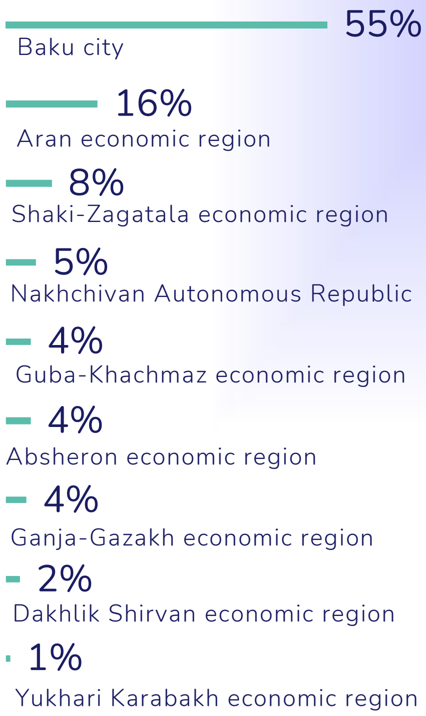
Gender



Age



Region

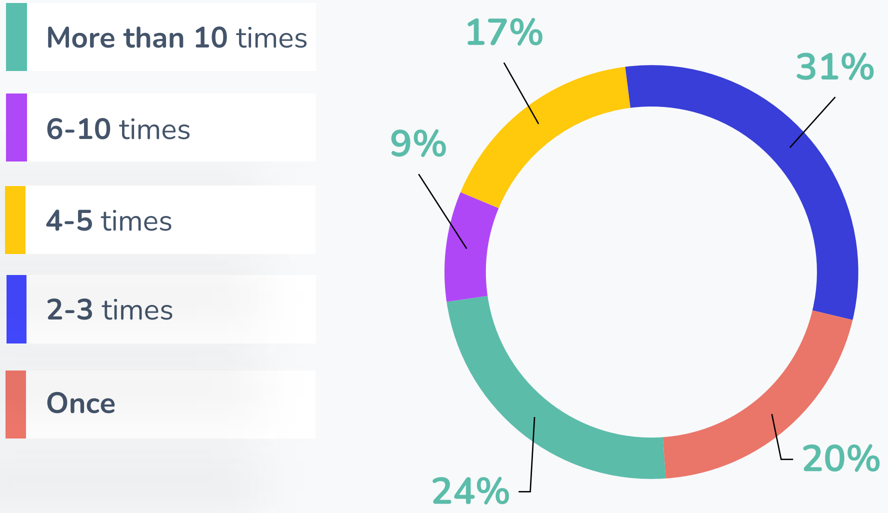


Online Shopping Profile

84% of cell phone users between 18-35 shopped **at least once** in the last year.

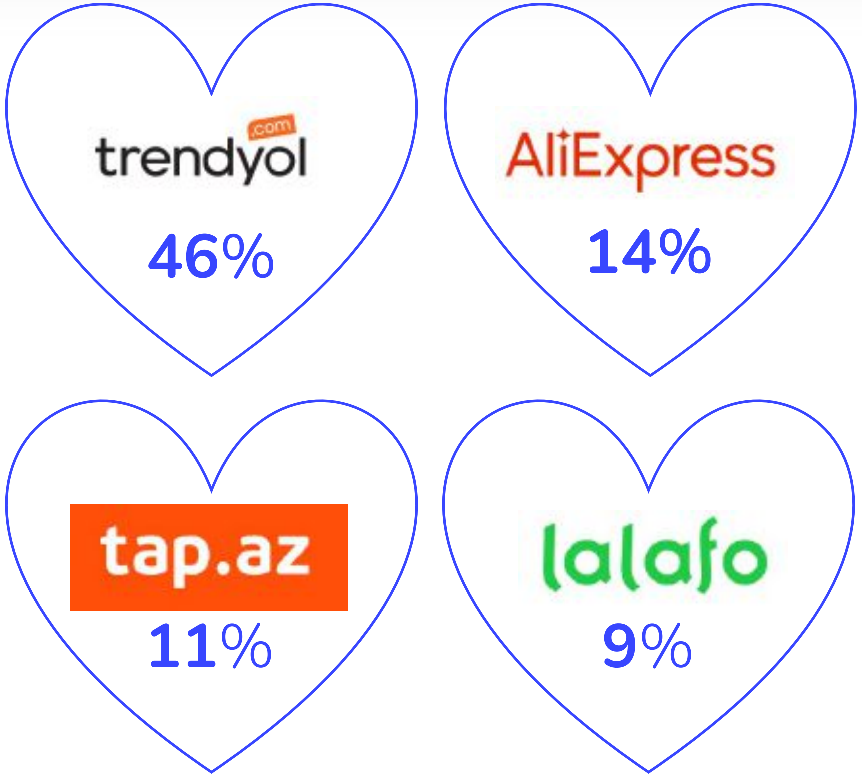
Last year consumers shopped online **5 times** on average.

Annual *online shopping frequency*

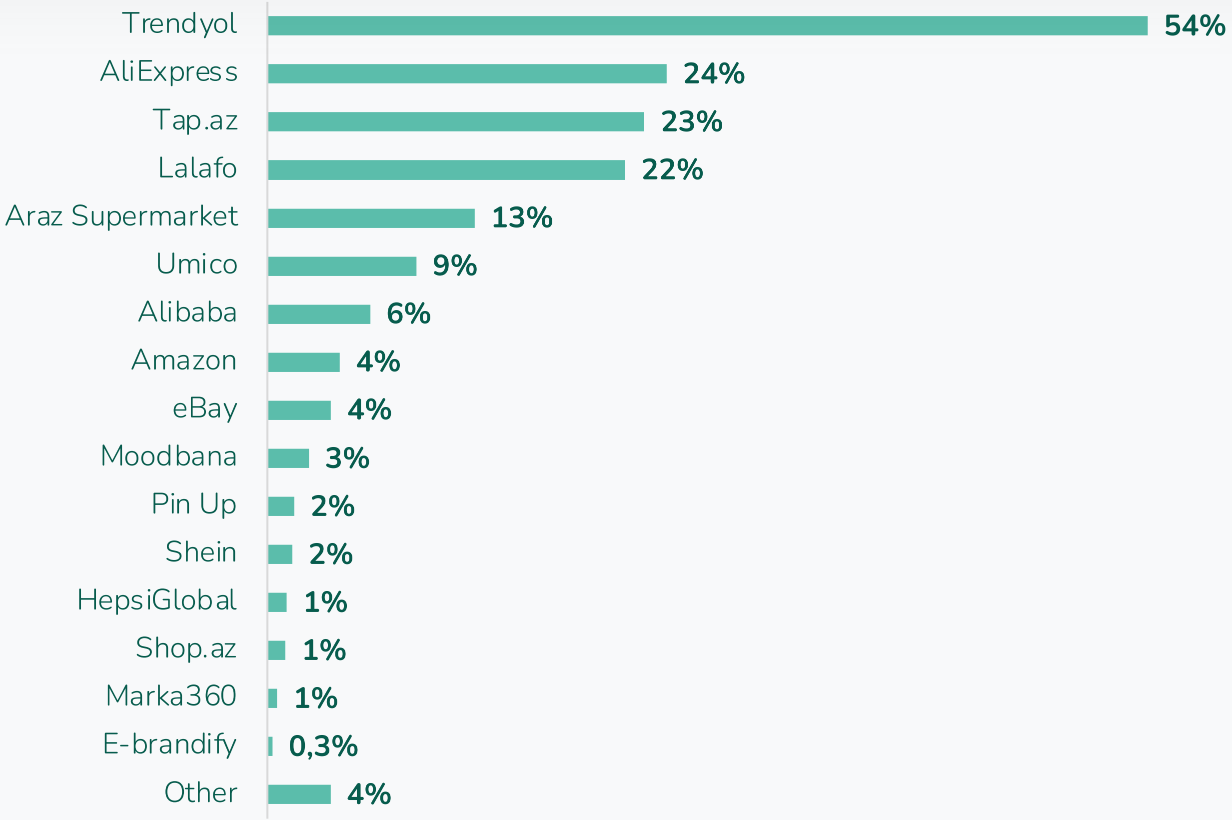


Online Shopping Profile

Top Shopping Platforms



Platforms Used



S5) Please select the online shopping platforms that you have purchased products in the last year.
S6) Please select the online shopping platforms that you purchased products most frequently in the last year.

n:850

E-Commerce Platforms

Customer experience and on-site journey are critical for brands to increase **conversion**, **consumer loyalty** and **gain customers back**.

How are e-commerce brands' performance in Azerbaijan?

Conversion

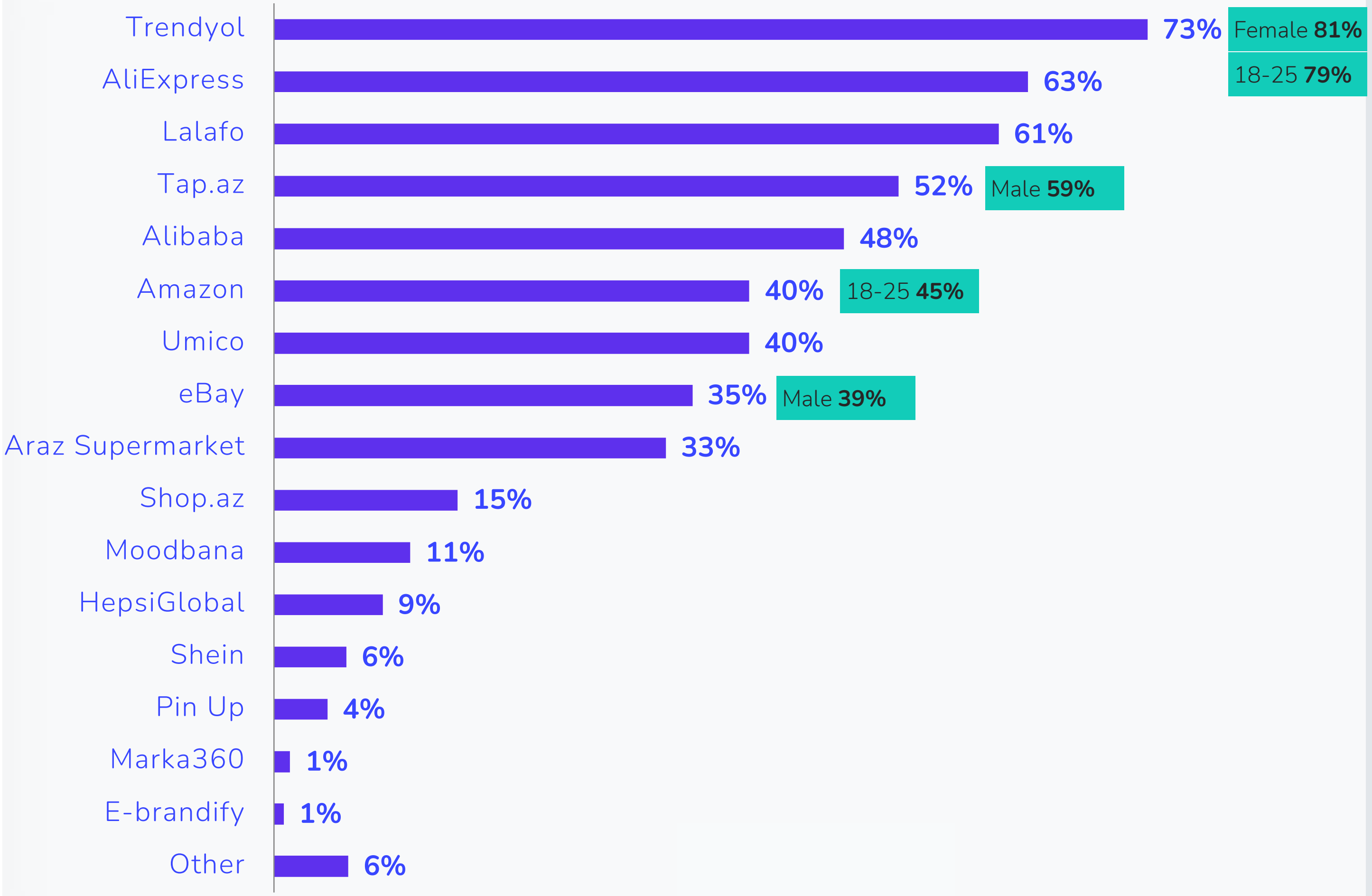
- **Trendyol** is the leader of all conversion performance indicators.
- Second most widely used AliExpress's most frequent users are relatively low compared to Trendyol.
- **tap.az**, **lalafo** and **araz** are second-tier platforms. They need take action to improve brand awareness first.

	trendyol	AliExpress	tap.az	lalafo	araz Supermarket
Heard of %	73%	63%	52%	61%	33%
Visited %	62%	38%	37%	38%	16%
Ever Purchased %	54%	24%	23%	22%	13%
Purchased Most Frequently %	46%	14%	11%	9%	8%

Awareness

Click here for detailed results

- While **female** consumers are more aware of **Trendyol** (81%), men have higher awareness for **Tap.az** (59%) and **eBay** (39%).
- **18-25 age** group's awareness significantly high for **Trendyol (79%)** and **Amazon (45%)**.



S3) Please select the online shopping platforms that you have heard of.

n:850

Awareness & Visits

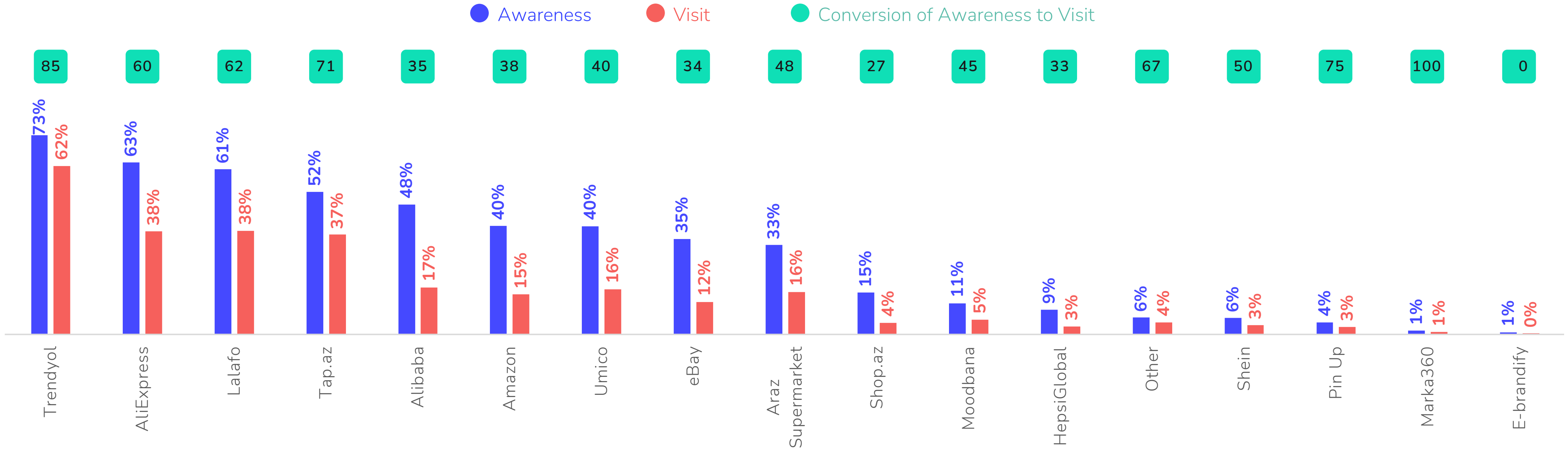
Click here for detailed results

Trendyol (62%), AliExpress (38%) and **Lalafo (38%)** are most visited websites. Trendyol and Tap.az have higher potential to convert aware consumers to visit.

Tap.az (47%), AliExpress (%44), Nykaa (41%), Alibaba (23%) , Amazon (%19) and eBay (17%) are visited **significantly more** by **male consumers**.

Trendyol is **the most visited** website by consumers between the ages of 18-25.

Trendyol is also preferred by women to visit (71%).



S3) Please select the online shopping platforms that you have heard of.
S4) Please select the online shopping platforms that you visited in the last year

n:850

Visits & Purchase

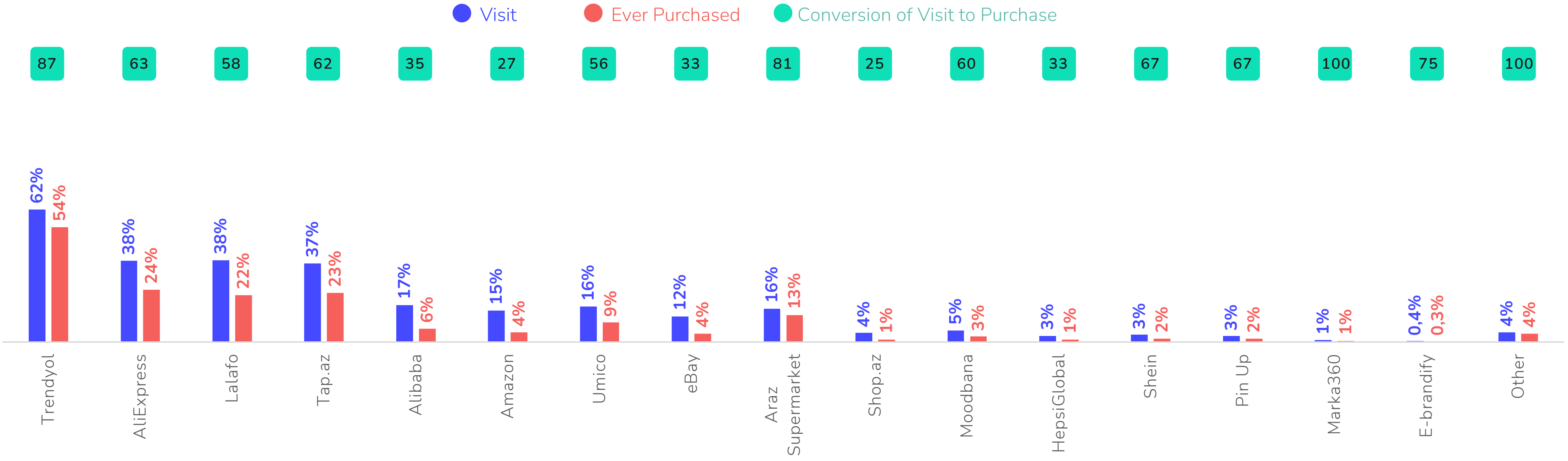
Click here for detailed results

Almost all **Trendyol** visitors purchased an item at least once (87% conversion).

Tap.az (33%) and AliExpress (30%) are **visited significantly more often** and experienced at least **once by female consumers.**

Consumers between the ages of **18-25** prefer **Trendyol** more (60%).

Women also prefer **Trendyol** for shopping (62%).



S4) Please select the online shopping platforms that you visited in the last year
S5) Please select the online shopping platforms that you have purchased products in the last year

n:850

Twentify

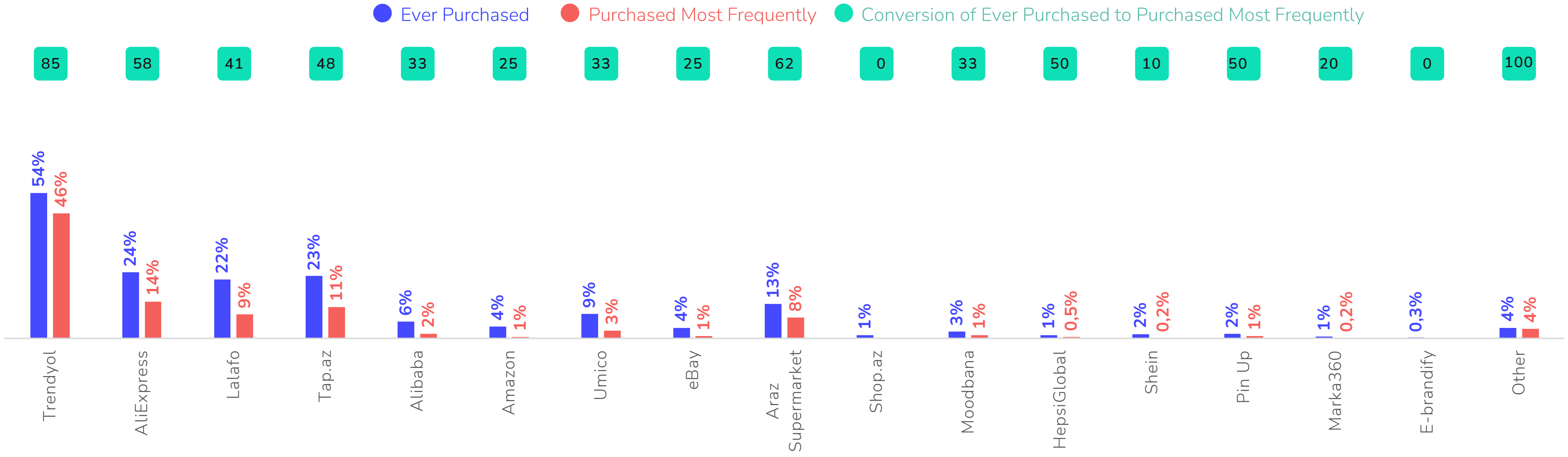
Purchase to Most Frequent Usage

Click here for detailed results

Trendyol has the most loyal consumers. The platform has the highest conversion rate by far.

Usage of **Tap.az** (33%) and **AliExpress** (30%) is **higher for males** compared to female consumers.

Trendyol usage is higher in **women** (62%) and the **18-25** age group (60%).



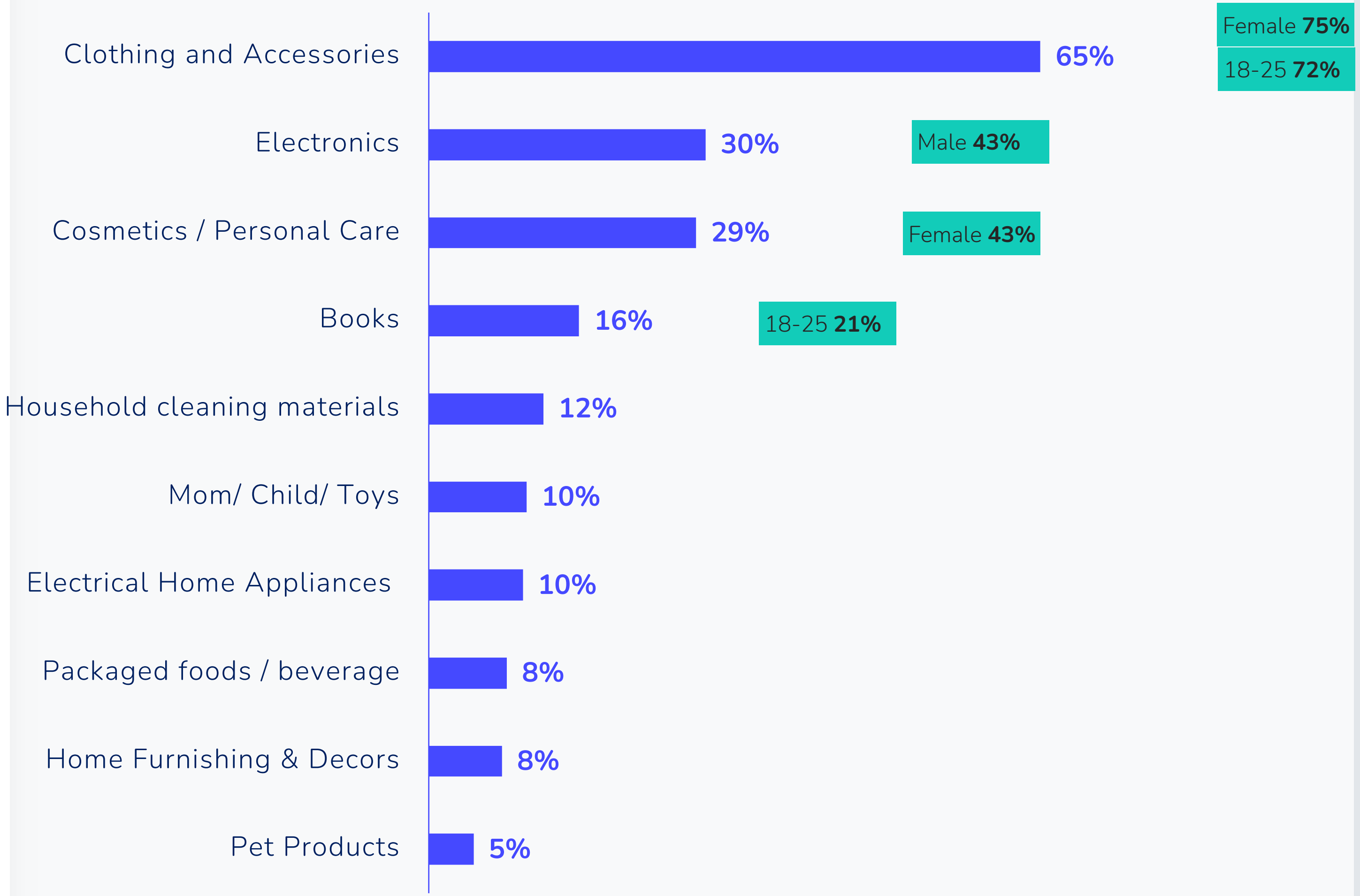
S5) Please select the online shopping platforms that you have purchased products in the last year
S6) Please select the online shopping platforms that you purchased products most frequently in the last year

n:850

Category Habits

Click here for detailed results

- Clothing & Accessories (65%) is the most preferred category in online shopping.
- Female consumers shop significantly more in Clothing (75%), Cosmetics/Personal Care (43%) categories. On the other hand, male consumers are more interested in electronics (43%).
- 18-25 age consumers shop more on Clothing (72%) and Books (21%).



S7) Please select the product categories that you have purchased online in the last year

n:850

Clothing & Accessories

The race is accelerating between **online** and **traditional channels** in clothing category.

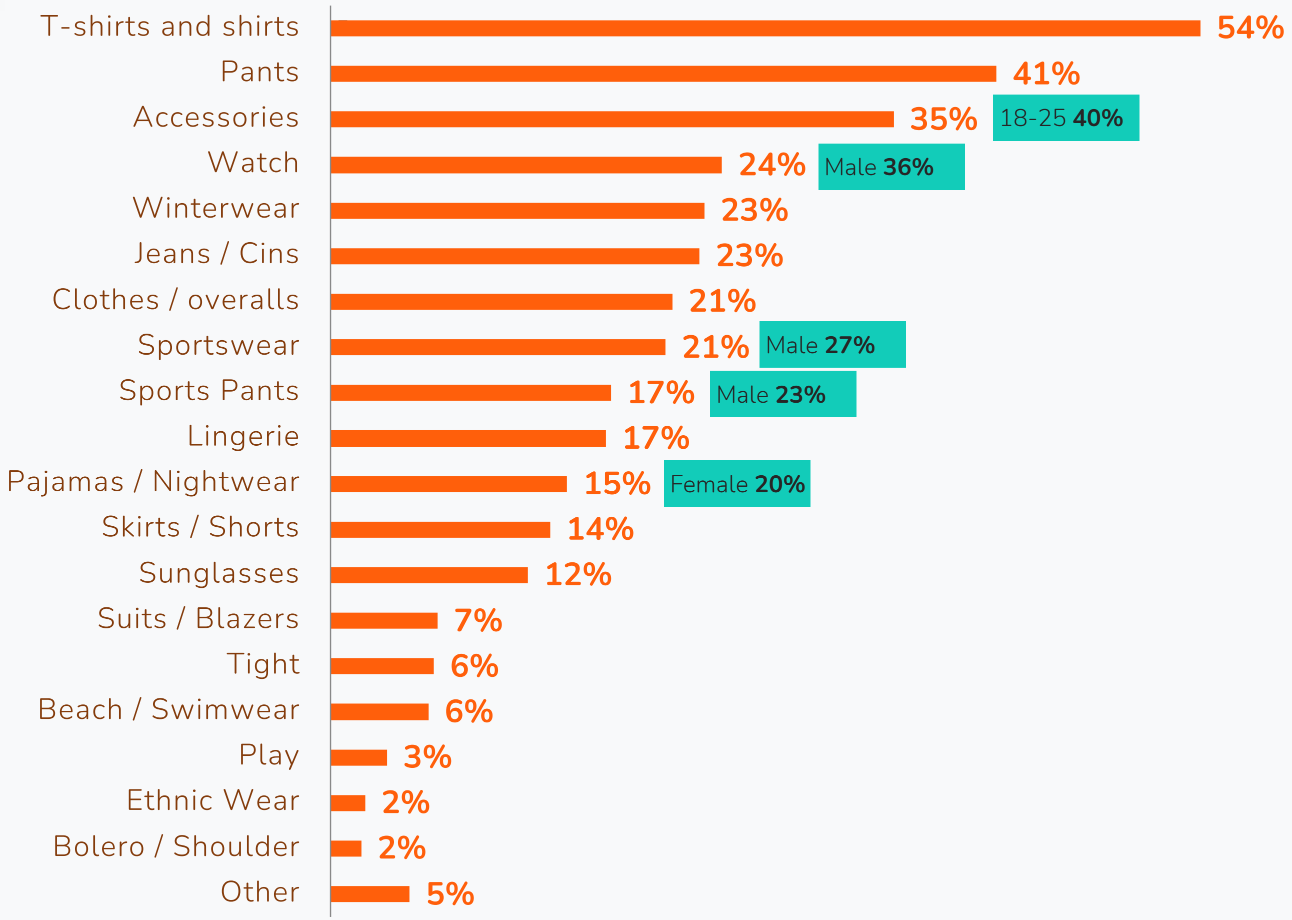
How did consumers' product research and frequency change?

In which sub-category are products purchased?

Products

Click here for detailed results

- T-shirts and shirts (54%) and pants (41%) leading products for online clothing shopping.
- **Female** consumers purchased more **pajamas / nightwear** (20%) while **male** consumers preferred **watches** (36%), **sportswear** (27%) and **sports pants** (23%) more.
- Consumers in **18-25** age group **purchased more accessories** (40%) via online channels.

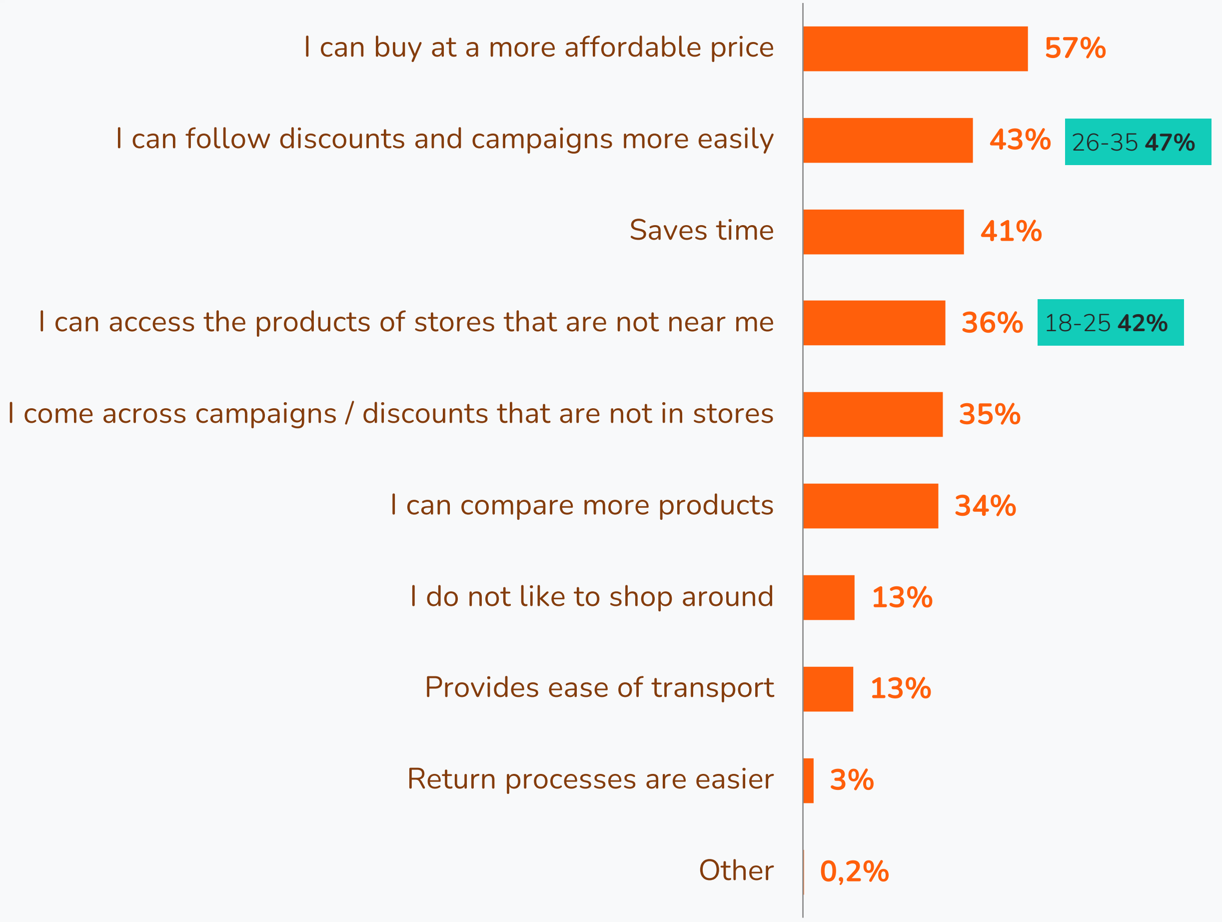


S8) Please select the clothing & accessory products that you have purchased online in the last year.

n:557

Motivations

- **Affordable price is** the main motivations for online clothing shopping (57%).
- Consumers in **26-35 age group** pay more attention to **ease of following discounts and campaigns.**
- **«Access the products of stores that are not near me»** motivation is found more important by consumers in **18-25 age group.**

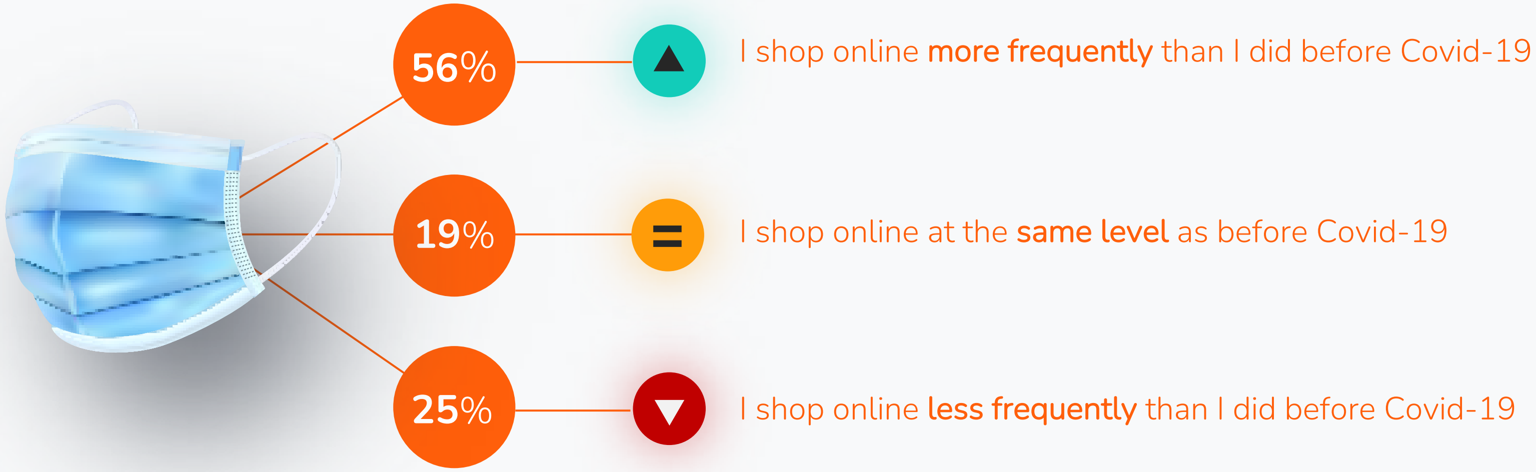


S9) Why do you prefer shopping online in the clothing category? Please select 3 most important answers

n:557

Impacts of the Pandemic

The frequency is significantly increased after the pandemic for online clothing shopping.



Net increase ***31%***

S10) Considering the time before Covid-19, how did your online shopping habits change in the clothing category?

n:557

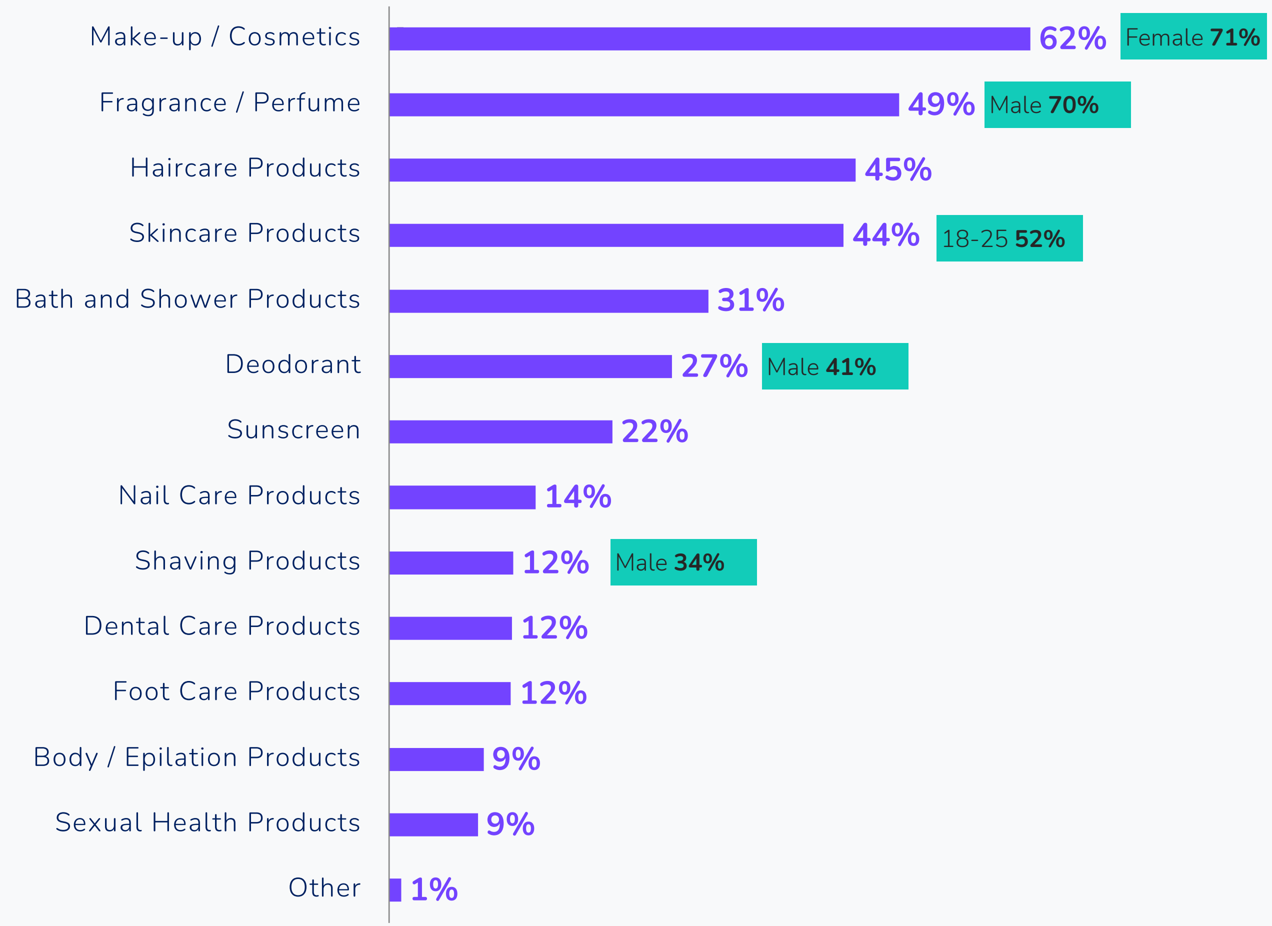
Cosmetics & Personal Care Category

Cosmetics/Personal Care is the 3rd. largest category. What is the consumer behavior in the cosmetics/personal care category?

Products

Click here for detailed results

- **Make-up / cosmetics** (62%), **perfume** (49%), **haircare** (45%), **skincare products** (44%) are leading products for online cosmetics/personal care shopping.
- Consumers in **18-25** age group are more interested in skincare products (52%).



S14) Please select cosmetics/personal care products that you have purchased online in the last year

n:243

Motivations

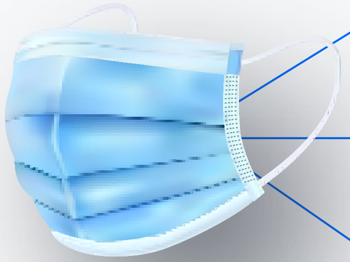
- **Affordability** (51%) is the main motivation for online cosmetics/personal care shopping.
- For consumers in **26-35 age group**, **ease of transport** (20%) motivation is significantly higher.
- **«Access the products of stores that are not near me»** is found more important by **consumers in 18-25 age group (48%)**.

S15) Why do you prefer shopping cosmetics/personal care products online? Please select 3 most important answers

n:243

Impacts of the Pandemic

Online cosmetics/personal care shopping **increased 19%** in the pandemic period.



45% — ▲ I shop online **more frequently** than I did before Covid-19

29% — = I shop online at the **same level** as before Covid-19

26% — ▼ I shop online **less frequently** than I did before Covid-19

*Net increase **19%***

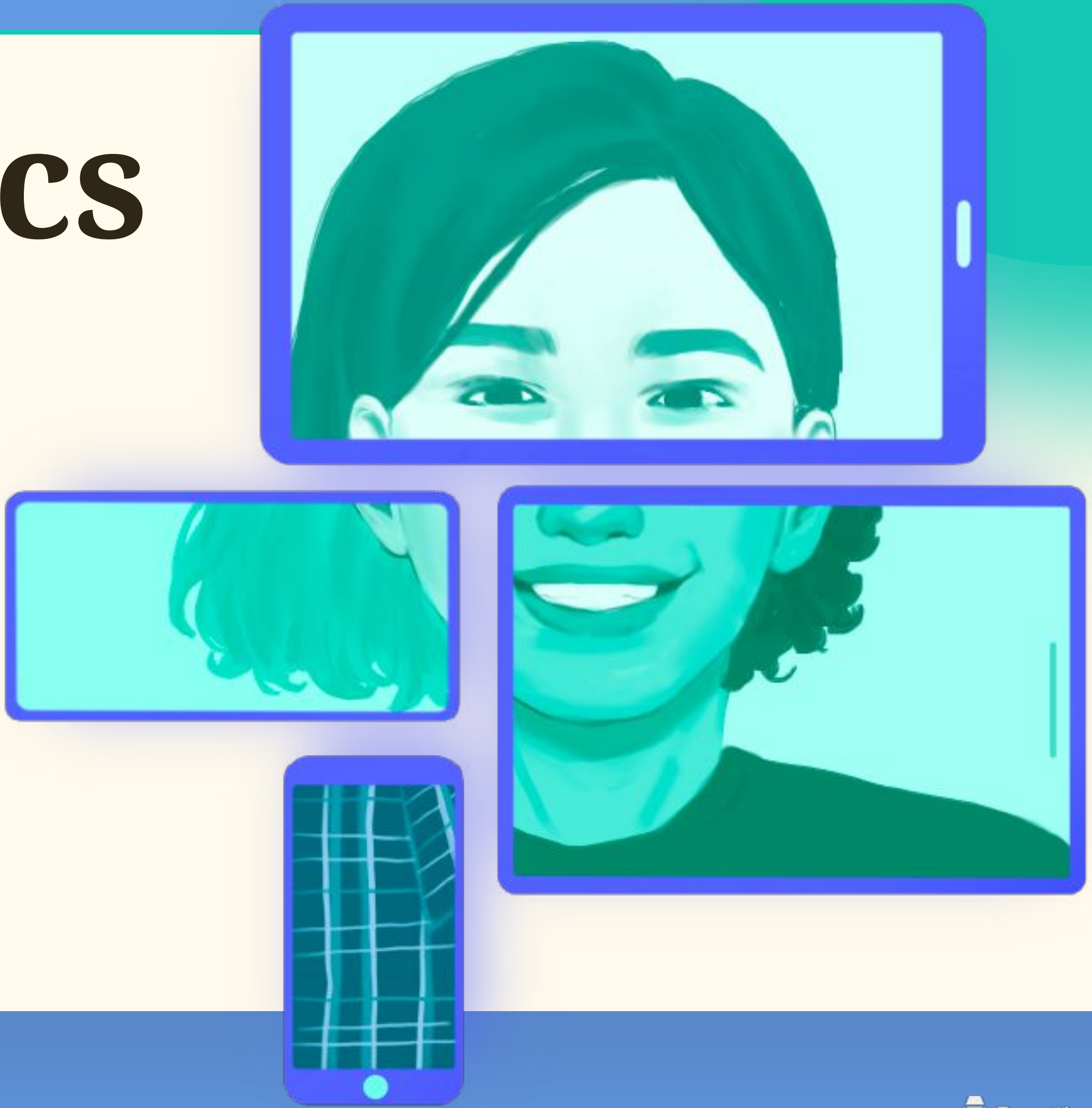
S16) Considering the time before Covid-19, how did your online shopping habits change in the cosmetics/personal care category?

n:243

Electronics Category

Physical and digital sales channels are in tandem in electronics category.

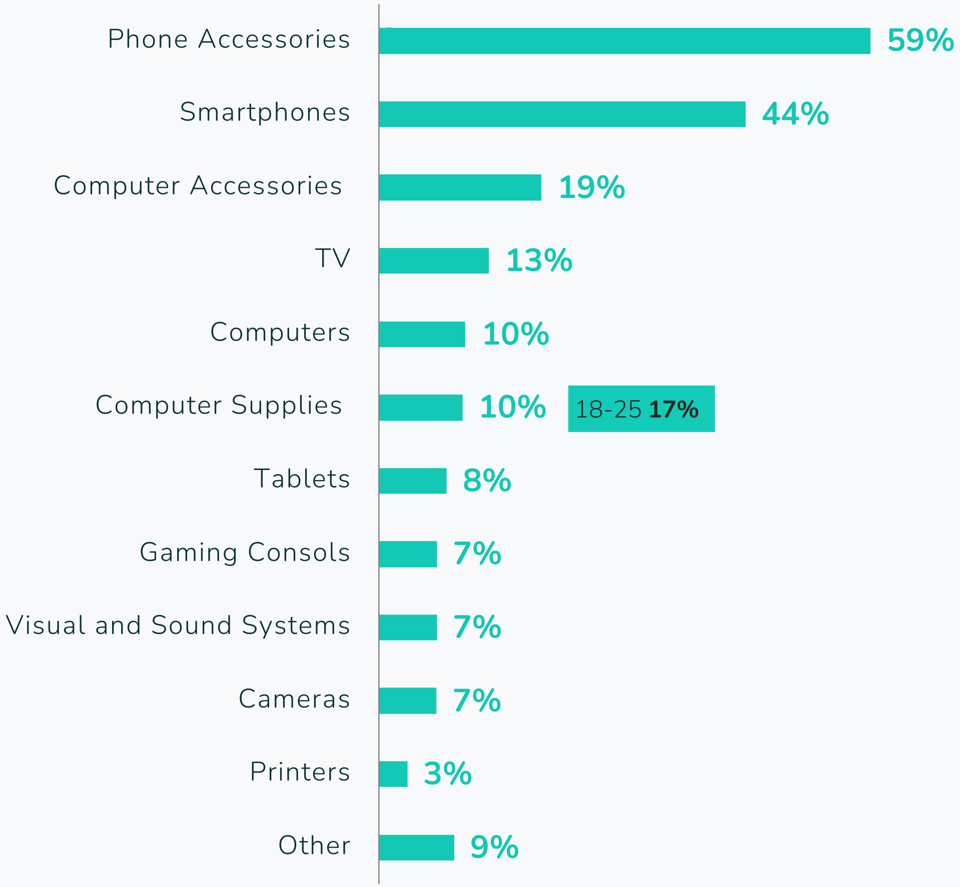
Why consumer prefer to shop online?



Products

Click here for detailed results

- Phone accessories (59%) and smartphone (44%) are leading products by far in online electronic shopping. Then, comes smartphones (44%).
- Consumers in **18-25 age group purchased computer supplies** (17%) **more** via online shopping.

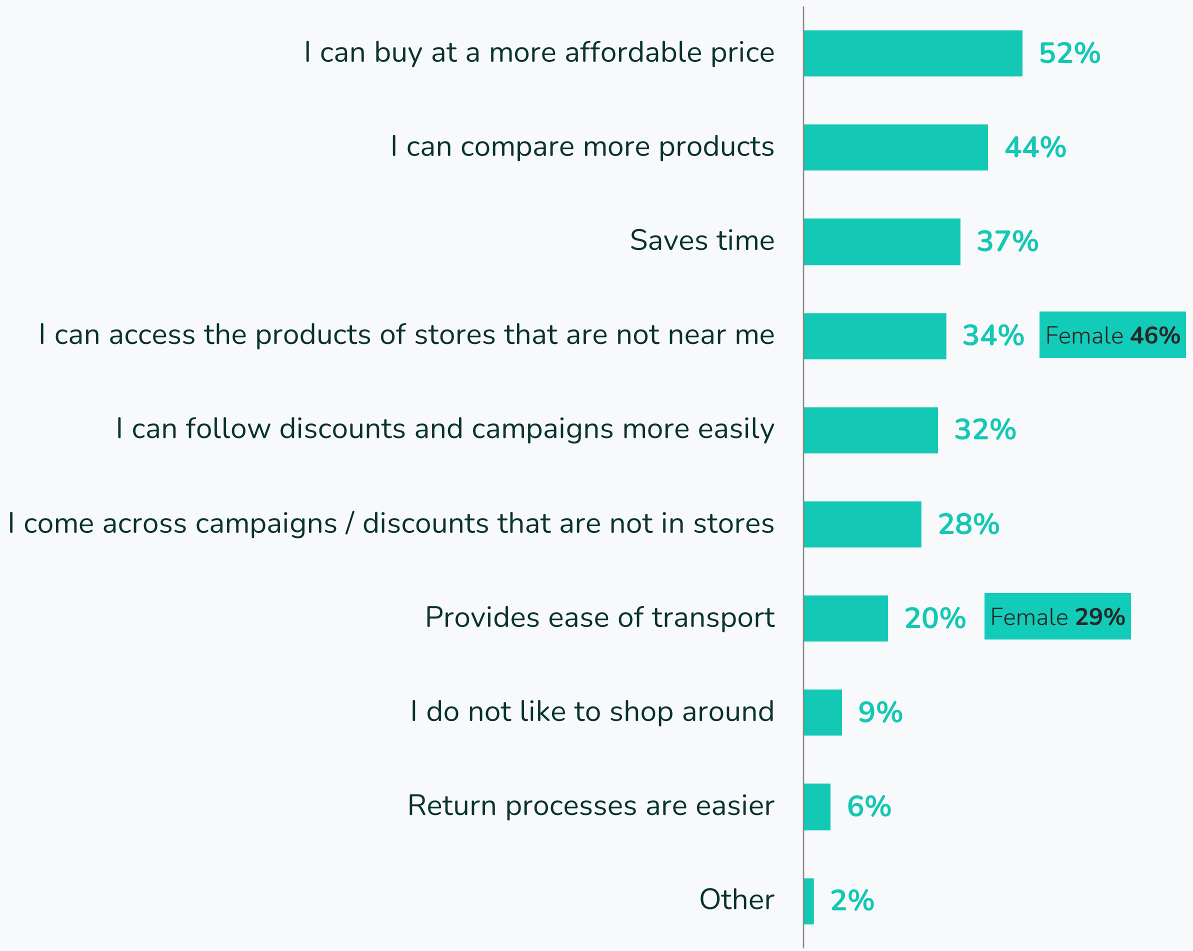


S17) Please select electronics products that you have purchased online in the last year

n:252

Motivations

- **Being affordable** (52%) is the main motivation for purchasing online for the electronic category.
- **Ease of transport** (29%) and **«access the products of stores that are not near me»** (46%) are more important motivations for female consumers.



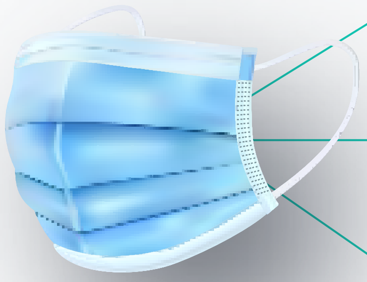
S18) Why do you prefer shopping electronics products online? Please select 3 most important answers

n:252

Impacts of the Pandemic

Online electronics shopping frequency increased 27% with the pandemic.

39% of consumers in 18-25 age group stated that they purchased electronics more frequently online same the pandemic period.



45% — I shop online **more frequently** than I did before Covid-19

28% — I shop online at the **same level** as before Covid-19 — 18-25 **39%**

28% — I shop online **less frequently** than I did before Covid-19

*Net increase **17%***

S19) Considering the time before Covid-19, how did your online shopping habits change in the electronics category?

n:252

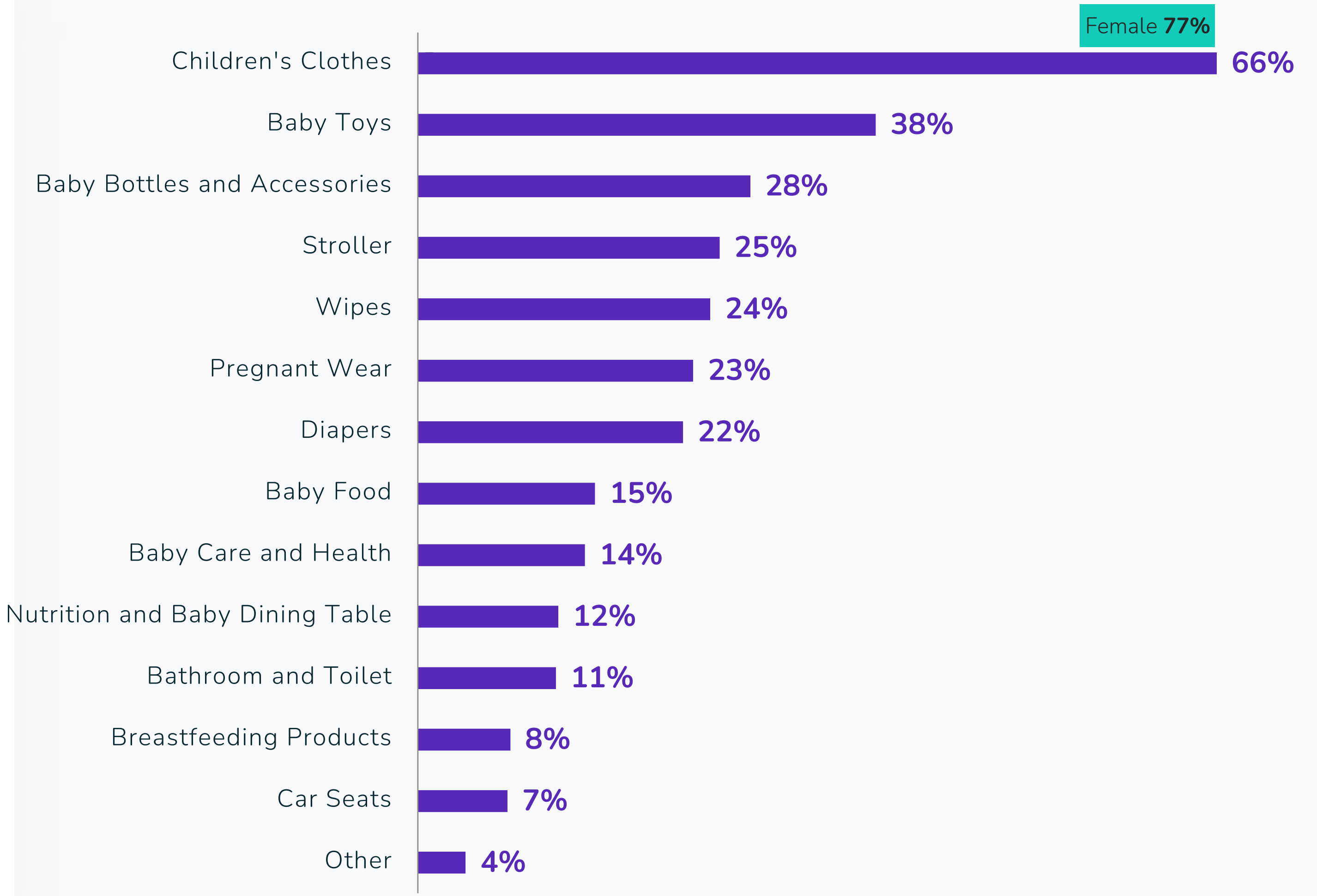
Mom/Child and Toys Category

What do consumers expect in mom/child/toys category ?

Products

Click here for detailed results

- **Children's clothing** (66%) and **baby toys** (38%) are leading products for online mom/child and toys category shopping.
- Female consumers purchased **children's clothes** (77%) more via online shopping.



S20) Please select mom/child/toys products that you have purchased online in the last year

n:89

Motivations

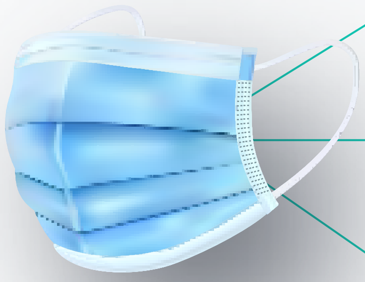
- Consumers' main motivation to buy online is **affordability** (55%) in the mom/child and toys category.
- **Product comparison** and **time saving** follow.

S21) Why do you prefer shopping mom/child/toys products online? Please select 3 most important answers

n:89

Pandemic Effect

Online mom/child and toys category shopping frequency **increased 18%** in pandemic period.



45% — I shop online **more frequently** than I did before Covid-19

28% — I shop online at the **same level** as before Covid-19

27% — I shop online **less frequently** than I did before Covid-19

Net increase ***18%***

S22) Considering the time before Covid-19, how did your online shopping habits change in the mom/child/toys category?

n:89

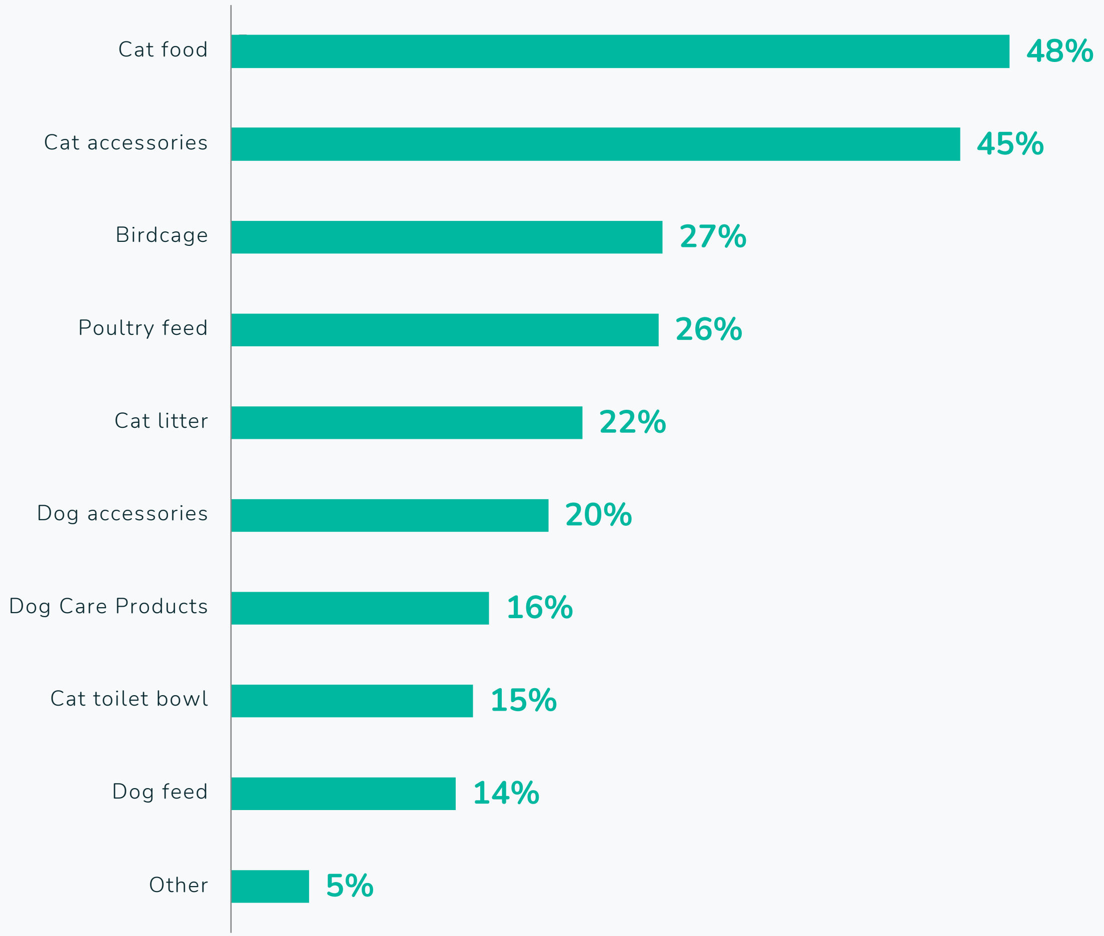
Petcare Category

How about our little friends?

Products

Click here for detailed results

- **Cat food** (48%) and **cat accessories** (45%) are leading products for online pet-care category shopping.



S23) Please select pet products that you have purchased online in the last year

n:41

Motivations

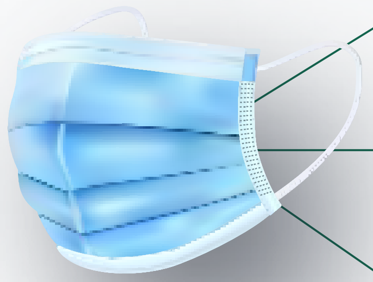
- **Product comparison** (47%) and **affordable price** (44%) are main motivations for shopping pet-care products online.

S24) Why do you prefer shopping pet products online? Please select 3 most important answers

n:41

Pandemic Effect

Online petcare category shopping frequency **increased 27%** in pandemic.



46% — I shop online **more frequently** than I did before Covid-19

35% — I shop online at the **same level** as before Covid-19

19% — I shop online **less frequently** than I did before Covid-19

Net increase 27%

S25) Considering the time before Covid-19, how did your online shopping habits change in the pet products category?

n:41

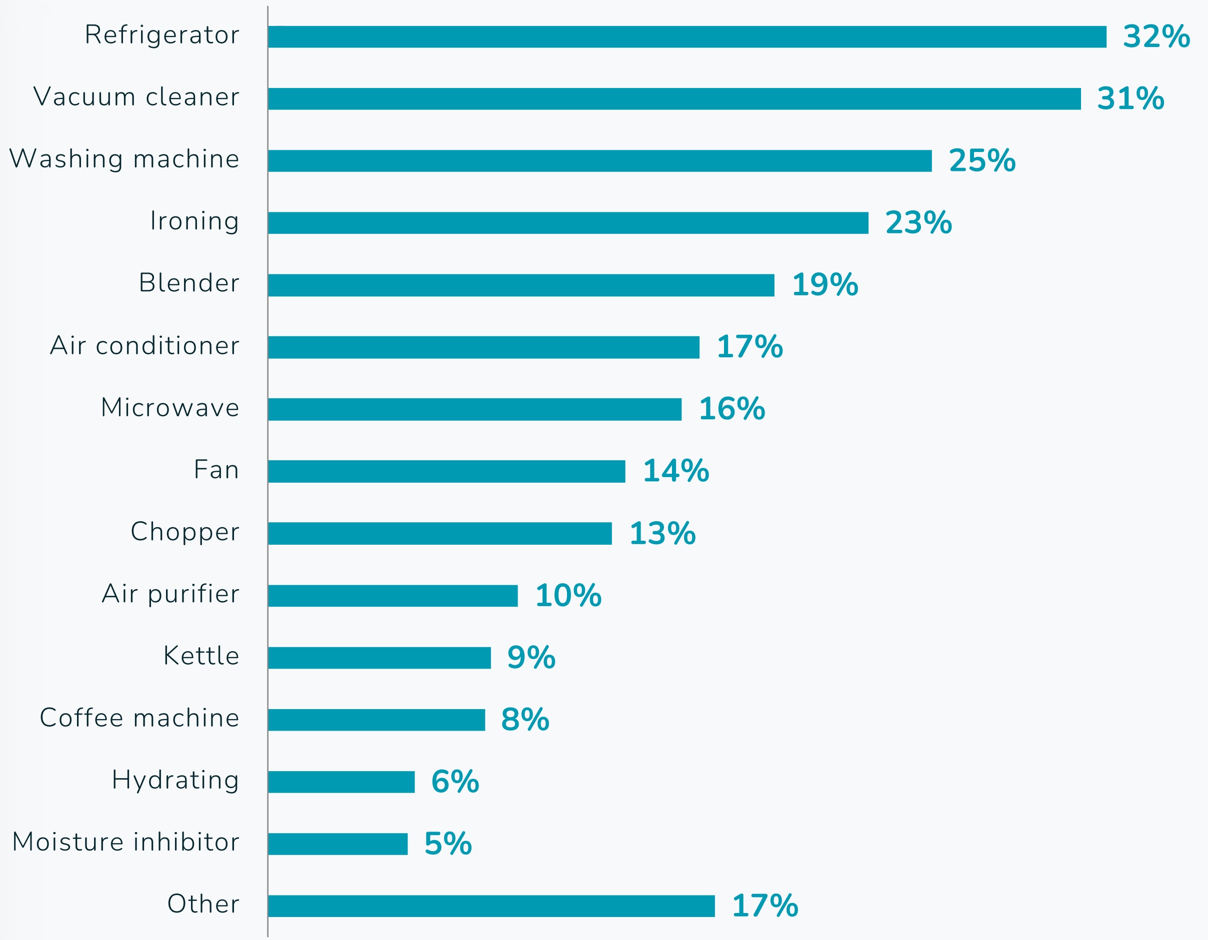
Home Appliances Category

How do consumers move in the home appliances category?

Products

Click here for detailed results

- **Refrigerator** (32%), **vacuum cleaner** (31%) **and washing machine** (25%) come first in online home appliance category.

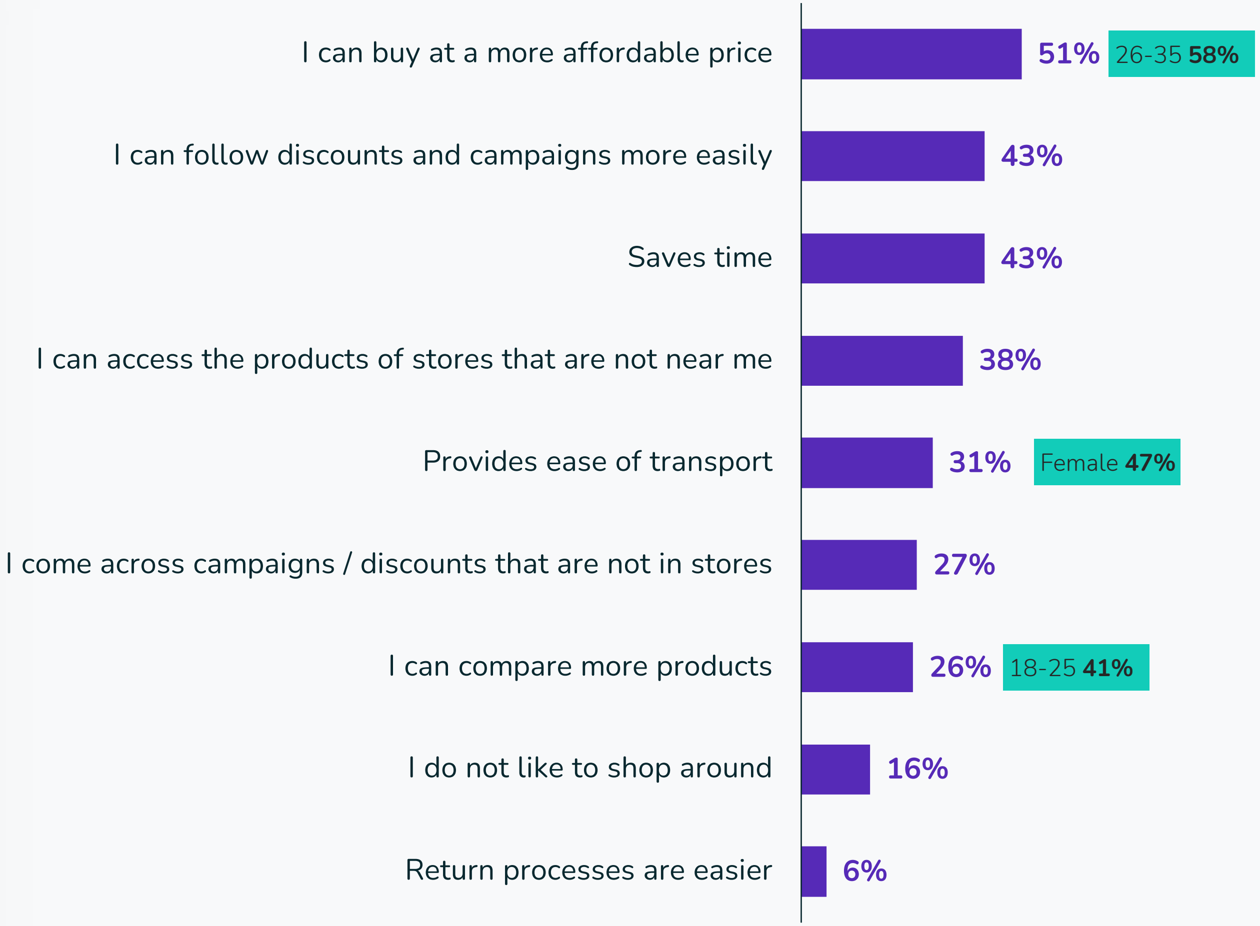


S26) Please select home appliances products that you have purchased online in the last year

n:86

Motivations

- **Affordable price (51%)** is the leading motivation in this category. For 26-35 age consumers, **affordability** (58%) motivation is significantly higher.
- **Ease of transport** (47%) is a more **prevailing** motivation for **female** consumers.
- **Product comparison** (41%) is a more important motivation for 18-25 age consumers.

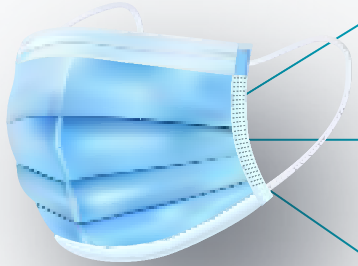


S27) Why do you prefer shopping home appliances products online? Please select 3 most important answers

n:86

Impacts of the Pandemic

Online home appliances shopping frequency **increased 23%** in pandemic.



47% ▲ I shop online **more frequently** than I did before Covid-19

29% = I shop online at the **same level** as before Covid-19

24% ▼ I shop online **less frequently** than I did before Covid-19

Net increase 23%

S28) Considering the time before Covid-19, how did your online shopping habits change in the home appliances category?

n:86

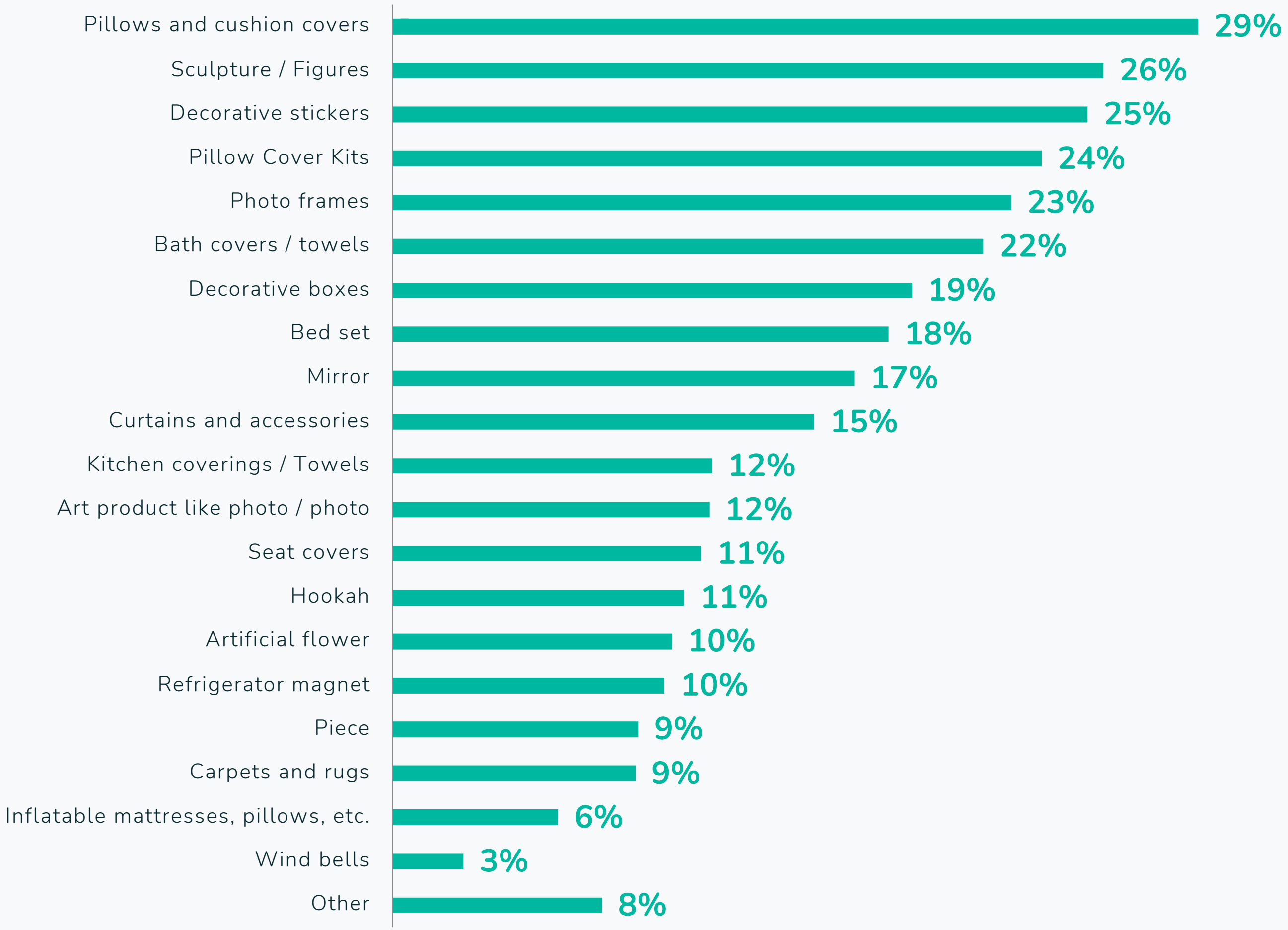
Home Decor & Furnishing Category

Did we change our homes during the pandemic?

Products

Click here for detailed results

- **Pillows and cushion covers** (29%) are leading products in home decor and furnishing category.

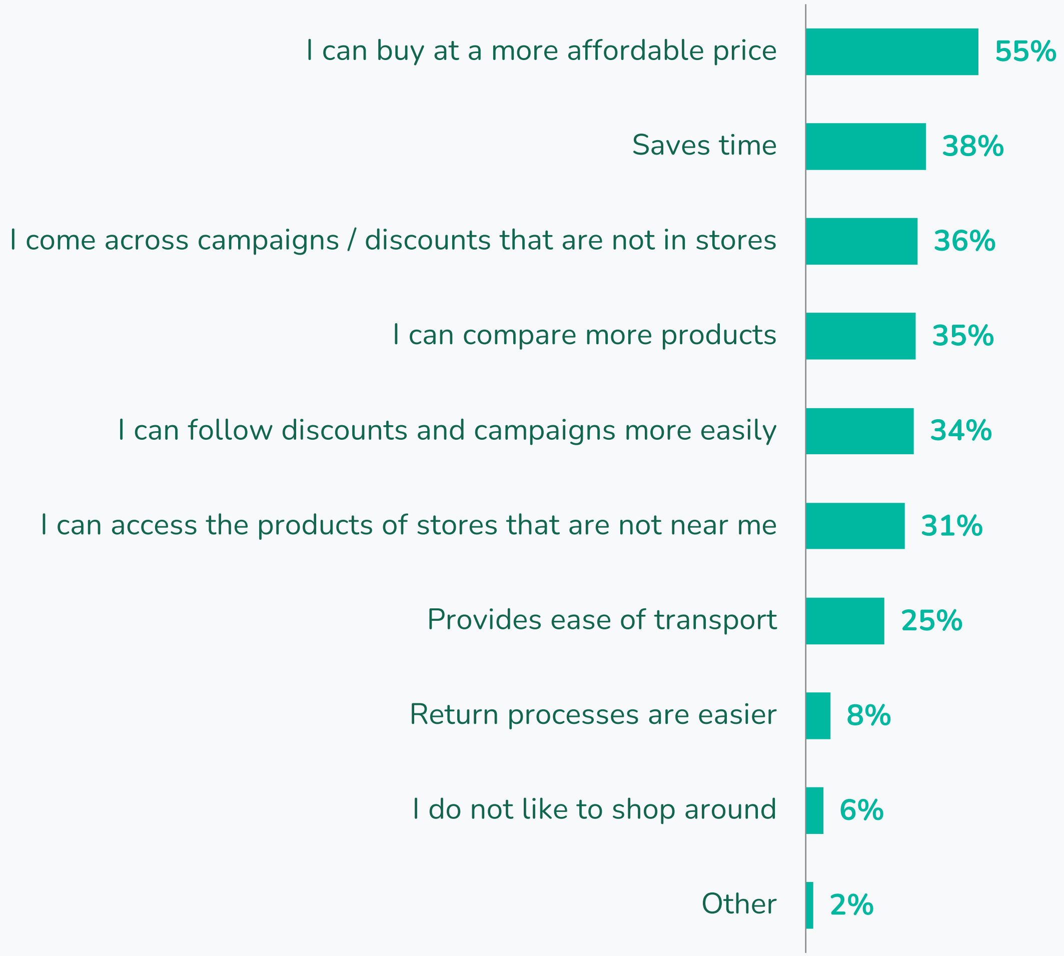


S29) Please select home furniture/decor products that you have purchased online in the last year

n:67

Motivations

- **Affordable price** (55%) and **saving time** (38%) are main motivations for purchasing online for home decoration and furnishing category.

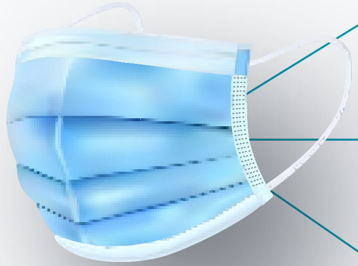


S30) Why do you prefer shopping home furniture/decor products online? Please select 3 most important answers

n:67

Pandemic Effect

Online home decoration and furnishing shopping frequency **increased 10%** in pandemic.



41% — I shop online **more frequently** than I did before Covid-19

29% — I shop online at the **same level** as before Covid-19 | 26-35 **47%**

31% — I shop online **less frequently** than I did before Covid-19 | 18-25 **34%**

Net increase 10%

S31) Considering the time before Covid-19, how did your online shopping habits change in the home furniture/decor category?

n:67

Books Category

How does the frequency of purchase of books and book type change?

Why do consumers prefer online for book shopping?

Products

- **Print books** still **dominate** online book category.
- Audiobooks seem to have a long way to go in the book category.

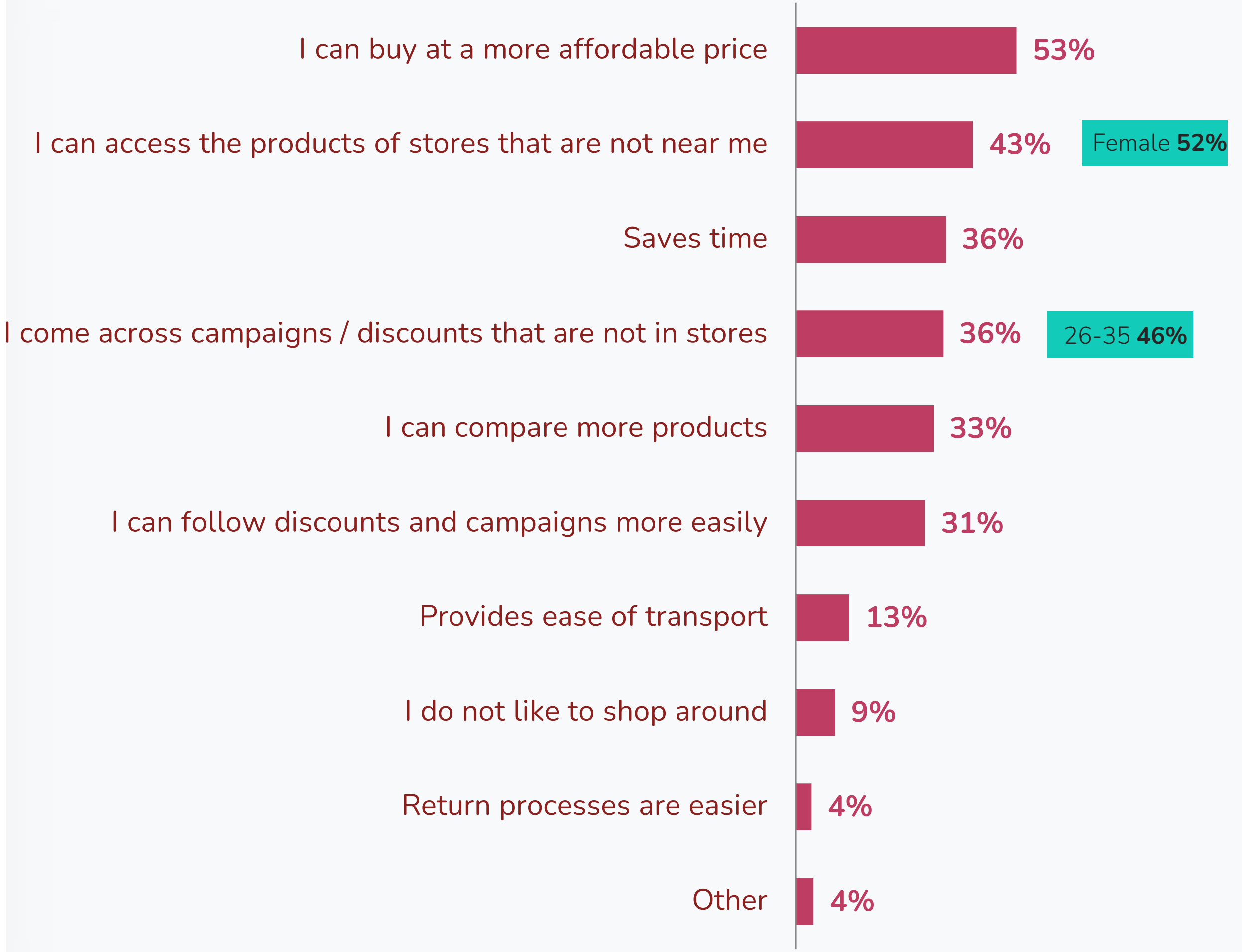
Print Book	80%
E-Book	30%
Audiobook	8%

S11) Please select the products in the books category that you have purchased online in the last year

n:137

Motivations

- Consumers prefer online channels to buy books because they offer affordable prices and supply books that consumers cannot find in nearby stores.
- For consumers in **26-35 age group «stumble upon discounts that are not in stores»** motivation is significantly higher.
- **«Access the products of stores that are not near me»** is more important for **female** consumers.



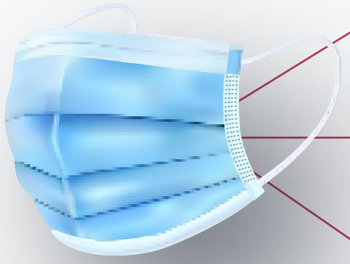
S12) Why do you prefer shopping online in the books category? Please select 3 most important answers

n:137

Impacts of the Pandemic

Online book shopping frequency **increased 28%** with the pandemic.

56% of female consumers stated that they purchased books **more frequently online after the pandemic period**.



47% — I shop online **more frequently** than I did before Covid-19 — Female **56%**

34% — I shop online at the **same level** as before Covid-19

19% — I shop online **less frequently** than I did before Covid-19

Net increase ***28%***

S13) Considering the time before Covid-19, how did your online shopping habits change in the books category?

n:137

Net Promoter Score

a

Net Promoter Score is a management tool/calculation to **measure loyalty** in customer relationships.

As an alternative to traditional customer satisfaction surveys, it claims to have a **linear relationship** with revenue growth. It establishes a **direct relationship** bridge between the brand and the customer.

What Should NPS Be ?

- Ideal NPS **varies by sector**.
- When making comparisons, **sector average** should also be evaluated.
- In general, **no need to panic** if your NPS score does not fall negative. However, you need to take **action** if your company's' NPS score is **negative** or has **downward** trend.
- NPS should be **tracked frequently.**

Question

- Would you recommend [BRAND] online shop to a friend, colleague or relative?

- **0** - I would definitely NOT recommend
  10 - I would definitely recommend

DETRACTORS **0 - 6**

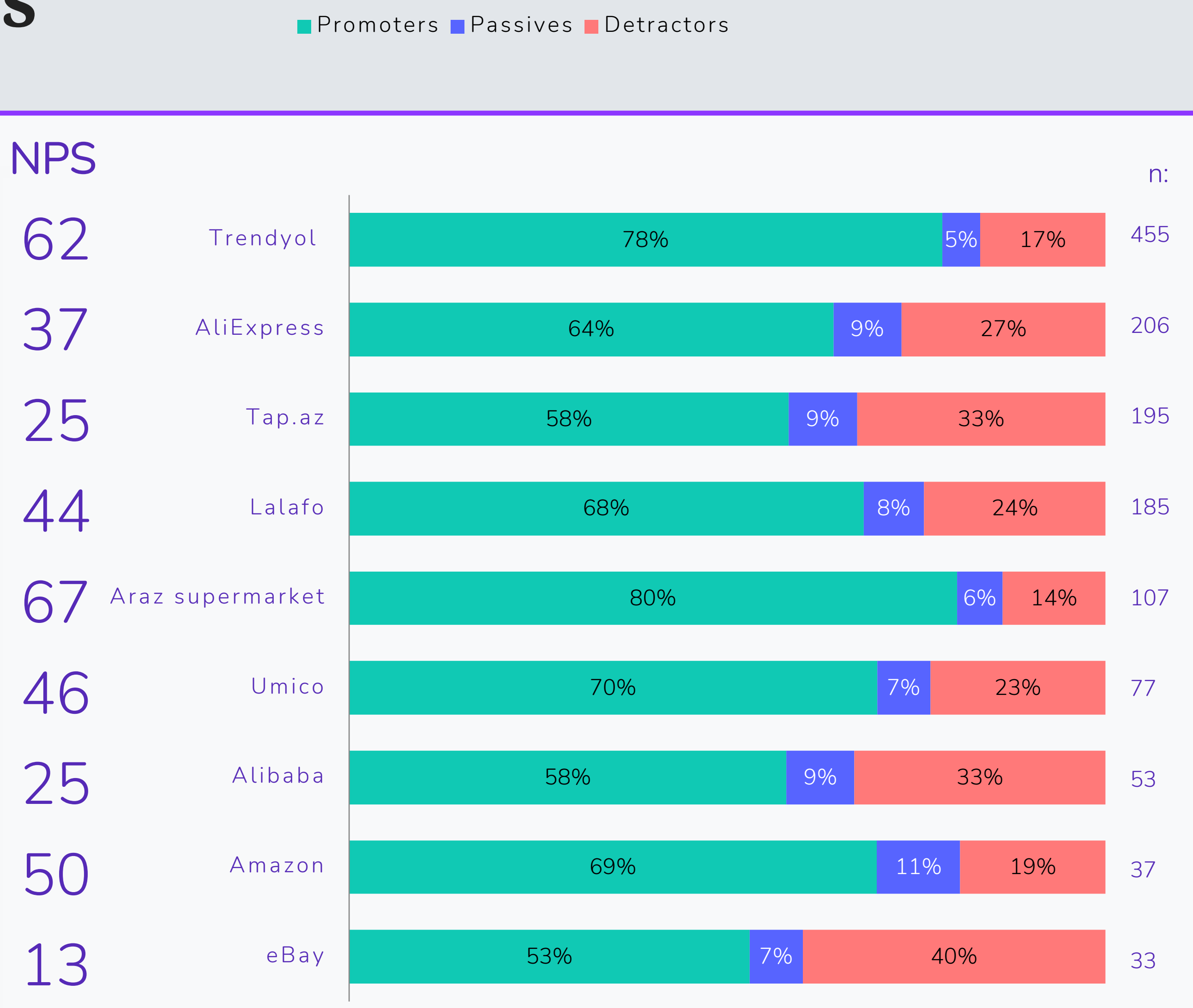
PASSIVES **7 - 8**

PROMOTERS **9 - 10**

NPS = %PROMOTERS – %DETRACTORS

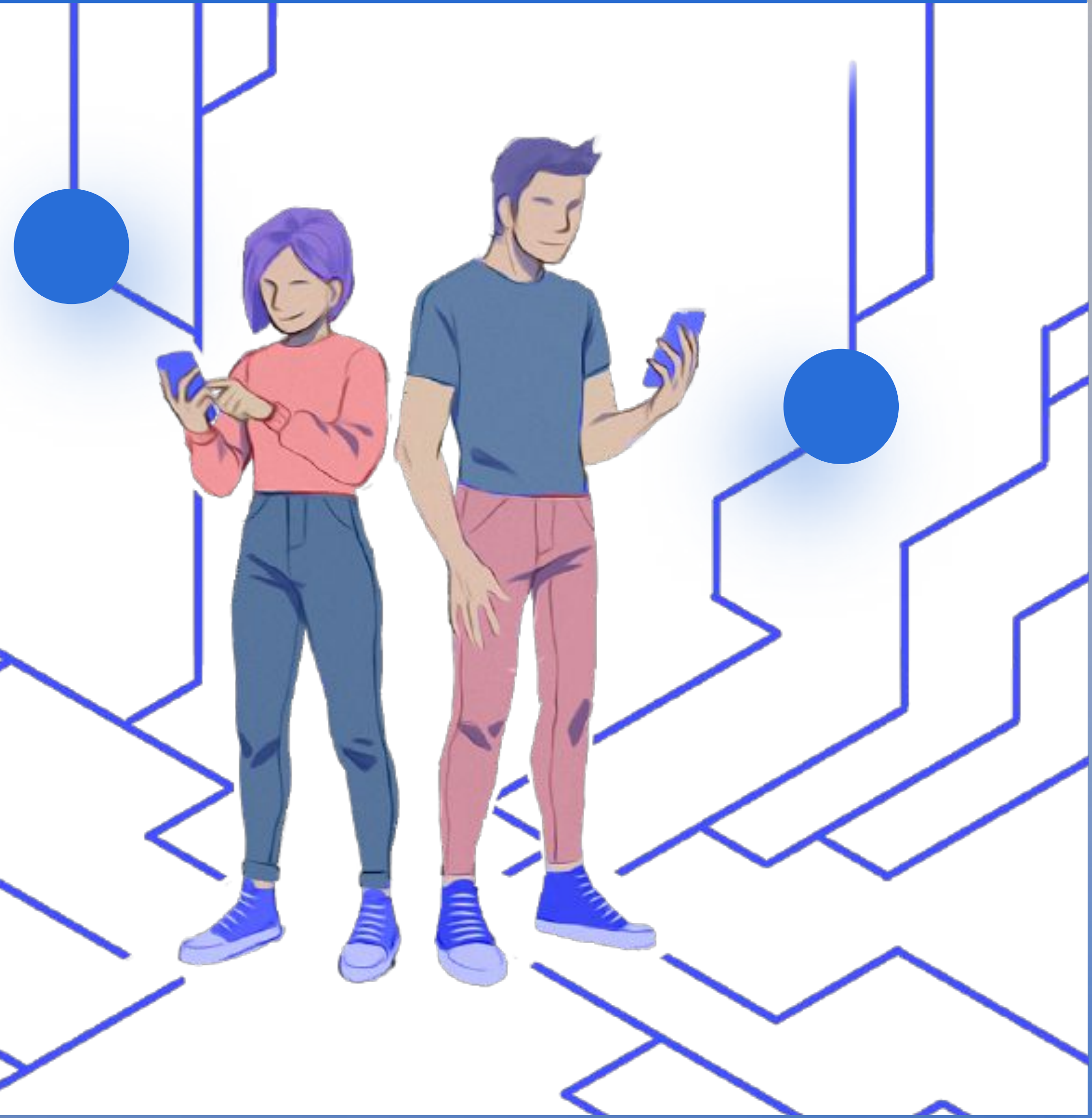
Platform-Based Scores

- Araz Supermarket has best NPS performance in all platforms +67.
- eBay has lowest NPS score 13.



Thank you!

For detailed information about report you can send us an e-mail! info@twentify.com



Twentify

Over 200 brands make business decisions with **Twentify**

About Twentify

Twentify is a consumer research company allowing brands to collect in-the-moment insights by reaching more than 1.3 million consumers around the world. Using Twentify's mobile consumer panel, brands can understand their target audience's behavior and thoughts, and receive feedback on their products, marketing and brand initiatives.

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Appendix

Detailed Tables

Awareness

	Total	GENDER: Female	GENDER: Male	AGE: 18-25	AGE: 26-35
n:		441	409	315	536
Trendyol	73%	81%	65%	79%	70%
AliExpress	63%	64%	62%	66%	61%
Lalafo	61%	62%	59%	64%	59%
Tap.az	52%	45%	59%	52%	53%
Alibaba	48%	46%	49%	49%	47%
Amazon	40%	38%	42%	45%	36%
Umico	40%	41%	38%	43%	38%
eBay	35%	32%	39%	30%	38%
Araz Supermarket	33%	33%	33%	36%	31%
Shop.az	15%	15%	16%	16%	15%
Moodbana	11%	18%	5%	17%	8%
HepsiGlobal	9%	9%	9%	12%	7%
Shein	6%	11%	1%	11%	3%
Pin Up	4%	3%	6%	3%	6%
Marka360	1%	1%	1%	2%	1%
E-brandify	1%	1%	1%	1%	1%
Other	6%	7%	5%	5%	7%

S3) Please select the online shopping platforms that you have heard of.

n:850

Twentify

Visit

	Total	GENDER: Female	GENDER: Male	AGE: 18-25	AGE: 26-35
n:		441	409	315	536
Trendyol	62%	71%	51%	67%	58%
Lalafo	38%	35%	41%	34%	40%
AliExpress	38%	32%	44%	39%	37%
Tap.az	37%	27%	47%	33%	39%
Alibaba	17%	12%	23%	16%	18%
Umico	16%	16%	17%	17%	16%
Araz Supermarket	16%	16%	15%	16%	15%
Amazon	15%	11%	19%	14%	15%
eBay	12%	7%	17%	9%	14%
Moodbana	5%	8%	2%	9%	3%
Shop.az	4%	3%	6%	4%	5%
Shein	3%	6%	1%	6%	2%
HepsiGlobal	3%	3%	3%	4%	2%
Pin Up	3%	1%	5%	1%	4%
Marka360	1%	1%	1%	1%	1%
E-brandify	0,4%	0.4%	1%	-	1%
Other	4%	5%	3%	3%	5%

S4) Please select the online shopping platforms that you visited in the last year

n:850

Purchase

Ever Purchased		GENDER		AGE	
		Female	Male	18-25	26-35
	n:	441	409	315	536
Trendyol	54%	62%	44%	60%	49%
AliExpress	24%	19%	30%	22%	25%
Tap.az	23%	14%	33%	18%	26%
Lalafo	22%	18%	26%	19%	23%
Araz Supermarket	13%	13%	12%	13%	12%
Umico	9%	9%	9%	8%	10%
Alibaba	6%	4%	8%	5%	7%
Amazon	4%	4%	5%	5%	4%
eBay	4%	2%	6%	2%	5%
Moodbana	3%	4%	1%	3%	2%
Pin Up	2%	1%	3%	0.2%	2%
Shein	2%	2%	1%	2%	1%
HepsiGlobal	1%	1%	1%	2%	1%
Shop.az	1%	1%	2%	1%	1%
Marka360	1%	0.4%	1%	0.4%	1%
E-brandify	0,3%	0.4%	0.3%	-	1%
Other	4%	5%	3%	3%	4%

Purchased Most Frequently		GENDER		AGE	
		Female	Male	18-25	26-35
	n:	441	409	315	536
Trendyol	46%	56%	35%	52%	42%
AliExpress	14%	9%	18%	13%	14%
Tap.az	11%	7%	17%	9%	13%
Lalafo	9%	8%	10%	9%	9%
Araz Supermarket	8%	8%	8%	7%	8%
Digər	4%	5%	2%	2%	4%
Umico	3%	3%	3%	2%	3%
Alibaba	2%	1%	3%	1%	2%
Moodbana	1%	2%	1%	1%	1%
Pin Up	1%	0.4%	2%	0.2%	1%
eBay	1%	1%	1%	0.4%	1%
Amazon	1%	0.4%	1%	1%	1%
HepsiGlobal	0,5%	0.4%	1%	1%	0.2%
Shein	0,2%	0.2%	0.3%	0.3%	0.2%
Marka360	0,2%	0.0%	0.4%	0.2%	0.2%
Shop.az	0%	-	-	-	-
		56%	35%	52%	42%

S5) Please select the online shopping platforms that you have purchased products in the last year
S6) Please select the online shopping platforms that you purchased products most frequently in the last year

n:850

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Purchased Categories

	Total	GENDER		AGE	
		Female	Male	18-25	26-35
n:		441	409	315	536
Clothing and Accessories	65%	75%	55%	72%	62%
Electronics	30%	17%	43%	24%	33%
Cosmetics / Personal care	29%	43%	13%	33%	26%
Books	16%	15%	17%	21%	13%
Household cleaning products	12%	15%	9%	8%	15%
Mom/Child/Toys	10%	13%	8%	5%	14%
Electrical Home Appliances	10%	8%	12%	8%	11%
Packaged foods/ drinks	8%	8%	9%	9%	8%
Home Furnishing & Decor	8%	8%	8%	8%	7%
Pet Products	5%	5%	5%	5%	4%

S7) Please select the product categories that you have purchased online in the last year

n:850

Motivations

	Clothing	Books	Cosmetics/ Personal Care	Electronics	Mom/Child and Toys	Petcare	Home Appliance	Home Furnish and Decoration
n:	557	137	243	252	89	41	86	67
I can compare more products	34%	33%	34%	44%	46%	47%	26%	35%
I can buy at a more affordable price	57%	53%	51%	52%	55%	44%	51%	55%
Saves time	41%	36%	42%	37%	44%	31%	43%	38%
I can access the products of stores that are not near me	36%	43%	38%	34%	37%	29%	38%	31%
I do not like to shop around	13%	9%	13%	9%	12%	16%	16%	6%
I come across campaigns / discounts that are not in stores	35%	36%	32%	28%	25%	27%	27%	36%
I can follow discounts and campaigns more easily	43%	31%	41%	32%	28%	35%	43%	34%
Provides ease of transport	13%	13%	15%	20%	18%	18%	31%	25%
Return processes are easier	3%	4%	3%	6%	9%	15%	6%	8%
Other	0.2%	4%	1%	2%	-	-	-	2%

S) Why do you prefer shopping [CATEGORY] products online? Please select 3 most important answers

Impacts of the Pandemic

	Clothing	Books	Cosmetics/ Personal Care	Electronics	Mom/Child and Toys	Petcare	Home Appliances	Home Furnishing and Decorations
n:	557	137	243	252	89	41	86	67
I shop online **more frequently** than I do before Covid-19	56%	47%	45%	45%	45%	46%	47%	41%
I shop online at the **same level** as before Covid-19	19%	34%	29%	28%	28%	35%	29%	29%
I shop online **less frequently** than I do before Covid-19	25%	19%	26%	28%	27%	19%	24%	31%
Net increase	**31%**	**28%**	**19%**	**17%**	**18%**	**27%**	**23%**	**10%**

Q) Considering the time before Covid-19, how did your online shopping habits change in [CATEGORY] category?

Products

	Total	GENDER		AGE	
		Female	Male	18-25	26-35
n:		330	226	225	332
T-shirts and shirts	54%	53%	55%	55%	53%
Pants	41%	41%	41%	38%	43%
Accessories	35%	37%	32%	40%	31%
Watch	24%	16%	36%	23%	25%
Winterwear	23%	25%	20%	25%	22%
Jeans	23%	24%	21%	22%	23%
Clothes / overalls	21%	26%	14%	22%	20%
Sportswear	21%	17%	27%	16%	24%
Sports Pants	17%	13%	23%	16%	18%
Lingerie	17%	19%	15%	14%	19%
Pajamas / Nightwear	15%	20%	6%	12%	16%
Skirts / Shorts	14%	18%	8%	17%	11%
Sunglasses	12%	12%	12%	15%	10%
Suits / Blazers	7%	6%	7%	7%	6%
Tight	6%	9%	2%	7%	6%
Beach / Swimwear	6%	7%	5%	5%	7%
Play	3%	3%	4%	5%	3%
Ethnic Wear	2%	1%	3%	3%	2%
Bolero / Shoulder	2%	1%	2%	2%	2%
Other	5%	4%	6%	5%	4%

S8) Please select the clothing & accessory products that you have purchased online in the last year

n:557

Products

	Total	GENDER		AGE	
		Female	Male	18-25	26-35
n:		190	53	103	141
Make-up / Cosmetics	62%	71%	28%	65%	60%
Smell / Perfume	49%	44%	70%	50%	49%
Haircare	45%	46%	44%	49%	43%
Skincare products	44%	46%	36%	52%	38%
Bath and Shower products	31%	31%	29%	28%	33%
Deodorant	27%	24%	41%	29%	26%
Sunscreen	22%	25%	9%	25%	19%
Nail care	14%	15%	10%	16%	13%
Shaving products	12%	6%	34%	11%	13%
Dental care products	12%	11%	17%	12%	12%
Foot care	12%	12%	10%	12%	12%
Body / epilation products	9%	10%	8%	15%	5%
Sexual health products	9%	7%	14%	4%	12%
Other	1%	1%	2%	2%	1%

S14) Please select cosmetics/personal care products that you have purchased online in the last year

n:243

Products

		GENDER		AGE	
		Female	Male	18-25	26-35
n:		74	177	77	175
Phone Accessories	59%	54%	60%	58%	59%
Smartphone	44%	47%	42%	43%	44%
Computer Accessories	19%	15%	21%	22%	18%
TV	13%	13%	13%	9%	15%
Computer	10%	13%	9%	14%	8%
Computer Supplies	10%	8%	11%	17%	7%
Tablet	8%	8%	8%	5%	9%
Gaming Console	7%	3%	8%	7%	7%
Visual and Sound Systems	7%	11%	5%	9%	6%
Camera	7%	6%	7%	7%	7%
Printer	3%	2%	4%	4%	3%
Other	9%	13%	7%	5%	11%

S17) Please select electronics products that you have purchased online in the last year

n:252

Products

	Total	Female	Male	18-25	26-35
		GENDER		AGE	
n:		55	33	14	74
Children's clothes	66%	77%	49%	48%	70%
Baby toys	38%	38%	37%	34%	39%
Baby bottles and accessories	28%	23%	36%	24%	28%
Strollers	25%	19%	36%	30%	24%
Wipes	24%	21%	29%	30%	23%
Pregnant clothes	23%	23%	22%	48%	18%
Diapers	22%	17%	30%	8%	25%
Baby food	15%	11%	20%	8%	16%
Baby Care and Health	14%	13%	15%	22%	12%
Nutrition and baby dining table	12%	4%	24%	14%	11%
Bathroom and toilet	11%	7%	19%	10%	12%
Breastfeeding Products	8%	0%	20%	8%	8%
Car seat and mother's lap	7%	6%	10%	12%	7%
Other	4%	4%	3%	6%	4%

S20) Please select mom/child/toys products that you have purchased online in the last year

n:89

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Products

	n:	GENDER		AGE	
		Female	Male	18-25	26-35
	n:	21	19	17	24
Cat food	48%	58%	38%	48%	49%
Cat accessories	45%	57%	32%	38%	50%
Bird Cages	27%	27%	26%	28%	26%
Poultry feed	26%	24%	29%	37%	19%
Cat sand	22%	15%	29%	10%	30%
Dog accessories	20%	8%	33%	20%	19%
Dog Care Products	16%	12%	21%	18%	14%
Cat toilet bowl	15%	15%	15%	13%	16%
Dog feed	14%	8%	21%	13%	14%
Other	5%	4%	6%	5%	5%

S23) Please select pet products that you have purchased online in the last year

n:41

Products

	Total	Female	Male	18-25	26-35
		GENDER		AGE	
n:		37	49	25	61
Refrigerator	32%	33%	32%	34%	31%
Vacuum cleaner	31%	41%	24%	32%	31%
Washing machine	25%	23%	27%	16%	29%
Ironing	23%	22%	24%	35%	18%
Blender	19%	22%	18%	21%	19%
Air Cooler / Air Conditioner	17%	22%	13%	9%	19%
Microwave	16%	15%	17%	13%	17%
Fan	14%	13%	14%	17%	13%
Chopper	13%	9%	17%	17%	12%
Air purifier	10%	7%	12%	13%	8%
Kettle	9%	9%	8%	14%	6%
Coffee machine	8%	7%	9%	15%	6%
Hydrating	6%	2%	8%	6%	6%
Moisture inhibitor	5%	-	9%	5%	6%
Other	17%	20%	15%	18%	17%

S26) Please select home appliances products that you have purchased online in the last year

n:86

Products

	Total	GENDER		AGE	
		Female	Male	18-25	26-35
n:		36	31	27	40
Pillows and cushion covers	29%	39%	18%	33%	27%
Sculpture / Figures	26%	34%	16%	25%	27%
Decorative stickers	25%	34%	15%	33%	20%
Pillow Cover Kits	24%	34%	11%	33%	17%
Photo frames	23%	23%	22%	24%	22%
Bath covers / towels	22%	27%	15%	24%	20%
Decorative boxes	19%	16%	22%	20%	18%
Bed set	18%	23%	13%	15%	20%
Mirror	17%	19%	15%	24%	12%
Curtains and accessories	15%	16%	15%	14%	16%
Kitchen coverings / Towels	12%	14%	9%	13%	11%
Art product like photo / photo	12%	12%	11%	20%	6%
Seat covers	11%	7%	16%	5%	15%
Hookah	11%	7%	15%	12%	9%
Artificial flower	10%	5%	16%	9%	11%
Refrigerator magnet	10%	7%	13%	16%	6%
Piece	9%	9%	9%	2%	13%
Carpets and rugs	9%	7%	11%	10%	8%
Inflatable mattresses, pillows, etc.	6%	5%	8%	11%	3%
Wind bells	3%	-	6%	2%	3%
Other	8%	11%	4%	3%	11%

S31) Please select home furniture/decor products that you have purchased online in the last year

n:67

Twentify