

# The third wave revolution

How third wave technologies will impact the way we shop



eBay predicts that 'third wave' shopping technologies will drive:

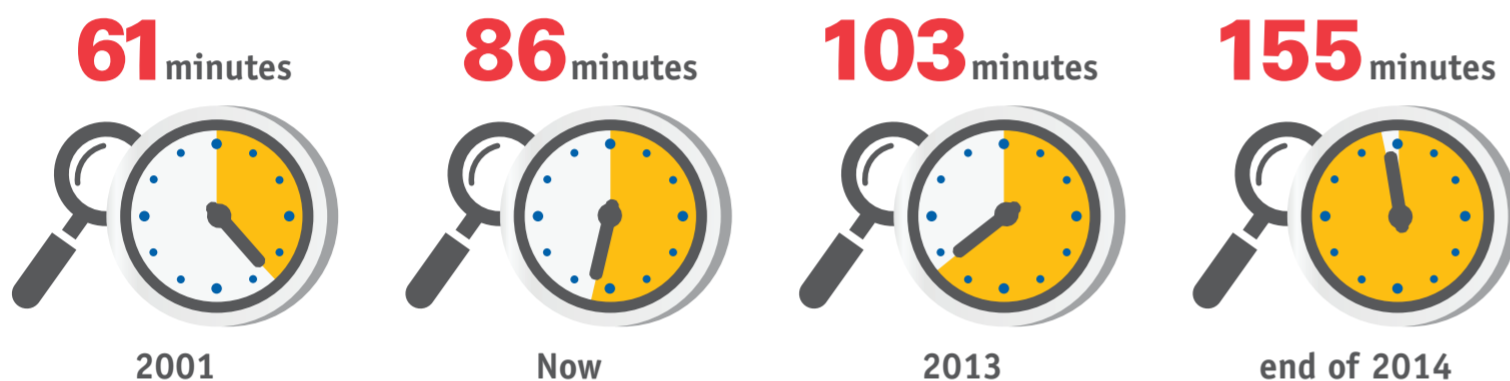
## £2.4bn

...sales growth for the UK retail sector by 2014

These are:

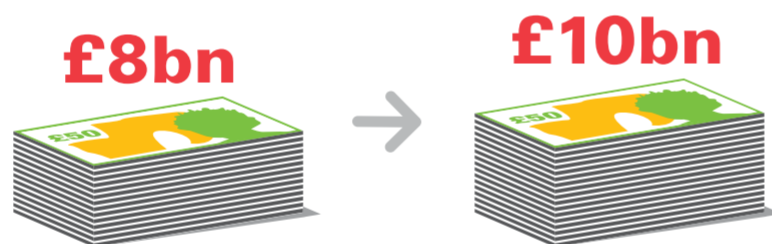
- Interactive television
- Image recognition
- In-store technologies
- Smart devices
- Augmented reality

The time we spend considering and purchasing items will almost double as technology advances...



(Figures shown are per purchase and are for high value items such as clothing and cars)

eBay has revised its 2012 forecast of global sales through mobile from...



Mobile price checking - saving consumers more than £300m

Now:

**26%** of UK shoppers will be price checking on their mobile whilst shopping on the high street



End of 2014:

**59%** of UK shoppers will be price checking on their mobile whilst shopping on the high street



Checking prices will save consumers around:

## £15.7m



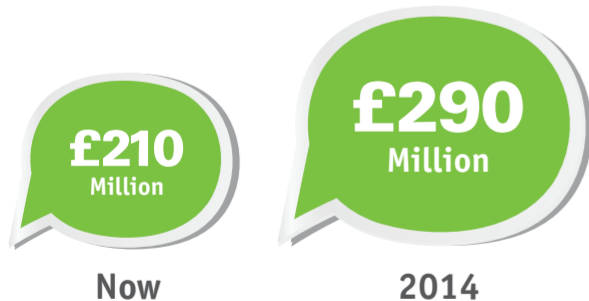
Checking prices will save consumers around:

## £300m

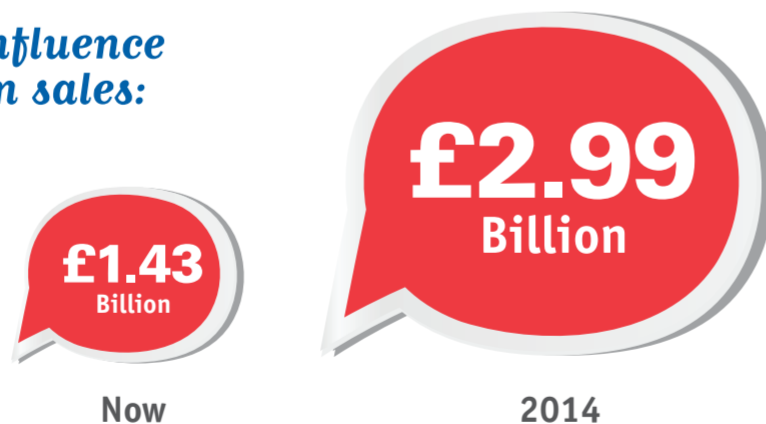


UK retail spend influenced by social media will double by the end of 2014

Direct Sales:



Influence on sales:



Influence on UK fashion

Now:



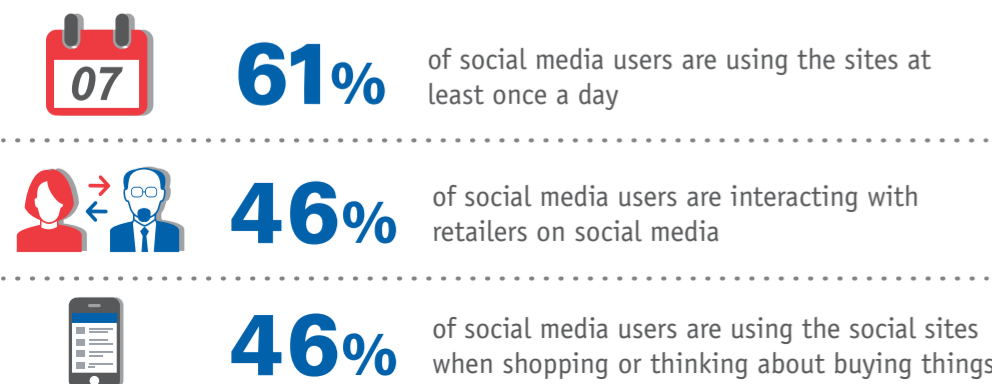
Savings by UK shoppers on fashion items by checking prices on their mobile

End of 2014:



Savings by UK shoppers on fashion items by checking prices on their mobile

Social media is growing in importance for retail



Informing Influence



Influence on UK home and garden retail

Now:



Savings by UK shoppers on home and garden items by checking prices on their mobile

End of 2014:



Savings by UK shoppers on home and garden items by checking prices on their mobile