

# Traditional Retailers Gaining Ground in Online Sales of High-Ticket Tech Items

High average selling price categories—think TVs, PCs, tablets, and printers—are strong performers on traditional retailers’ websites. Those are sites operated by brick-and-mortar retailers that sell consumer electronics both in-store and online. **Here’s a closer look.**

29% of **U.S. online consumer electronics dollar sales** were made through **traditional retailer websites** in the 12 months ending June 2018.

29%

**High ASP segments** gained the most online dollar share.

**Traditional retailer websites** accounted for 46% of **online U.S. CE dollar sales for higher ASP items.**

46%

**Lower ASP items** accounted for just 13% of **dollar sales**, by comparison.

13%



\$233

Average online spend per purchase was nearly **4 times higher** on **traditional retailer websites (\$233 per purchase)** than through **pure play online retailers (\$60 per purchase).**



“ Across the retail landscape traditional retailers are finding success in bringing what they do well in store to the online channel. They are winning online in high ASP segments by leveraging their merchandising expertise, and the strong product selections they have honed in store, on their e-commerce platforms to compete with pure play and DTC. ”

**Stephen Baker,**  
Vice President, Industry Advisor, The NPD Group

Source: The NPD Group/Checkout E-commerce Tracking, July 2017 – June 2018 vs. July 2016 – June 2017

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