



ON TRAIN MEDIA

From train carriage to shopping cart: the multi-billion pound reality of rail commuter commerce

Commuting time on the train has become a vital battleground for retailers and brands competing for consumers' attention.

KBH has worked with independent consultancy Retail Economics to detail the value and importance of the on-train environment and audience to the world of online retail.

Commuter Commerce

Definition:

On-train on-device retail activity by people using the train to travel to and from work.

£2.6 billion

Let's get on board...

£1 in every £25 spent online is spent by a commuter on the train.

Average transaction value: £28.19

Spend per commuting day: £4.87

in 2017



Shopping the Category Spectrum

15% of active commuting consumers make an online on-train purchase more than once a week, compared to only 9% of average online shoppers.

36%



clothing / footwear

33%



books / music

27%



electricals

23%



food and grocery

Rail only commuter commerce predicted to grow 75% in five years to

£4.6 billion