

# Monthly Online Retail Market Report

November 2021

## HANetf & EQM Indexes

### Global Online Retail UCITS ETF

IBUY

69bps

IE00BN7JGL35

Product Inception Date: 24/03/21

For Professional Clients Only. Capital at risk.

All data as of 31/10/21

This report was written by, and is the opinion of, the IBUY index providers EQM Indexes.

## Key Takeaways

- **Online Retail to Remain Holiday Lifeline** – In 2020, online retail was a lifeline for shoppers throughout the year due to COVID lock-downs. This holiday season, Q4 ecommerce sales are expected to drop to 74.8% from 75% last year, as shoppers return in-store. But supply chain-related dislocations are expected to have a bigger impact on traditional retailers with many purchases ultimately being made online. ([eMarketer](#))
- **Consumer Spending Strong** – The National Retail Federation expects holiday sales to rise between 8.5% and 10.5% over last year despite headwinds including supply chain and labour shortages. The return to work, rising consumer optimism in the coming months as COVID cases recede, and continued vaccination progress will spur retail spending across the board, with online retail expected to land above pre-pandemic levels. ([NRF](#))
- **Mcommerce Continues to Gain Share** – Mcommerce is expected to approach almost 50% of ecommerce sales, with the improved retail app experiences like one-click checkout and the rising tide of consumer options like click-and-collect curbside pickup and Buy Now Pay Later (BNPL) being initiated online. ([eMarketer](#))
- **Supply Chain Issues Mean Early Shopping** – Many retailers like Amazon and Amazon encouraging consumers to “shop early” due to supply constraints, but retailers have other reasons to encourage early shopping. According to Deloitte, people who do their holiday shopping before Thanksgiving spend more than 23% on average. And according to Coresight Research, top consumer preferences for the holiday season include free shipping and free returns. ([Yahoo! Finance](#))
- **Older Consumers Prefer Shopping Online** – Consumers over age 60 will drive the ecommerce increase from 52 to 59% YOY, with 71% planning to shop fully online, while shoppers between the ages of 30-44 plan to spend more in-store. ([Coresight Research](#)).

## Macro Outlook

### Global Ecommerce Set to Grow Double-Digits This Holiday Season

In our opinion, consumer spending may grow at a more subdued but robust level after an increase in digital shopping during the COVID pandemic. We believe limited inventory, rising costs, and labour shortages are trends likely to impact traditional retailers more than those online as consumers continue to embrace greater product selection, competitive pricing, 24/7 convenience, and more shipping options online. Online shopping growth will be further supported by new shopping smartphone enabled habits like “click and collect” curb side delivery and “buy now pay later” (BNPL). And older shoppers are likely to remain online this holiday season instead of venturing out to shop in-store.

## Global Online Retail Performance Table

As of 31.10.2021

	1M	3M	6M	YTD	12M	SI
<b>Global Online Retail UCITS ETF</b>	<b>0.60%</b>	<b>-5.10%</b>	<b>-7.35%</b>	<b>-6.88%</b>	<b>NA</b>	<b>-6.88%</b>
<i>EQM Global Online Retail Growth Index</i>	0.64%	-4.93%	-7.00%	-6.49%	25.15%	-6.49%

Performance before inception is based on back tested data. Back tested data does not represent actual performance and should not be interpreted as an indication of actual or future performance. Past performance for the index is in USD. **Past performance is not an indicator for future results and should not be the sole factor of consideration when selecting a product.** Investors should read the prospectus of the Issuer ("Prospectus") before investing and should refer to the section of the Prospectus entitled 'Risk Factors' for further details of risks associated with an investment in this product. Source: Bloomberg / HANetf. Data as of 31/10/21. Please note that all performance figures are showing net data.

### Product Details

Global Online Retail UCITS ETF (IBUY) is a UCITS compliant exchange traded fund domiciled in Ireland.

The fund seeks to provide exposure to the rapidly growing online e-commerce market as competitive pricing, shopping convenience, greater product selection and rapid delivery have made online shopping a disruptive technology that continues to exhibit strong growth characteristics, gain market share, and expand globally.

IBUY is a passive, rules-based fund providing exposure to global companies that derive significant revenue from direct online retail and online marketplace. The index is revenue weighted with a maximum of 20% exposure to Emerging Markets.

Visit the [IBUY Fund Page](#) for more information.

London Stock Exchange	IBUY LN	IBUY.L	IE00BN7JGL35	-	BNG9658	USD	0.69%
London Stock Exchange	PBUY LN	PBUY.L	IE00BN7JGL35	-	BNG9670	GBP	0.69%
Deutsche Boerse Xetra	IB0Y GY	IB0Y.DE	IE00BN7JGL35	-	BMT6499	EUR	0.69%
Borsa Italiana	IBUY IM	IBUY.MI	IE00BN7JGL35	-	BMT64D3	EUR	0.69%
SIX	IBUY	IBUY.S	IE00BN7JGL35	59389362	BMC7PF2	CHF	0.69%



### Jane Edmondson

Co-Founder, EQM Indexes

EQM Indexes LLC is a U.S.-based, woman-owned firm dedicated to creating and supporting innovative indexes that thematic growth opportunities and emerging investment themes. Co-founded by Jane Edmondson, a former Institutional Portfolio Manager with nearly 30 years in the investment industry, the firm's index design expertise spans a wide range of asset classes and financial instruments. EQM Indexes has developed and licensed innovative index product solutions in the following categories: Global and International Online Retail, Blockchain, Global Cannabis, Lithium & Battery Technology, Junior Gold Miners, Risk Parity, and Social Justice.

## Important Information

Please note that all performance figures are showing net data.

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