



# Online ArtTrends 2017

thehub



## Introduction to Art Sales Survey

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### Dear Artist, Gallerist or Art Buyer

Welcome to the first online art sales survey from theprintspace. We surveyed 10,000 UK internet users, from a carefully selected cross section of people to create an accurate representative sample of all UK internet users.

That makes this not only the biggest online art buying/ selling survey, but also the most accurate. All other surveys we have seen do not carefully select respondents from a representative demographic and therefore cannot in our opinion be considered reliable.

The lack of accurate intelligence about online art sales is surprising when one considers that the market for artworks globally that cost less than £750 is estimated to be in excess of £40bn. And less than 10% of this market revenue is transacted online, which means that it is lagging most other economic sectors in terms of the move online.

This is however changing fast, online art sales are growing fast and there are big opportunities for new pure play online art sales facilitators to capitalise on this trend over the next few years, and similarly there are threats to incumbents who have not fully committed to an online strategy.

We hope this survey provides some insight how the online art market operates and what drives online buyers.

If you have any questions please do not hesitate to get in touch.

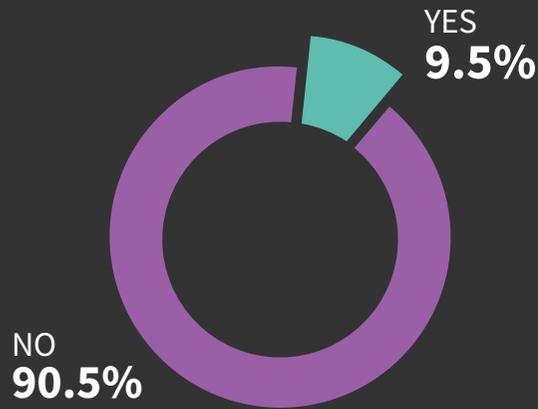
With warm regards,

**Stuart Waplinton**  
CEO  
theprintspace

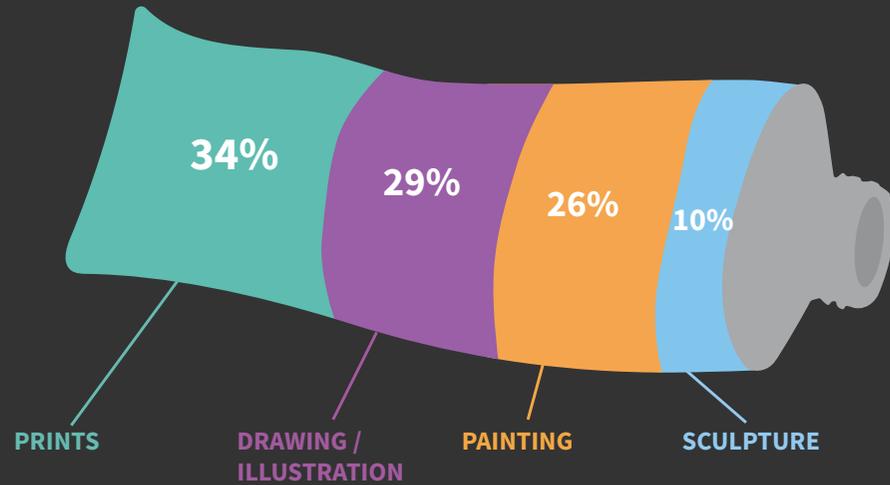


# What art is purchased online?

01/ What percentage of people buy art?



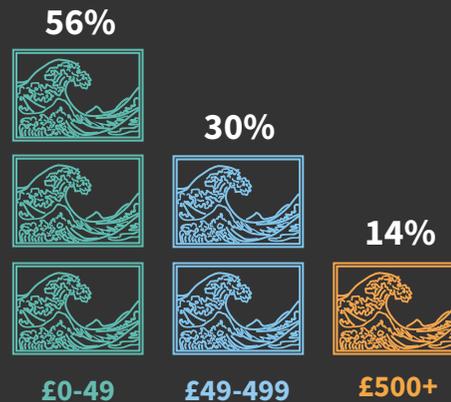
02/ Type of art purchased in the UK



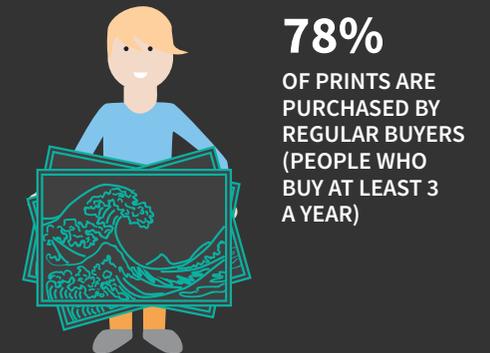
03/ Type of art prints purchased



04/ Price points of art purchased

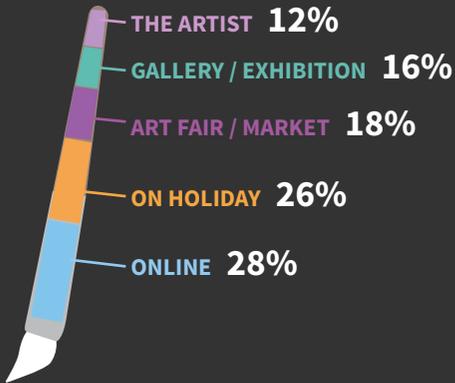


05/ Collectors and power buyers

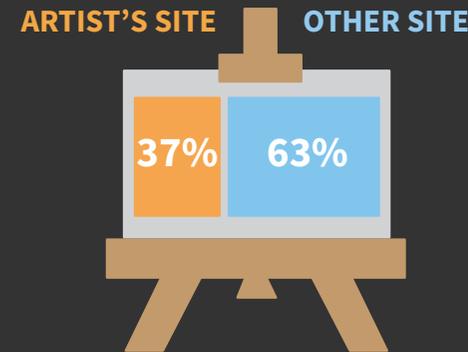


# Where is art purchased online?

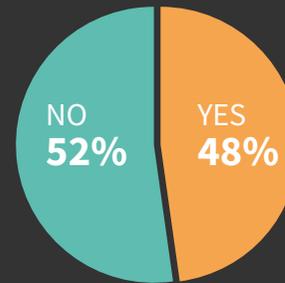
01/ Where did people purchase their last artwork?



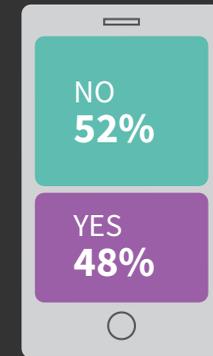
02/ Where is art purchased online?



03/ Would people purchase art online?



04/ Would people purchase art on a smartphone?

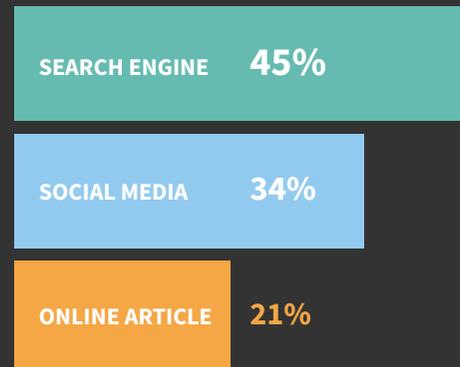


05/ Where did people find the last artwork they purchased?

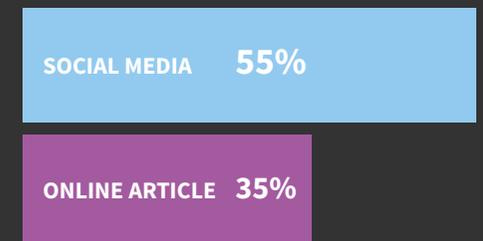


- ONLINE
- AT A GALLERY / ART FAIR
- RECOMMENDATION FROM A FRIEND
- KNEW THE ARTIST PERSONALLY
- NEWSPAPER OR MAGAZINE

06/ Where did people find their last artwork purchased online?

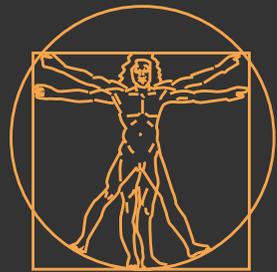


07/ Would people consider purchasing art using the following sources?



# Why do people purchase art?

## 01/ People's art purchasing habits



**69%**

DISCOVERY AND IMPULSE



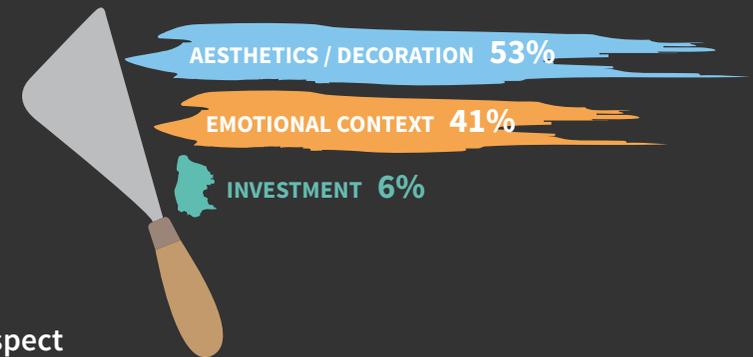
**31%**

PLAN AND SEARCH

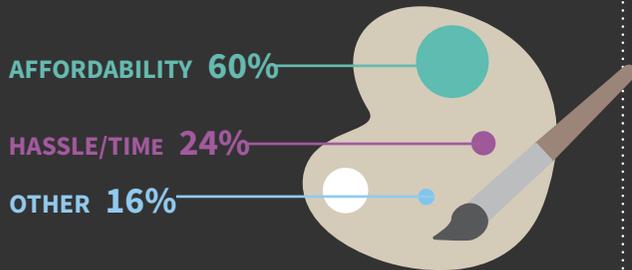
## 02/ We asked people about the reasons for purchasing their last piece of art

TRIGGERED A MOOD CONVEYED AN IDEA  
**AESTHETICS**  
 COMPLIMENT YOUR COLLECTION TRIGGERED A MEMORY  
 INTERIOR DECOR THE ARTIST'S STORY

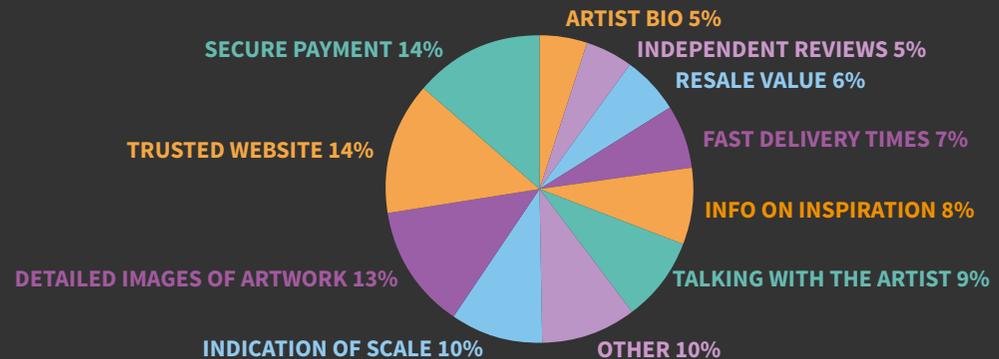
So in summary:



## 03/ Top reasons people don't purchase more art



## 04/ When purchasing art online, what aspect other than price is important to people?



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