

# Boots Ranked 2nd Fastest Growing UK Website



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Press Release Author: [Boots The Chemists](#)

Industry: [Retail](#)

**Press Release Summary: Boots, the UK's leading Health and Beauty retailer, has been ranked the second fastest growing online property in October 2007 by comScore**

Press Release Body: **Boots.com** the website of **Boots**, the leading UK **Health and Beauty retailer**, has been named the second fastest growing online property for October 2007, which grew from 1.8 million the previous month, to 2.6 million unique visitors, a 44% rise according to **comScore**, global leader in measuring the digital world.

A great start to the Christmas shopping spree is thought to be the main reason why [Boots](#) is one of several retail sites that have appeared in the top ten fastest gaining online properties for October, which bodes well for **Christmas sales**.

**Boots**, which originally began life as a pharmacy selling only medicine, health and beauty products, and has since branched out into a number of other areas including electrical items, [Christmas gifts](#), toys and [baby products](#).

**Bob Ivins, EVP of European markets for comScore** commented on the latest findings:

*"We would expect to see an upward trend in traffic to online retail sites in the U.K. in October. In a survey conducted by comScore in the last*

*week of October, 48 percent of U.K. respondents said they had already begun shopping for Christmas. What is perhaps more notable is the rate of this growth. Multi-channel high-street stores like Woolworths and Boots experienced significant increases and if this trend continues we should see very strong online sales for high-street stores this Christmas."*

The **Boots.com** site also offers comprehensive advice sections which contain tips and information on a manner of health topics including: how to maintain a balanced lifestyle, specialist diets such as **Lo Carb diets**, **Gi lifestyles** and **food for Diabetics**.

#### **About**

#### **Boots**

**Boots** offers a wide range of products including health and beauty products, toiletries, fragrances, baby products, [toys](#), men's products, photo, [electrical](#) and Christmas goods.

**Boots is a member of Alliance Boots** and is the United Kingdom's (UK's) leading Health and Beauty retailer, with approximately 1,500 stores in the UK and Irish Republic.

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