Emerging eCommerce Trends

HOW TO GET MORE SALES FOR YOUR ECOMMERCE BUSINESS

2. 50 percent of the population online has shopped at Internet retailers more than one time. (source: https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

3. Most online shoppers use bank transfers or credit cards to pay. In fact, 40 percent of online purchases are made by credit card. However, Paypal is quickly growing at 35 percent. (source: https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

4. 58% of the top 1,000 US online retailers send welcome emails. (source: https://www.smartsights.com/ecommerce/ecommerce-strategy/37-indispensable-ecommerce-stats-to-inform-your-2017-strategy/)

5. Segmented campaigns to email subscribers drive a 760% increase in revenue. (source: https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/)


7. Online shoppers in the 31 to 44 and 55 to 65 age groups spend the most money shopping online at 68 percent. (https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

8. Email marketing was responsible for 24% of holiday sales during the 2018 holiday eCommerce season. (source: https://optinmonster.com/holiday-email-marketing-tips-examples/)

9. Online shoppers spend between $1,200 and $1,300 on purchases made over the Internet each year. (source: https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

10. Most shoppers at 71 percent believe that they can find a better deal when they shop online rather than going to a store. (source: https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

11. Email marketing contributes to 20% of traffic driving eCommerce sales. (source: https://www.wolfgangdigital.com/uploads/general/eComKPI2016-Public.pdf)

12. As of right now, there are 195 million online consumers buying things every minute through e-commerce stores. (source: https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/)

13. 61% of online consumers in the United States have made a purchase based on recommendations from a blog. (source: https://contentmarketinginstitute.com/2017/10/stats-invest-content-marketing/)

14. 59% of Millennials will go to Amazon first when online shopping, making the giant online retailer one of your biggest competitors. (source: https://inviqa.com/blog/millennial-retail-trends-online-retail-amazon-era)
15. By the year 2040, it’s estimated that 95% of all purchases will be through eCommerce. (source: https://www.nasdaq.com/articles/uk-online-shopping-and-e-commerce-statistics-2017-2017-03-14)

16. 93.5% of global internet users have purchased products online. (source: https://optinmonster.com/email-marketing-vs-social-media-performance-2016-2019-statistics/)

17. Multi-step forms in WordPress can lead to 300% more conversions. (source: https://www.ventureharbour.com/multi-step-lead-forms-get-300-conversions/)

18. The eCommerce industry is growing 23% year-over-year, yet 46% of American small businesses still don’t have a website. (source: https://www.bigcommerce.com/blog/ecommerce-trends/)

19. Globally, credit cards are the preferred method of payment, being used in 53% of transactions, followed by digital payment systems (43%), and debit cards (38%). (source: https://kinsta.com/blog/ecommerce-statistics/)


21. 32% of online shoppers own at least one connected home device. (source: https://www.ups.com/us/en/services/knowledge-center/article.page?name=ups-pulse-of-the-online-shopper-white-paper&kid=aa3a1232)

22. In the US, 2 in 5 consumers (41%) receive 1-2 packages from Amazon per week and that number jumps to 50% for consumers ages 18-25, and 57% for consumers ages 26-35. (source: https://www.walkersands.com/wp-content/uploads/2018/07/Walker-Sands_2018-Future-of-Retail-Report.pdf)

23. The #1 reason people shop online is that they’re able to shop at all hours of the day. (source: https://assets.kpmg/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf)

24. 61% of consumers prefer to be contacted by brands via email. (source: https://www.statista.com/statistics/750858/us-consumers-preferences-brand-contact/)

25. Email marketing yields $44 for each $1 spent for a 4400% ROI. (source: https://optinmonster.com/email-marketing-vs-social-media-performance-2016-2019-statistics/)

26. Abandoned cart emails have an average open rate of 45% (source: https://moosend.com/blog/cart-abandonment-stats/)

27. 25% of US shoppers consult social media before buying a gift for friends and family. (source: https://www.nchannel.com/blog/retail-data-ecommerce-statistics/)

28. Online stores with a social media presence have an average of 32% more sales than those that don’t. (source: https://www.bigcommerce.com/blog/5-social-stats-for-online-storeowners/)

29. The average eCommerce site publishes 4.55 posts a week on their Facebook page. (source: https://www.bigcommerce.com/blog/5-social-stats-for-online-storeowners/)
30. 74% of consumers rely on their social networks to make purchasing decisions. (source: https://kinsta.com/blog/ecommerce-statistics/)

31. 85% of orders from social media sites come from Facebook. (source: https://www.shopify.com.au/retail/social-commerce-for-retail-what-is-it-and-examples-of-retailers-doing-it-well)

32. 75% of Instagram users have taken an action, such as visiting a website, after looking at an Instagram advertising post. (source: https://locowise.com/blog/instagram-engagement-rate-gained-ground-in-september)

33. The average order value for customers referred from Instagram is $65.00, followed by Facebook ($55), Twitter ($46), and YouTube ($38). (source: https://www.shopify.com.au/retail/social-commerce-for-retail-what-is-it-and-examples-of-retailers-doing-it-well)

34. 93% of Millennials have compared online deals using a mobile device. (source: https://www.statista.com/topics/2162/digital-coupons-and-deals/)

35. 40% of all online purchases made during the holiday season are done on smartphones. (source: https://www.outerboxdesign.com/web-design-articles/mobile-ecommerce-statistics)

36. 65% of consumers look up price comparisons on mobile while in a physical store. (source: https://assets.kpmg/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf)

37. 82% of Internet users in the United States have used a mobile device to shop online. (source: https://www.statista.com/topics/1185/mobile-commerce/)

38. 46.5% of small to mid-sized businesses say that offering free shipping increases their profits. (source: https://multichannelmerchant.com/blog/shopping-cart-abandonment-is-your-shipping-approach-hurting-your-conversions/)

39. eCommerce sites can gain a 35% increase in conversion rates with an optimized checkout design. (source: https://baymard.com/lists/cart-abandonment-rate)

40. Men Spend 68 Percent More Online Than Women (KPMG)

41. Generation X Shop More Online Than Baby Boomers and Millennials (KPMG)

42. In 2019, E-Commerce Sales Accounted for 14.1 Percent of All Retail Sales Worldwide (Statista)

43. There Are More Than 286 Million Active PayPal Accounts in The World (Statista)

44. As of Q1 2019, 2.72 Percent of E-Commerce Website Visits Converted into Purchases (Statista)

45. Thirty Percent of Consumers Say The Would Rather Buy from a Website They’ve Bought from Previously (KPMG)

46. Thirty Percent of Online Consumers Have Posted Product Feedback Online (KPMG)
47. Fifty-One Percent of Consumers Trust Companies Who Make It Easy for Visitors to Contact the People behind the Company (KPMG)

48. e-commerce now is the fastest growing business model across the globe. (source: https://www.icecubedigital.com/blog/30-interesting-facts-about-ecommerce/)

49. Twitter ads have the most conversion rate of any social media platform when it comes to converting online advertisement into genuine sales. (source: https://www.icecubedigital.com/blog/30-interesting-facts-about-ecommerce/)

50. E-commerce business as a sector today is the least corrupt of all other business sectors. Owing to the highly technologically advanced model, e-commerce businesses register only 0.8% fraudulent activities. That means if you are a seller who ships 1000 orders in a month than only 8 of those orders might be fraudulent. (source: https://www.invespcro.com/blog/e-commerce-fraud-and-chargebacks-infographic/)

51. Online retail sales currently account for one tenth of total retail and approximately 5 percent of annual e-commerce revenue in the United States. (source: https://www.statista.com/statistics/187443/quarterly-e-commerce-sales-in-the-the-us/)


54. In 2019, there were a total of 263 million digital buyers in the United States. This figure is projected to increase to 282.7 million online buyers in 2024, at a 2017-2024 CAGR of 1.5 percent. (source: https://www.statista.com/statistics/273957/number-of-digital-buyers-in-the-united-states/)

55. The most popular online shopping categories in the United States include fashion, and electronics & media. (source: https://www.statista.com/statistics/273957/number-of-digital-buyers-in-the-united-states/)

56. According to the findings, women accounted for 52 percent of online shoppers in the United States. (source: https://www.statista.com/statistics/809656/distribution-us-online-shopper-by-gender/)

57. 41% of U.S. online shoppers had a household income of less than 50,000 U.S. dollars. (Source: https://www.statista.com/statistics/809687/distribution-of-online-shoppers-us-household-income/)

58. 2.57 percent of e-commerce website visits during the second quarter of 2019 were converted into purchases, down from 2.88 percent during the preceding quarter. (source: https://www.statista.com/statistics/439558/us-online-shopper-conversion-rate/)

59. U.S. online only customers represent 44 percent of all total customers, while only constituting a share of 24 percent for the entirety of retail sales. (source: https://www.statista.com/statistics/883268/share-online-shopping-customers-vs-sales-by-platform-usa/)
60. During the second quarter of 2019, online orders which were placed from a tablet had an average value of 101.96 U.S. dollars. (source: https://www.statista.com/statistics/439516/us-online-shopping-order-values-by-device/)

61. During the second quarter of 2019, 3.36 percent of e-commerce website visits via tablet devices were converted into purchases. (source: https://www.statista.com/statistics/234884/us-online-shopper-conversion-rate-by-device/)


63. In 2021, 53.9 percent of all retail e-commerce is expected to be generated via m-commerce. As of February 2017, Amazon was the most popular shopping app in the United States with a mobile reach of 40 percent, ranking ahead of local competitors Walmart and eBay. The average value of smartphone shopping orders in the United States as of fourth quarter 2016 amounted to 79 U.S. dollars, compared to 98 U.S. dollars per online order via tablet. (source: https://www.statista.com/statistics/249863/us-mobile-retail-commerce-sales-as-percentage-of-e-commerce-sales/)

64. In the United States in 2018, 62 percent of transactions were made by using a credit or debit card, either stored with the merchant or given manually at the time of purchase. PayPal accounted for 22 percent of online transactions. (source: https://www.statista.com/statistics/935676/payment-methods-used-for-online-transactions-usa/)

65. In 2019, over 30 million people used the Apple Pay app to make a point-of-sale purchase at least once every six months. The Starbucks app was ranked second with 25.2 million users - this is largely due to the popular order ahead functionality of the Starbucks app. (source: https://www.statista.com/statistics/863946/user-base-of-leading-proximity-payment-apps-usa/)

66. With an estimated global population of 7.7 billion people, that’s about 25 percent of the world’s population shopping online. (source: https://www.oberlo.com/blog/ecommerce-statistics-guide-your-strategy)

67. Estimated there will be 2.05 billion global digital buyers in 2020. (source: https://www.oberlo.com/statistics/how-many-people-shop-online)

68. By end of 2020, ecommerce sales are expected to account for 15.5% of retail sales worldwide. (source: https://www.oberlo.com/statistics/ecommerce-share-of-retail-sales)

69. It’s expected to make up 17.5 percent of retail sales worldwide by 2021. (source: https://www.oberlo.com/statistics/ecommerce-share-of-retail-sales)

70. Consumers are more likely to trust businesses that are open and honest about negative news or events and make it easy to contact people at the company. (source: https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf)
71. 52% of online stores have omnichannel capabilities. (source: https://www.thinkwithgoogle.com/intl/en-gb/marketing-resources/omnichannel/omnichannel-era-age-assistance-new-frontier-retail-success/)

72. Nearly half (48%) of online shoppers simply head straight to a large ecommerce marketplace. (source: https://www.bigcommerce.com/essentials/square/)

73. Younger people spend more time shopping online than younger people. (source: https://grow.bigcommerce.com/Square-Omnichannel-cdl-guide.html?_ga=2.124812106.1579416244.1547466489-667649770.1547466489)

74. Below are the top 10 countries that are spending money online (in billions):

   (source: https://www.spaceshopcommerce.com/blog/top-ecommerce-stats-for-2020
   a) China - $656.3
   b) United States - $500.47
   c) United Kingdom - $83.83
   d) Japan - $78.64
   e) Germany - $68.01
   f) South Korea - $62.69
   g) France - $45.54
   h) India - $29.47
   i) Canada - $28.63
   j) Australia - $19.33

79. Below are the top 10 countries in annual ecommerce growth forecast:

   (source: https://www.spaceshopcommerce.com/blog/top-ecommerce-stats-for-2020
   a) India – 19.9%
   b) Indonesia – 17.7%
   c) South Africa – 13.7%
   d) Mexico – 12.6%
   e) Turkey – 12%
   f) China – 12%
   g) Argentina – 11.4%
   h) Saudi Arabia – 11.3%
   i) Brazil – 10.7%
   j) Spain – 9.1%

80. Going global no longer requires a company to necessarily have a global presence: many customers across the world are looking outside their country’s borders for products. In fact, over a six month period conducted by Nielsen found that a majority of shoppers purchase from overseas businesses besides North American shoppers. (source: https://www.nielsen.com/us/en/insights/report/2016/global-connected-commerce/)

81. The retail trade in Europe is increasingly driven by e-commerce. In the five-year period between 2014 and 2018, the average share of online sales as a proportion of retail trade in
Europe went from 7.2 to 8.8 percent. (source: https://www.statista.com/statistics/315506/online-retail-sales-in-the-united-kingdom/)

82. Since 2012, the value of online retail sales in the UK rose from 22.24 to 76.04 in 2019. (source: https://www.statista.com/statistics/315506/online-retail-sales-in-the-united-kingdom/)

83. eCommerce is expected to nearly double to $4.5 trillion by 2021. (source: https://www.shopify.com/enterprise/global-ecommerce-statistics)

84. Though women are stereotypically pinned as shoppers, when it comes to online shopping, men dominate the stats, spending 28% more than women shopping online. (source: https://kinsta.com/blog/ecommerce-statistics/)

85. 43% of online shoppers have reported making purchases while in bed, 23% at the office, and 20% from the bathroom or while in the car. (source: https://kinsta.com/blog/ecommerce-statistics/)

86. 85% of customers start a purchase on one device and finish it on another. (source: https://www.thinkwithgoogle.com/consumer-insights/how-digital-connects-shoppers-to-local-stores/)


88. The preferred payment method used by shoppers varies around the world. Globally, credit cards are the preferred method of payment, being used in 53% of transactions, followed by digital payment systems (43%) and debit cards (38%). (source: https://www.shopify.com/enterprise/global-ecommerce-statistics)

89. Digital payment systems are the most preferred method in China and Western Europe, while cash-on-delivery is the go-to method for Eastern Europe, Africa, and the Middle East. (source: https://kinsta.com/blog/stripe-vs-paypal/)

90. More Americans already prefer online shopping than shopping in a physical store, with 51% percent clicking their way to making purchases. (source: https://www.bigcommerce.com/blog/ecommerce-trends/)

91. A total of 96% of Americans have made at least one online purchase in their life, with 80% doing so in the last month alone. However, Americans actually spend 64% of their budget in physical stores and only 36% online. (source: https://www.bigcommerce.com/blog/ecommerce-trends/)

92. China accounts for the largest B2C ecommerce market. (source: https://business.cornell.edu/hub/2020/02/18/impact-e-commerce-china-united-states/)

93. Research conducted by Frost and Sullivan predicted B2B ecommerce sales to reach $12 trillion globally by 2020, with China and the US leading the global market. (source: https://store.frost.com/future-of-b2b-online-retailing.html)

94. Conversion rate, the percentage of visitors to your website that complete a desired goal, is one of the most important metrics to track in online retail. (source: https://kinsta.com/learn/woocommerce-guide/)

95. Average ecommerce conversion rates range from 3% to 4%, with 43% of ecommerce traffic coming from organic Google searches. (source: https://www.wolfgangdigital.com/uploads/general/eComKPI2016-Public2.pdf)

96. PayPal transactions have 70% higher checkout rates than non-Paypal transactions. (source: https://www.paypalobjects.com/webstatic/mktgp/pdf/PayPal_Checkout_Best_Practices.pdf)
97. When it comes to making a purchase, 64% of customers find customer experience more important than price. (source: https://www.gartner.com/en/documents/2857722)


99. For companies with weak customer service, as it has been found that a moderate increase in customer service can yield an average of an $823 million increase over a 3 year period for a company with $1 billion in annual revenues. (source: https://experiencematters.blog/category/temkin-group-research/business-impact/)