



NEILPATEL

Emerging eCommerce Trends

HOW TO GET **MORE SALES FOR YOUR**
ECOMMERCE BUSINESS

1. In 2019, retail **e-commerce** sales worldwide amounted to 3.53 trillion US dollars and **e-retail revenues** are projected to grow to 6.54 trillion US dollars in 2022. (source: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>)
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.smartinsights.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/>)
6. **The biggest e-commerce store now is Amazon.** Second is eBay, followed by Apple, Walmart, and The Home Depot. (source: <https://www.creatingawebsitetoday.com/15-facts-about-ecommerce-thatll-keep/>)
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/>)
20. Mobile shopping hit \$2 billion for the first time on Cyber Monday in 2017. (source: <https://www.practicalecommerce.com/mobile-dominate-ecommerce-conversions>)
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 They 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/>)
52. In 2019, customer satisfaction with electronic retail increased from 80 to 81 points. (source: <https://www.statista.com/statistics/185760/us-customer-satisfaction-with-e-retail-since-2000/>)
53. Amazon accounted for 38.7 percent of U.S. retail e-commerce sales during February 2020. (source: <https://www.statista.com/statistics/274255/market-share-of-the-leading-retailers-in-us-e-commerce/>)
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/>)
62. In 2020, U.S. mobile retail revenues are expected to amount to 339.03 billion U.S. dollars, up from 207.15 billion U.S. dollars in 2018. (source: <https://www.statista.com/statistics/249855/mobile-retail-commerce-revenue-in-the-united-states/>)
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>)
- China - \$656.3
 - United States - \$500.47
 - United Kingdom - \$83.83
 - Japan - \$78.64
 - Germany - \$68.01
 - South Korea - \$62.69
 - France - \$45.54
 - India - \$29.47
 - Canada - \$28.63
 - Australia - \$19.33 (8)
79. Below are the top 10 countries in annual ecommerce growth forecast:
(source: <https://www.spaceshopcommerce.com/blog/top-ecommerce-stats-for-2020>)
- India – 19.9%
 - Indonesia – 17.7%
 - South Africa – 13.7%
 - Mexico – 12.6%
 - Turkey – 12%
 - China – 12%
 - Argentina – 11.4%
 - Saudi Arabia – 11.3%
 - Brazil – 10.7%
 - 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/>)
87. There is a rise in B2B ecommerce global sales in Eastern markets. (source: <https://www.statista.com/statistics/705614/global-b2b-e-commerce-gmv-region/>)
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/mktg/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>)
98. U.S. companies lose an average of \$62 billion annually due to poor customer service. (source: <https://www.vonage.com/resources/articles/the-62-billion-customer-service-scared-away-infographic/>)
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/>)
100. An inconvenient return policy deters 80% of shoppers. (source: <https://www.smartinsights.com/ecommerce/ecommerce-strategy/37-indispensable-ecommerce-stats-to-inform-your-2017-strategy/>)