

## Global ecommerce trends for 2022

In 2020, the COVID-19 pandemic fuelled the rapid acceleration of online buying worldwide. The global ecommerce market value amounts to \$4.89 trillion in 2021 and is expected to reach \$6.388 trillion by 2024.<sup>2</sup>

### KEY STATISTICS



## \$6t

In 2020 global retail ecommerce sales amounted to \$4.3 trillion and are expected to grow to \$6.4 trillion by 2024.<sup>1</sup>



## \$2.7t

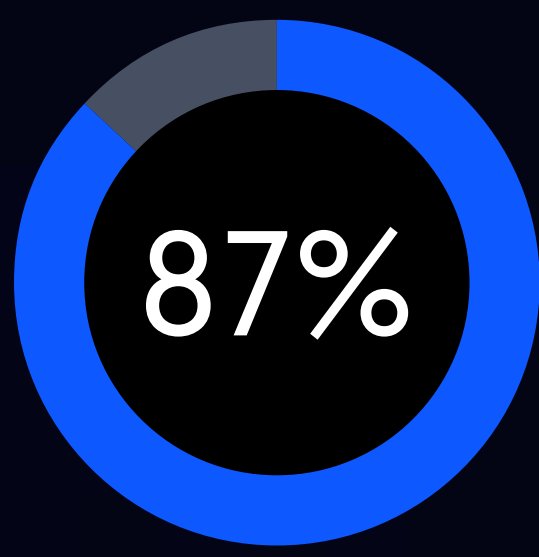
China, US and UK are the largest ecommerce markets globally reporting a total revenue of \$2.7 trillion, \$843 billion and \$169 billion in 2021 respectively.<sup>2</sup>



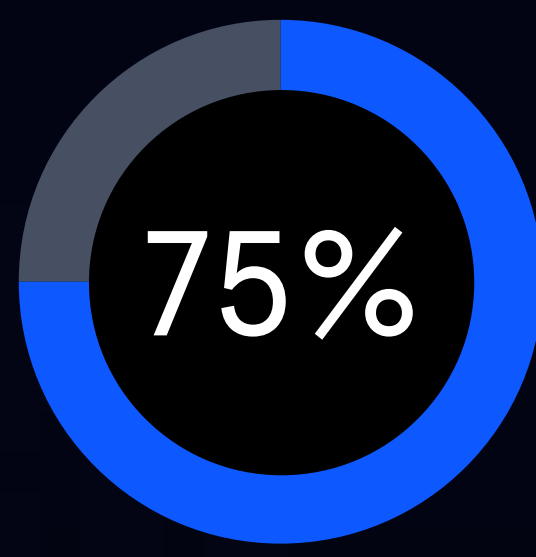
## \$25bn

The US livestream shopping market is expected to reach \$11 billion by the end of 2021 and \$25 billion by 2023.<sup>3</sup>

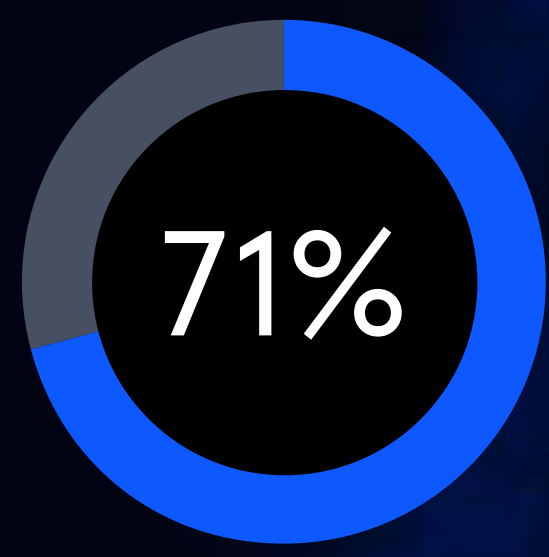
### INSIGHTS



About 87% of online shoppers say social media networks affect their purchase decision.<sup>4</sup>

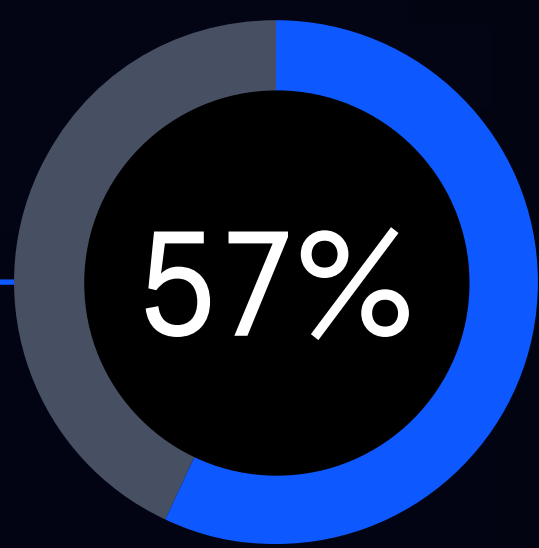


75% of consumers trust recommendations they see on social media, including both influencers and their social circles.<sup>5</sup>

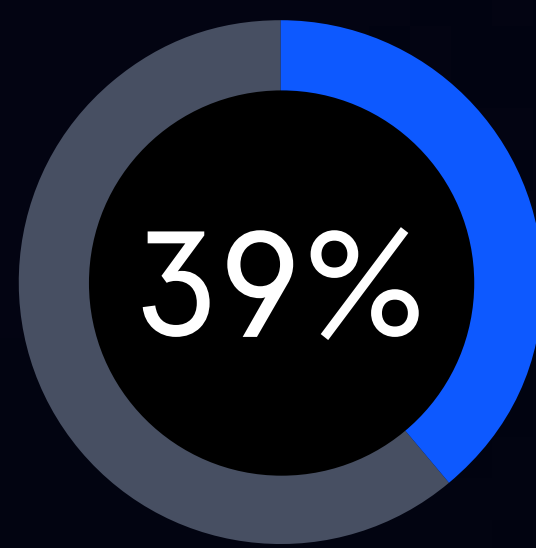


71% of European and UK consumers choose one online store over another because of its flexible delivery options.

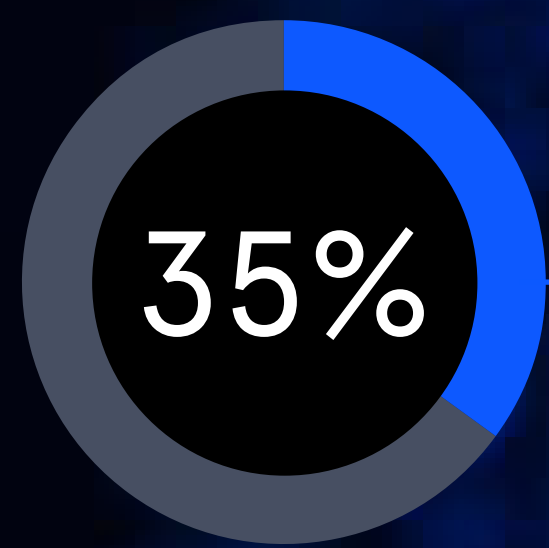
#### Standard delivery



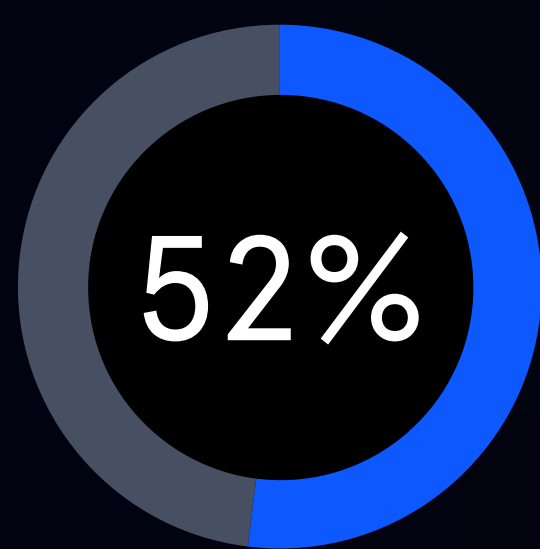
#### Nominated day delivery



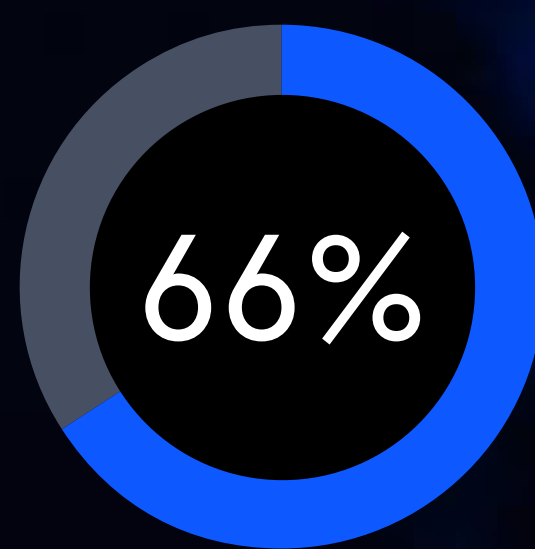
#### Next day delivery



Consumers' most preferred options are standard home delivery (57%), nominated day delivery (39%), and next day delivery (35%).<sup>6</sup>



52% of consumers worldwide choose to buy from one ecommerce site over another if its environmental impact of delivery is lower.<sup>6</sup>



66% of global consumers say they would like to try AR technology in the future.<sup>7</sup>

### KEY CONSUMER PREFERENCES AND EXPECTATIONS



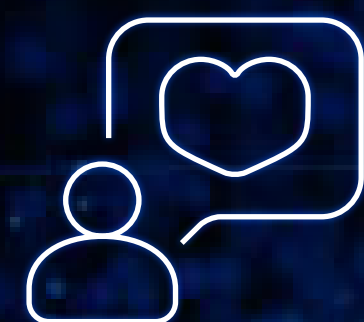
#### SHOP ONLINE

By 2025, 291 million US consumers will shop online.<sup>1</sup>



#### SUSTAINABILITY

46% of consumers say they would pay more to support a retail brand that takes visible actions towards sustainability.<sup>7</sup>



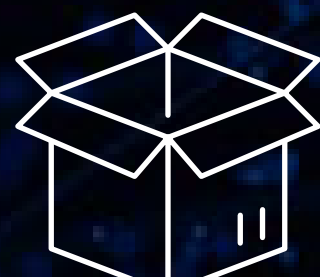
#### SOCIAL MEDIA

76% of US consumers have purchased a product they saw in a brand's social media post.<sup>8</sup>



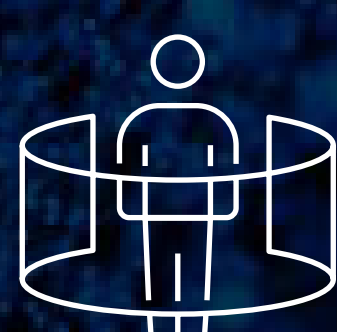
#### STAND FOR SOMETHING

52% of consumers say they are more attracted to buy from brands that stand for something bigger than just the products they sell.<sup>7</sup>



#### SHIPPING COSTS

68% of global consumers abandon their shopping cart when confronted with shipping costs that are deemed too high during checkout.<sup>5</sup>



#### AR EXPERIENCE

75% of consumers now expect retailers to offer AR experiences.<sup>9</sup>