

THG / INGENUITY

In 2021 the global ecommerce market will total \$4.89 trillion in 2021 and is expected to reach \$6.388 trillion by 2024 ¹.



China continues to lead the global ecommerce market, with total online sales of \$2.8 trillion in 2021.



The United States ecommerce market is forecast to reach over \$843 billion in 2021.



After China and the US, the third-largest ecommerce market is the United Kingdom with \$169 billion ecommerce sales in 2021 ².

KEY STATISTICS



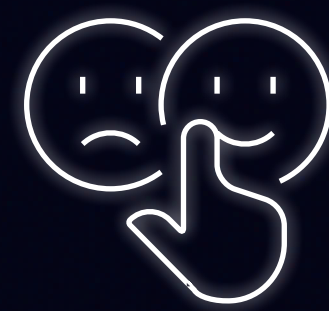
37%

of all online buyers visit retailer websites or apps prior to the moment of purchase ³.



81%

of consumers conduct online research before making a purchase online ⁴.



58%

of consumers stop buying from a brand because of poor customer experience ⁵.



66%

choose a retailer based on convenience, while only 47% choose a retailer based on price/value ⁶.



56%

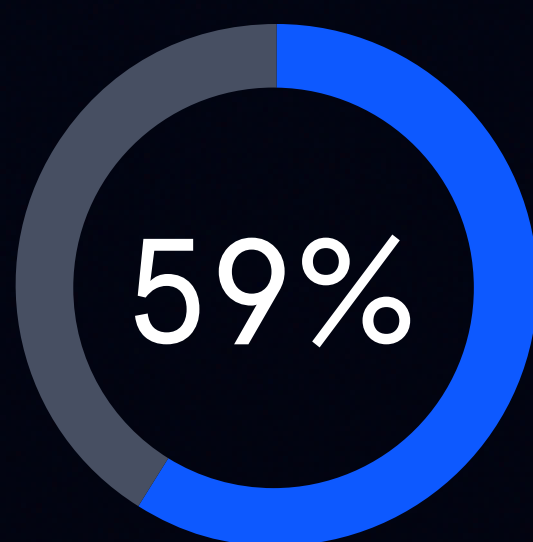
of ecommerce professionals are allocating funds to data and analytics, making it a top priority ⁷.



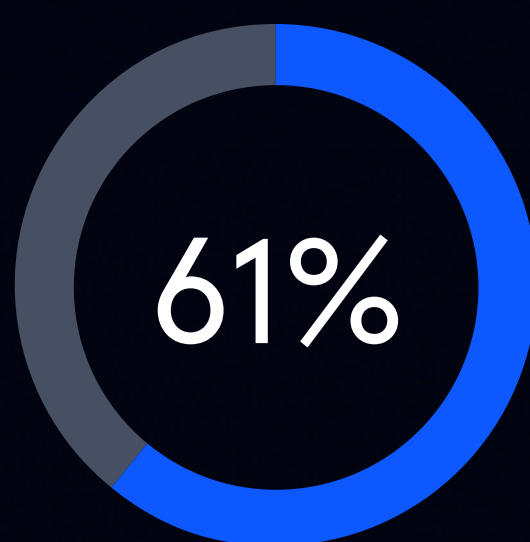
The number one reason people shop online is for free delivery ⁸.

INSIGHTS

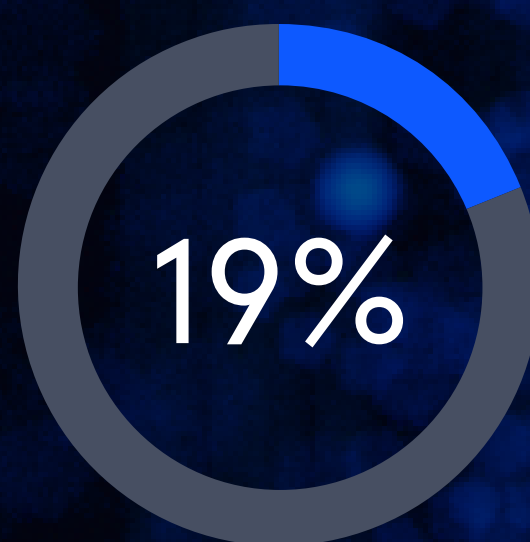
Social Commerce On The Rise



of online purchasers are aware of social commerce, and among those who are aware



are likely to purchase from social sites in the future. As social media platforms continue to gain influence, brands are taking note.



of industry professionals reporting significantly increasing their budgets for social media ads ⁹.



The power of product detail pages ¹⁰

45% visit a PDP at the time of purchase and 41% of those say PDPs have the biggest influence on their purchase ¹¹.



Prioritize mobile shopping experiences

Half of online consumers shop from mobile devices ¹². Consumers expect fast and responsive mobile experiences. Research shows that 53% of consumers abandon a site that takes longer than three seconds to load on mobile.

KEY CONSUMERS EXPECTATIONS



DELIVERY

Delivery becomes the cornerstone of experience. 68% of consumers say fast shipping would lead them to place an online order ¹³.



CUSTOMER SERVICE

Customer service continues to be a competitive advantage for brands. 68% of customers will recommend a brand to a friend because of great service ¹⁴.



TRUST & REPUTATION

46% of consumers say they would pay more to support a retail brand that takes visible actions towards sustainability ¹⁵.

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Contact us for more information on how we can support your business: contact@thgingenuity.com or follow our [LinkedIn page](#)

(1) eMarketer, (2) eMarketer, (3) Kantar, (4) Oberlo, (5) Oberlo, (6) Kantar, (7) Kantar, (8) Oberlo, (9) Kantar, (10) PDP, (11) Kantar, (12) Oberlo, (13) DigitalCommerce 360, (14) Gadly, (15) Accenture