

ECOMMERCE STATISTICS YOU NEED TO KNOW IN 2021

A collection of insights that will help you drive success for your online business.

eclipse



**LAST YEAR
CHANGED THE
ROLE OF
ECOMMERCE IN
OUR LIVES
FOREVER.**

ECOMMERCE STATISTICS YOU NEED TO KNOW IN 2021

THE COVID-19 PANDEMIC ACCELERATED THE SHIFT TO ECOMMERCE BY 5 YEARS.¹

Bricks and mortar retail has been facing decline for several years as people have slowly started the shift toward online shopping. The pandemic has brought this forward by about 5 years, leaving many ill-prepared for the change, but it was a change that has been coming for a while.

What we've found are statistics that cement that trend and offer insights for those wanting to take their business online and for those who want to grow their online business. Keeping up with shifting habits ensures that you're always staying competitive and innovative, offering the best for your customers.

Sources:
1. Techcrunch



ECOMMERCE IS IN HIGH DEMAND AND IT IS THE FIRST PLACE PEOPLE GO.

In 2021, there will be more than **2.14 Billion** digital buyers worldwide, up from **1.66 Billion** in 2016.¹

UK eCommerce Statistics predicated that by 2020, the value of goods purchased online and picked up in retail locations across the country will have increased by **78%**.²

89% of buyers search online during a B2B purchase.³

Sources:

1. Statista
2. Ovum's The Future of E-commerce: The Road to 2026
3. Research Gate

PEOPLE ACROSS THE WORLD WANT TO BUY FROM YOU.

268 Million consumers in Europe shop online, and **200 Million** European consumers buy from abroad electronically.¹

An average of **57%** of online shoppers make purchases from overseas retailers.²

Source:
1. PostNord
2. Shopify

Mobile payments are becoming mainstream and will have passed the **50%** milestone in most markets by 2026.¹

Mobile commerce will make up **more than half** of all US retail ecommerce in 2021.²

8 out of 10 mobile users look for local businesses online.³

67% of consumers have downloaded a retailer app.⁴

30% of Instagram users have bought something they first spotted on Instagram.⁵

MOBILE IS BECOMING THE BUYERS PREFERRED WAY TO BUY.

Sources:

1. Ovum's The Future of E-commerce: The Road to 2026
2. Statista
3. Research Gate
4. Synchrony
5. Yotpo

BEING AWARE OF BUYER BEHAVIOUR MEANS YOU'LL ALWAYS BE PREPARED

52% of people who switched to online shopping for groceries said they wouldn't switch back.¹

A Shopify article indicates that almost **61%** of surveyed shoppers didn't complete a purchase because trust logos were missing.²

50% of shoppers report abandoning a transaction due to extra costs, such as shipping fees.³

49% of consumers would rather shop online if they had a money-back guarantee for products that don't match what they ordered.⁴

Sources:

1. PYMNTS
2. Medium
3. Baymard Institute
4. Nielsen

OTHER STATISTICS WE FOUND.

More than **60%** of millennials and generation Z-ers are likely to complete transactions on their mobile devices.¹

As many as **18%** of local searches lead to a sale within 24 hours.²

Consumers indicate that they are purchasing entertainment (**61%**) and services (**56%**) categories more often online than in-store.³

75% of users take an action after seeing a business post on Instagram (i.e. visit a website, search, shop or tell a friend).⁴

40% of consumers will leave a page that takes longer than three seconds to load.⁵

61% of consumers say they'll continue spending more online once the pandemic ends.⁶

Mobile searches result in almost **immediate action** compared to 70% of desktop searches usually leaving about a month before action is taken.⁷

Sources:

1. Visenze
2. Research Gate
3. Nielsen
4. Instagram
5. Google
6. SAP
7. Mobile Marketer

THE LONG AND SHORT OF IT

The future of retail is firmly cemented in an omnichannel approach, with online taking the lead.

We think the statistics somewhat talk for themselves and the evidence for not only getting online but also keeping up with shifting buying habits is going to be the cornerstone to the success of your business.

The coming future of retail is going to be fundamentally shifted toward being online. The benefits are wide-reaching and for many businesses, the sole reason they have been able to survive up till now is a direct result of their being able to continue to sell online and whilst able, to give customers the option to click and collect.



THE GOOD NEWS IS WE'RE HERE
TO HELP.

WE'VE BEEN BUILDING DIGITAL EXPERIENCES FOR A LONG TIME AND WE PRIDE OURSELVES ON MAKING THEM BEAUTIFULLY SIMPLE.

We unlock your trading potential, creating and supporting beautifully simple sites that are functionally rich and continually perform way above expectations.

Our clients enjoy seamless access to the best analysts, experts and technical resources in the sector. We're proud of what we do and we're incredibly good at it (and it's not just us saying that).

Our Experience team works with clients every day to test their sites and work to create a better conversion rate for them and we've got specialist teams that advise and then action Design, UX & UI for your digital storefront. We've also got geniuses to work with you on how to drive brand engagement, solicit positive sentiment, strengthen your content marketing, SEO & PPC.

Reach out to us and we can discuss how we can help you move with the shift change, maximise the opportunity and support you and help make sure that your business lives long into the future. No matter your size or specific industry vertical, our mission is to see you succeed.

ECLIPSE

The New Barn, Hurley Hall,
Atherstone,
Warwickshire, CV9 2HT

Website: www.eclipsegroup.co.uk

Tel: +44 (0)1827 871 000

Email: hello@eclipsegroup.co.uk

eclipse

eclipse