

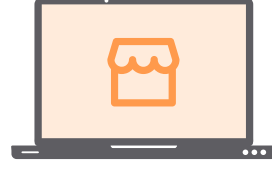


What you should know about E-Commerce Trends

Personalised shopping



71% of consumers expect companies to deliver personalised interactions



76% get frustrated when this doesn't happen


Personalisation brings 

40% more revenue and make companies grow faster than those who don't offer personalisation

SOURCE

<https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying>

Live shopping

In the US, e-commerce revenue created from live online shopping will increase threefold, reaching **\$35 billion**¹ By 2024 



Over **40%** of consumers show interest in buying electronics during livestreams²



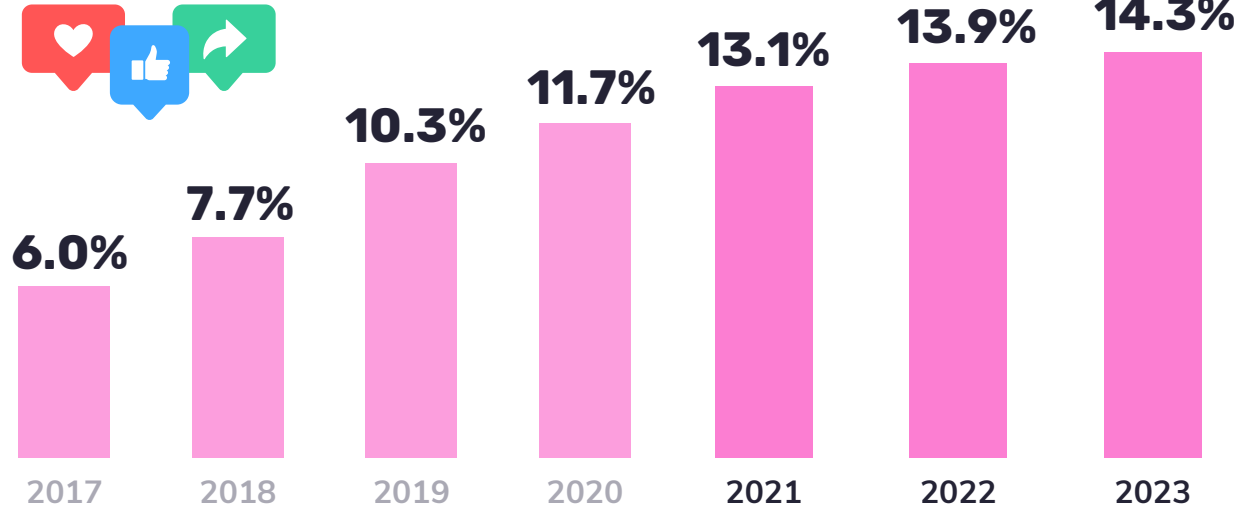
34% of consumers would be interested in fashion shopping via social media live streaming³

SOURCE

¹ <https://www.statista.com/statistics/1276120/livestream-e-commerce-sales-united-states>

^{2,3} <https://www.statista.com/statistics/1277172/interest-live-commerce-europe-by-category>

Social commerce



Social commerce in China

The percentage of total e-commerce sales from social commerce

SOURCE

<https://www.insiderintelligence.com/chart/243527/social-commerce-penetration-china-us-2017-2023-of-total-retail-ecommerce-sales>

Role of video

70% of European consumers are interested in at least one form of shoppertainment¹

Benefits of interactive videos²



47%

longer viewing time than regular videos



32%

more memorable than a regular video ad



9x higher

impact on purchase intent than non-interactive ones



~73% of consumers are more likely to purchase after watching a product video.³

SOURCE

¹ <https://az-new-oss-bkt.oss-us-west-1.aliyuncs.com/uploads/2021/02/Shoppertainment-Is-Landing-In-Europe1.pdf>

² Magna, a media strategy group of ad giant IPG Media Lab

³ <https://animoto.com/blog/business/small-business-video-infographic>

Online luxury shopping

2020



23% of luxury goods transactions took place online¹

Women aged 25–34 are the most frequent visitors to online luxury stores²

April 2019



April 2020

Sales went up by **209%**³



SOURCE

¹ <https://www.cnbc.com/2020/11/18/china-to-become-the-worlds-biggest-luxury-market-by-2025-bain-says.html>

^{2,3} <https://savemycent.com/ecommerce-growth-statistics>