

Statistics

Worldwide revenue is expected to rise from \$481.2 billions to \$712.9 billion by 2022

Average revenue per user (ARPU) is expected to rise from \$270 to \$301 by 2022

Majority age groups are 16-24 and 25-34

Men Spend 68% more online than women

On average, men spend \$220 per transaction compared to \$151 per transaction for women

Generation X shop more online than baby boomers and millennials

Mobile accounts for 45% of online orders, compared to 61% for desktop

Trends

Personalization - 75% of consumers prefer personalize messaging, offers, and experiences

Social - product-centric content, influencer marketing, micro-influencers

Technology - online sizing, onsite search, higher level of automation

Pain Points

Unexpected extra costs

Poor customer service

Checkout process is hard

Site navigation is complicated