

SAMPLE REPORT


Volume 1:

Global E-Commerce and Payments 2025

yStats.com: Global E-Commerce
& Payments Compendium

Compendium reference, part of a six-volume series covering
global and regional trends in E-Commerce and digital payments.

This volume includes only global-level charts and insights.
Volumes 2–6 will provide regional and country-specific data.

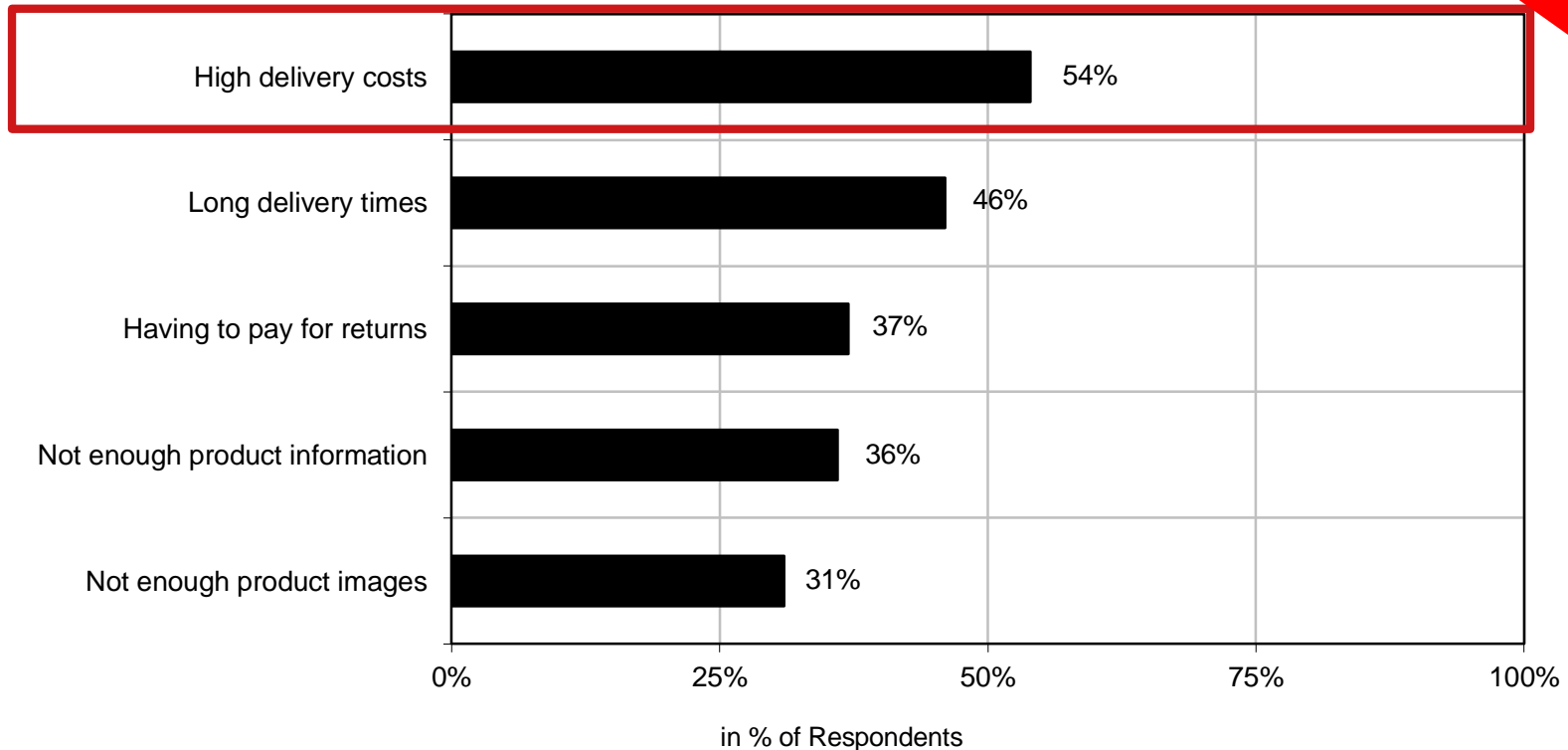


PUBLISHED: AUGUST 2025

Sample Report

“High delivery costs” are the top frustration for online shoppers globally, cited by 54% of respondents in 2024.

Global: Online Shopper Frustrations, in % of Respondents, 2024



Note: does not add up to 100% due to the nature of the data

Definition: respondents were required to have made at least one purchase online within the three months before the survey

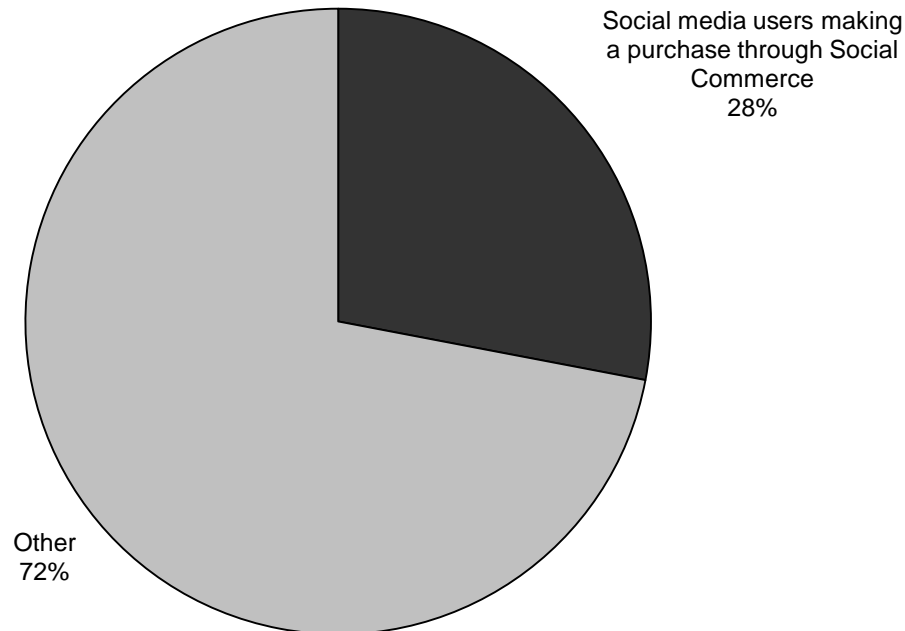
Survey: Based on a survey of 12,000 shoppers across 24 countries; question asked: “What frustrates online shoppers the most?”; the countries chosen for this survey represent some of the most active E-Commerce markets across the globe; respondents were offered multiple-choice options for this question

Source: DHL, September 2024

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In 2024, 28% of social media users are making purchases through Social Commerce.

Global: Social Media Users Making A Purchase Through Social Commerce, in %, 2024



Note: Shown to respondents who have used indicated social media platform in the past month

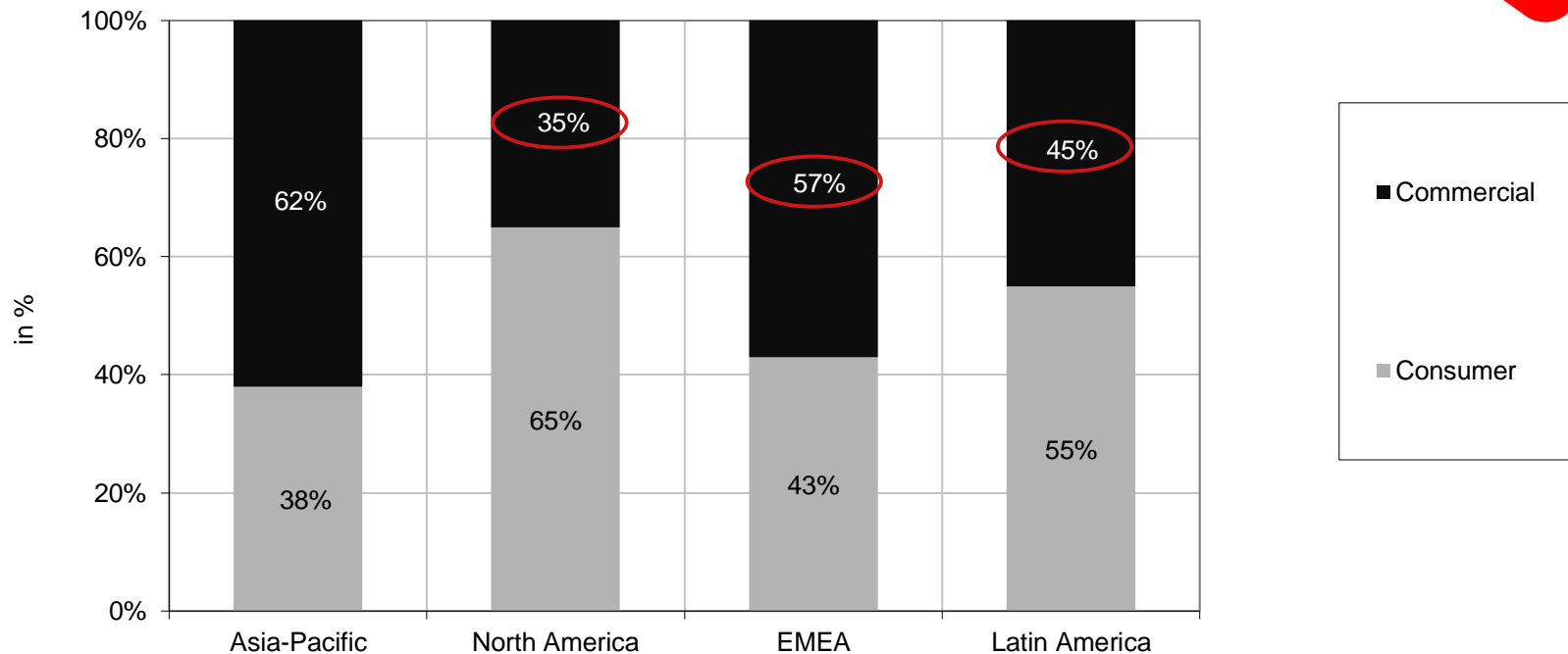
Survey: Based on Voice of the Consumer: Digital Survey of 20,056, conducted from February to March 2024, question asked "Which of the following brand or shopping related activities if any have you done in the past month on the following social

Source: Euromonitor International, February to March 2024

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In 2023, consumer payments accounted for 57% in EMEA, 45% in Latin America and 35% in North America.

Global: Payments Revenue by Type, Commercial & Consumer in %, by Region, 2023

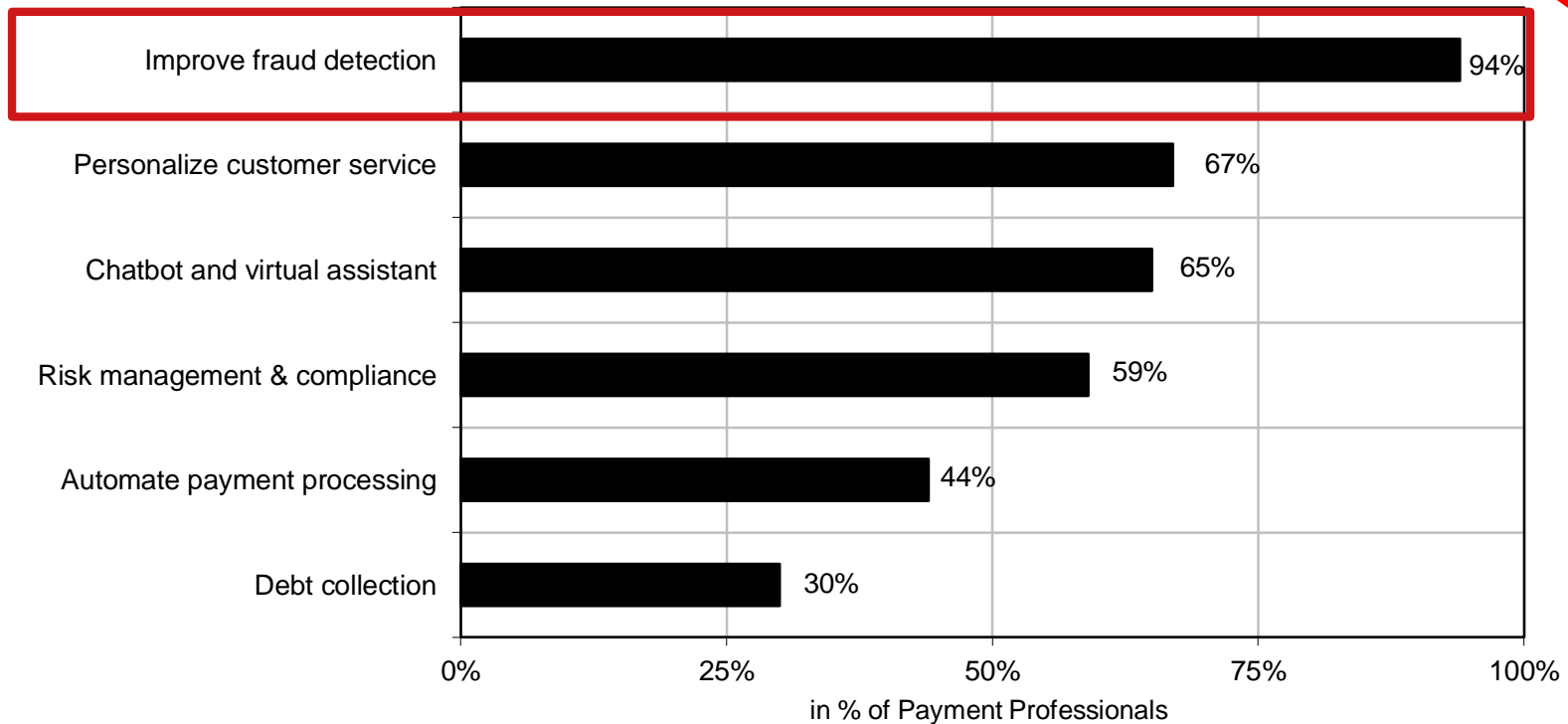


Note: Figures may not sum to 100%, because of rounding; 1 Cross-border payment services (B2B, B2C). 2 Net interest income on current accounts and overdrafts. 3 Fee revenues on domestic payment transactions and account maintenance (excluding credit cards). 4 Remittance services and C2B cross-border payment services

Source: McKinsey Global Payments Map, October 2024

An estimated 94% of global payment professionals state “improve fraud detection” as top use case of AI and machine learning in payments in 2023.

Global: Use Cases of AI and Machine Learning in Payments, in % of Payment Professionals, November 2023



Note: does not add up to 100% due to multiple answers possible
Survey: based on a survey of 100+ senior payment professionals
Source: Edgar, Dunn & Company cited by ThePaypers, November 2023

Sample Report

Leveraging Artificial Intelligence to drive industry transformation while addressing critical challenges for sustainable growth, innovation, and ethical adoption.

Global: AI-Driven Transformation, Unlocking Opportunities and Addressing Challenges, June 2025

Key Challenges Reshaping the Future of Payments

- The payments sector is predicted to face four major obstacles in 2025 that will determine its course. Maintaining customer trust in the ethical use of AI necessitates consistent definitions, coherent regulations, and protections against algorithmic bias, as IBS Intelligence highlighted. The quick development of digital assets additionally requires a legal framework that permits innovation while guaranteeing correct classification, consumer protection, and conformity with current financial regulations. Growing worries about data privacy demands more openness about data use and unified, principles-based legislation. Furthermore, the creation of safe, compatible systems and inclusive regulations that provide access to marginalized people are essential to the growth of open banking. Addressing these challenges jointly will likely be essential to promoting a robust, safe, and fair payments ecosystem.

From Automation to Innovation: AI's Role in Business Transformation

- By automating repetitive processes, improving decision-making accuracy, and opening up new revenue sources, artificial intelligence is quickly changing a variety of industries, including manufacturing, banking, logistics, and customer service. Artificial intelligence (AI) has the potential to reduce operating expenses by up to 20% and produce long-term productivity improvements of about 20% to 30% when properly matched with well-defined business objectives and backed by efficient change-management procedures. Success requires treating AI as a strategic capability, not a quick fix, through investments in workforce readiness, reliable data infrastructure, and collaboration between technical and business teams. Under the right conditions, AI becomes a powerful engine for growth, competitiveness, and long-term value creation, as noted by Forbes.

Human-Centered AI Adoption Key to Sustainable Productivity

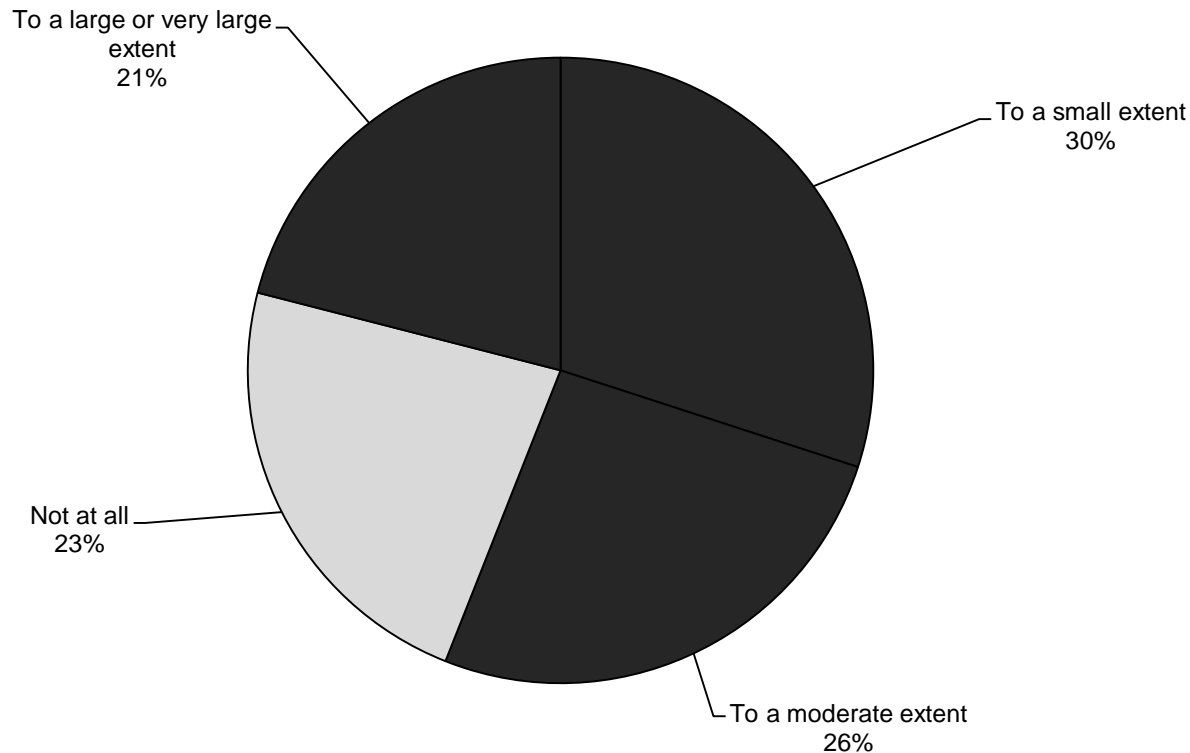
- Even while artificial intelligence (AI) has a lot of potential to increase productivity, especially in industries like healthcare, insurance, and logistics, achieving these benefits will take more than just financial investment in technology, according to Mercer. Strategic work redesign, modernized productivity metrics, effective workforce transitions, and attention to employee well-being are essential for sustainable productivity gains. Poorly governed AI adoption risks burnout, talent misalignment, and missed long-term value. Successful organizations will take a tech-enabled, human-centered approach that blends AI with modern work practices, clear communication, and holistic performance evaluation.

Source: Forbes, May 2025; Mercer, 2024; IBS Intelligence, January 2025

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In 2025, 77% of employees report AI adoption across all levels and functions, signaling a mainstream shift in workplace technology

Global: Organizational Use of AI by Extent of Task Integration, in % of Employees, 2025



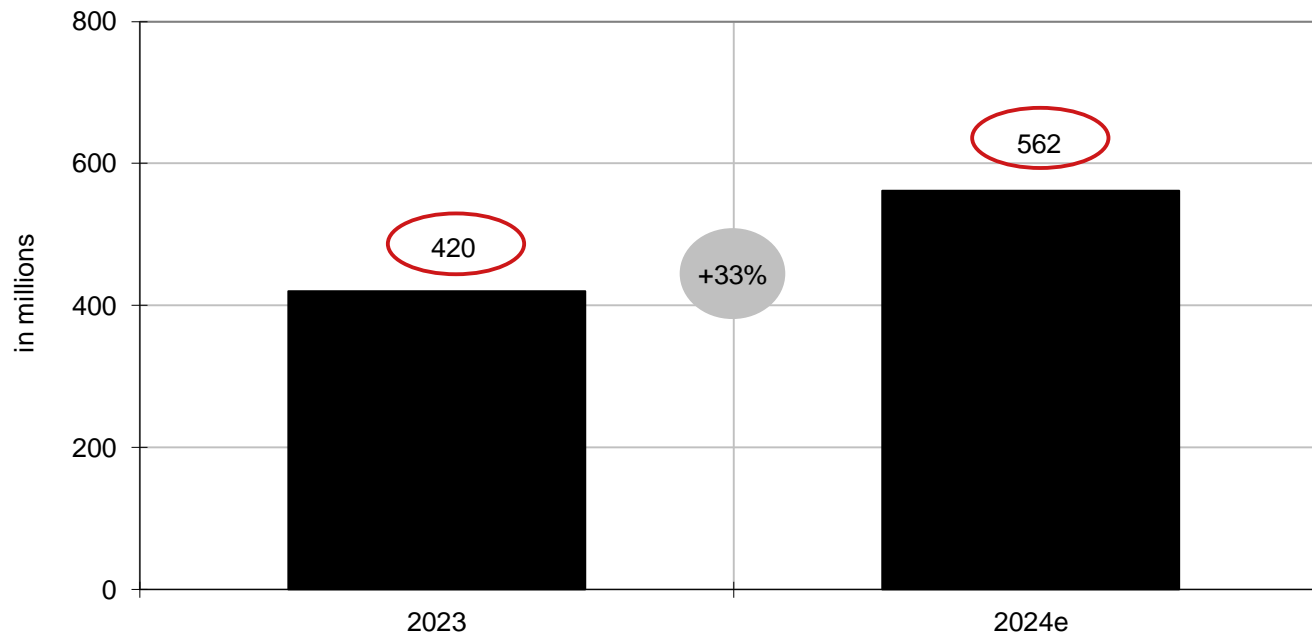
Survey: Based on a survey conducted between November 2024 and mid-January 2025, with approximately 48,000 participants across 47 countries; Question asked: 'To what extent is AI used in the organization you work for?'

Source: KPMG, 2025

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The number of cryptocurrency owners worldwide increased from 420 million in 2023 to an estimated 562 million in 2024.

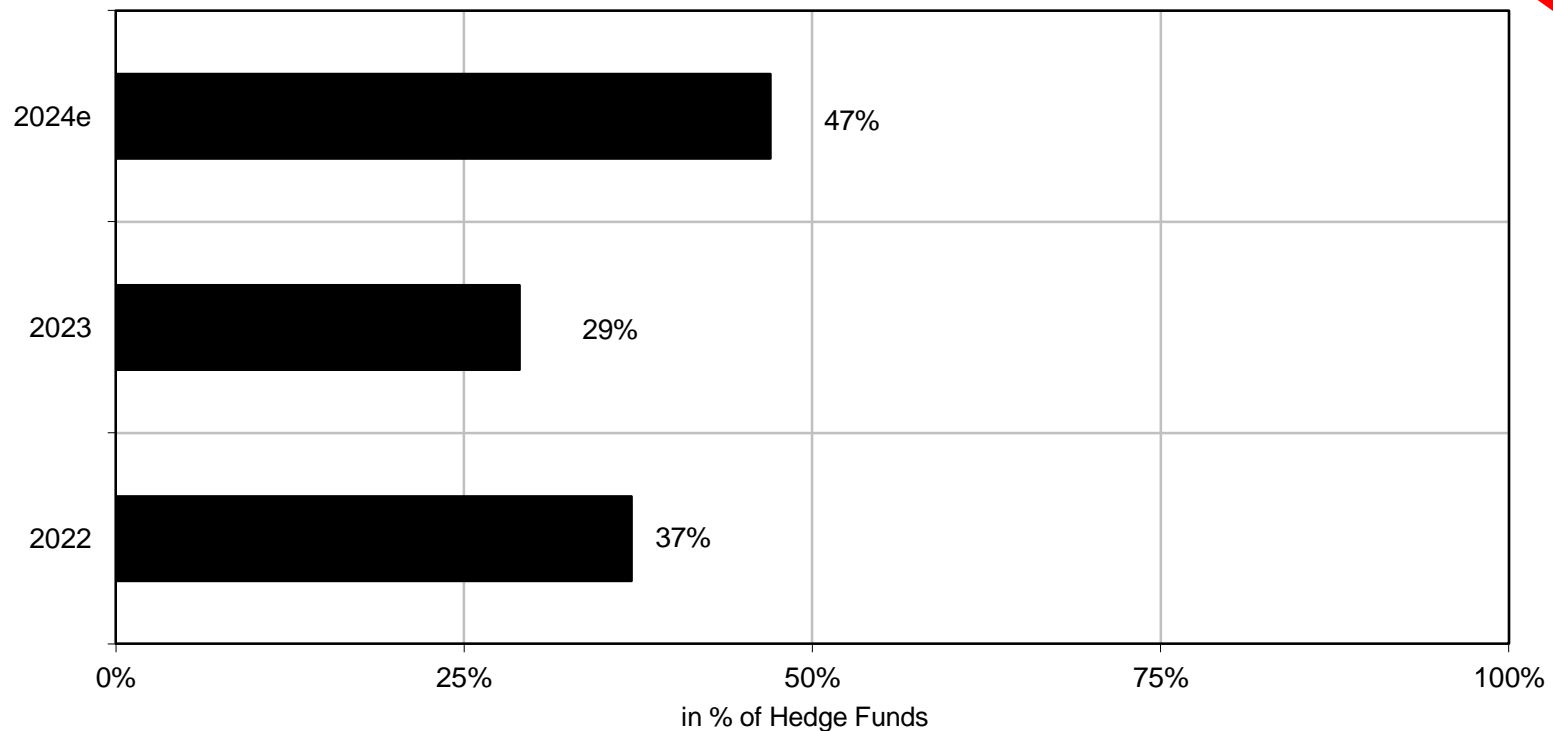
Global: Number of Cryptocurrency Owners, in millions, 2023 & 2024e



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An estimated 47% of traditional hedge fund respondents have exposure to digital assets in 2024, up from 29% in 2023 and 37% in 2022.

Global: Share of Traditional Hedge Funds That Have Exposure to Digital Assets, in % of Hedge Funds, 2022, 2023, 2024e

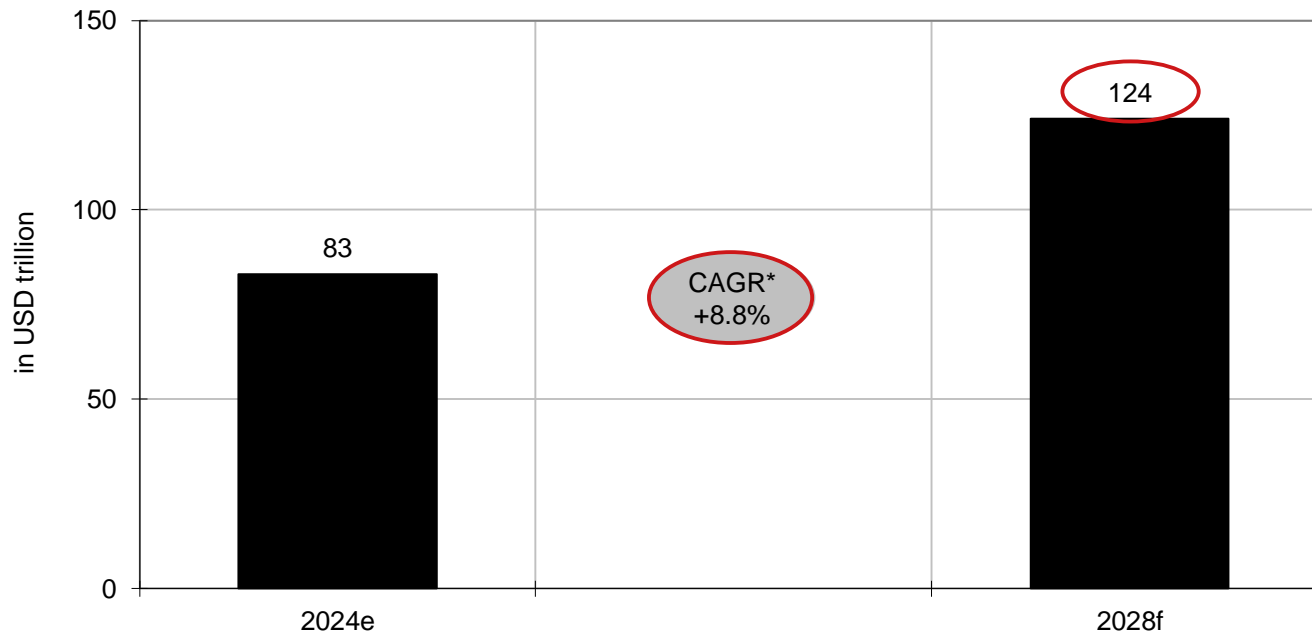


Note: does not add up to 100% due to the nature of the data
Survey: based on a survey of 100 hedge funds from both traditional (42%) and digital asset focused hedge funds (58%); conducted in Q2 2024
Source: PwC, October 2024

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By 2028, the global B2B payment value is forecasted to reach 124 trillion (EUR 115 trillion), growing at a +8.8% CAGR in USD

Global: B2B Payment Value, in USD trillion, 2024e & 2028f

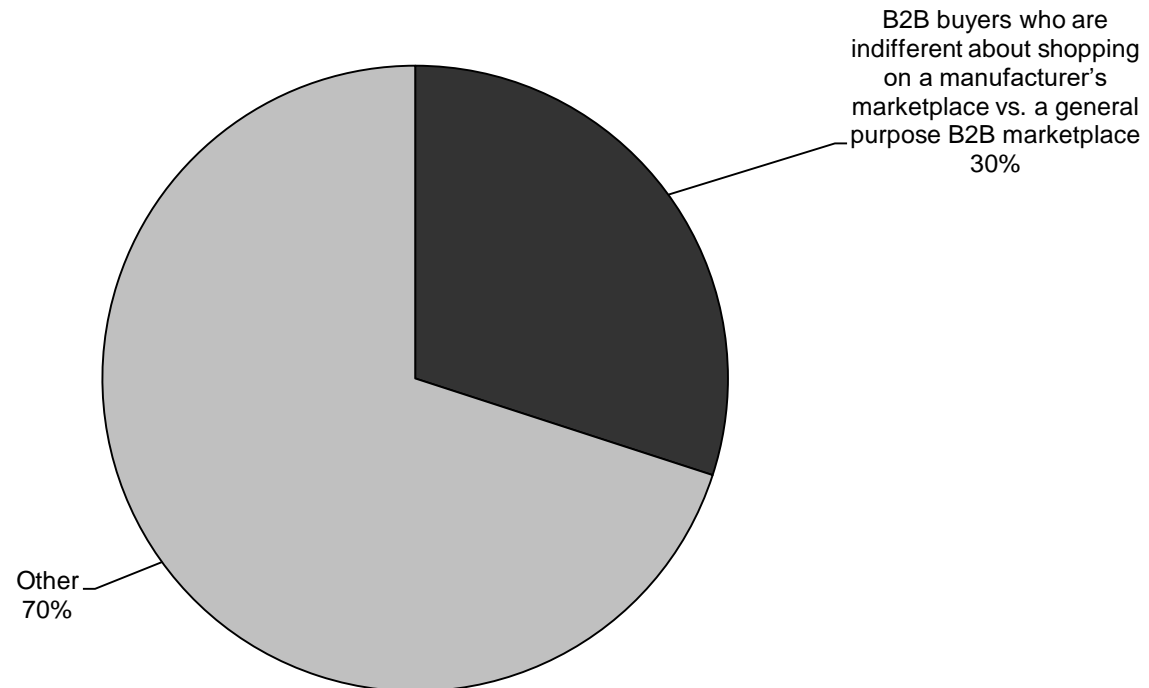


Note: *value was calculated using the data provided by the source; the exchange rate applied in the action title is the average rate for the past 12 months to June 2024: USD 1 = EUR 0.9240

Source: Juniper Research, May 2024

As of a 2024 estimation, 30% of global B2B buyers are indifferent about buying on a manufacturer's marketplace vs. a general B2B marketplace.

Global: Share of B2B Buyers Who Are Indifferent About Shopping On a Manufacturer's Marketplace vs. General Purpose B2B Marketplace, in %, 2024e



Survey: based on a survey of 266 B2B buyers
Source: Forrester cited by BCG, June 2024

PREFACE

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OBJECTIVE

20%

RELIABLE

A LIST OF ADVANTAGES

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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum accuracy for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- This report provides a comprehensive analysis of the global E-Commerce and digital payments landscape, covering both consumer and business sectors. It examines the ongoing transformation of digital commerce, with particular emphasis on the shift toward omnichannel strategies and the rapid growth of cross-border online trade. The study highlights the increasing dominance of non-cash transactions and the emergence of digital-first payment experiences, underscoring how innovation is reshaping the payments ecosystem.
- The report explores the role of artificial intelligence in optimizing customer experience, streamlining operations, and enhancing decision-making processes. It assesses AI's impact on personalization, automation, fraud prevention, and cost efficiency across commerce and payments. Blockchain and cryptocurrency developments are also analyzed, focusing on their influence on transparency, trust, and security in digital transactions. In addition, the research investigates the digitalization of procurement, sales, and buyer journeys in B2B environments, highlighting the growing importance of platform-based economies in global trade.

Report Structure

- The report begins with key takeaways, providing concise highlights of the most important insights from each major section. Following this is a management summary, offering a high-level synthesis of the report's findings and outlining the strategic implications for senior decision-makers.
- The first analytical section presents a global B2C E-Commerce overview, covering consumer market trends, behavioral shifts, and the expansion of social and cross-border commerce. This is followed by a detailed analysis of the digital payments ecosystem, examining revenue trends and the role of AI in transforming payment services. The next section focuses on AI and automation in commerce, exploring adoption across operations, customer engagement, and governance frameworks. The report then investigates blockchain and cryptocurrency trends, including market developments, institutional investment, and patterns of consumer adoption. The final section addresses B2B E-Commerce and digital trade, analyzing the digitization of procurement and sales processes, platform usage, and evolving buyer behavior in global business environments.

TABLE OF CONTENTS (1 OF 2)

Sample Report

1. Management Summary

2. Key Takeaways

3. Global B2C E-Commerce Overview

3.1. E-Commerce Market Size, Growth & Sales Channels

- Global: Overview of Retail & E-Commerce Sales Market, January 2025
- Global: Retail E-Commerce Share, in % of Total Retail Sales, 2021–2027f
- Global: Retail E-Commerce Sales, in USD trillion, in % Year-on-Year Change, 2021-2027f
- Global: Retail E-Commerce Share, in % of Total Retail Sales, 2022–2028f
- Global: Retail E-Commerce Sales, in USD trillion, in % Year-on-Year Change, 2022-2028f
- Global: Overview of Online Retail Sales Market, January 2025
- Global: Online Retail Sales as a Share of Total Retail Sales, in %, 2028f
- Global: Online Retail Sales, in USD trillion, 2023 & 2028f

3.2. Shopper Experience & Digital Behavior

- Global: E-Commerce Shopping Trends, January 2025
- Global: Online Shopper Frustrations, in % of Respondents, 2024
- Global: Online Shopper Experience Improvements, in % of Respondents, 2024
- Global: Important Benefits for Online Shoppers, in % of Respondents, 2024
- Global: Social Media Platforms Purchased From, by Online Shoppers, in % of Respondents, 2024
- Global: Most Popular Countries for Shopping on Each Social Media Platform, February 2023
- Global: Online Marketplace Usage, in % of Respondents, 2024
- Global: Online Shopper Preferences for Account Creation, in % of Respondents, 2024
- Global: Reasons for Online Shopping Cart Abandonment, in % of Respondents, 2024
- Global: Importance of Delivery Providers in Online Shopping Decisions, by Country, in % of Respondents, 2024 (1 of 2)
- Global: Importance of Delivery Providers in Online Shopping Decisions, by Country, in % of Respondents, 2024 (2 of 2)

TABLE OF CONTENTS (2 OF 2)

Sample Report

3.3. Social Commerce & Cross-Border Shopping

- Global: Social Media Users Making A Purchase Through Social Commerce, in %, 2024
- Global: Baby Boomers Using Social Media For Brand Discovery, in %, 2024
- Global: Millennials Making Purchases on TikTok, in %, November 2024
- Global: Most Popular Countries for Buying Items from Abroad, in % of Respondents, 2024
- Global: Share of Online Shoppers Buying from Retailers in Other Countries, in % of Respondents, 2024
- Global: Share of Social Media Shoppers Buying From Retailers In Other Countries, in % of Respondents, 2024
- Global: Share of Shoppers Under 45 Buying From Retailers In Other Countries, in % of Respondents, 2024
- Global: Social Media Shopping Frequency, in % of Respondents, 2024
- Global: Cross-Border Shopping Destinations, in % of Cross-Border Shoppers, 2024
- Global: Top Categories for Cross-Border Purchases, in % of Cross-Border Shoppers, 2024
- Global: Shoppers Reasons for Buying from Abroad, in % of Respondents, 2024
- Global: Shoppers Reasons for Not Buying from Abroad, in % of Respondents, 2024

4. Global Digital Payments Ecosystem

4.1. Digital Payments Market Overview & Revenue Insights

- Global: Digital Payments Adoption, Innovations and Consumer Preferences, January 2025 (Part 1 of 2)
- Global: Digital Payments Adoption, Innovations and Consumer Preferences, January 2025 (Part 2 of 2)
- Global: Digital Mobility Payments and Market Growth Overview, January 2025
- Global: Total Non-cash Transactions Volume, in volume trillions, 2018 & 2021-2024e & 2028f
- Global: Total B2B Non-cash Transactions Volume, in volume billions, 2018 & 2021-2024e & 2028f
- Global: Payments Revenue Value, in USD trillion, 2013, 2018, 2020- 2023, 2028f
- Global: Payments Revenue by Type, Commercial & Consumer in %, 2023
- Global: Payments Revenue by Type, Commercial & Consumer in %, by Region, 2023
- Global: Payments Revenue by Type, Commercial & Consumer in %, by Region, by Payment Type, 2023
- Global: Payment Revenue Value, in USD trillion, 2027f
- Global: Online Payment Methods Preferred by Shoppers, in % of Respondents, 2024
- Global: Payment Mix: New Payments vs Traditional Payments, In % of transaction volume, 2023 & 2028f
- Global: Organizations Accepting Payment Methods, by Type, in %, 2022 & 2024
- Global: Payment Type Transactions, by Quarter, in % Year-Over-Year Change, Q4 2022 - Q3 2023

TABLE OF CONTENTS (3 OF 4)

Sample Report

4.2. AI-Driven Transformation in Payments

- Global: Overview of AI Use in Payments, June 2024 (1 of 3)
- Global: Overview of AI Use in Payments, December 2023 (2 of 3)
- Global: Overview of AI Use in Payments, December 2023 (3 of 3)
- Global: Overview of AI and Machine Learning in Payments, December 2023 (1 of 2)
- Global: AI-Driven Fraud Prevention and Risk Management in Financial Services, January 2025
- Global: AI-Optimized Payments, Risk Management, and Customer Experience, January 2025
- Global: AI Collaboration and Future Innovations in Payments, January 2025
- Global: Overview of AI and Machine Learning in Payments, December 2023 (2 of 2)
- Global: Visa AI Use Cases in Tokenized Payments, Digital Identity & Agentic Commerce, June 2025
- Global: AI and Crypto Applications Tackle Cart Abandonment and Digital Checkout Friction, June 2025
- Global: Challenges And Risks of AI Use in the B2C E-Commerce And Online Payments Industry, June 2024
- Global: Use Cases of AI and Machine Learning in Payments, in % of Payment Professionals, 2023e
- Global: Top Challenges With Applying Generative AI in Banking, in % of C-Suite Executives, October 2023
- Global: Value of AI in Payments, in USD billion, 2023 & 2031f

5 Global AI & Automation in Commerce

5.1. AI Adoption & Investment Landscape

- Global: AI-Driven Transformation, Unlocking Opportunities and Addressing Challenges, June 2025
- Global: Technology Market Size and Year-over-Year Growth, in USD trillions, 2024 & 2025f
- Global: Growth of AI in Fintech Market, in USD billions, 2025 & 2030f
- Global: Generative AI Market Size, in USD billions, 2025 & 2030f
- Global: AI Investment Intentions by Spending Range, in % of Companies, 2025
- Global: Share of AI Investment by Strategic Focus Area, in % of Leading Companies, 2024
- Global: Share of AI Investment by Strategic Focus Area, in % of Respondents, 2024
- Global: Adoption of New Technologies, in % of C-Suite Respondents, 2024
- Global: Gen AI Adoption Teams by Organization Size, in % of Respondents, 2024
- Global: Senior Leaders Driving Gen AI Adoption by Organization Size, in % of Respondents, 2024
- Global: Organizations With Defined Roadmaps for Gen AI Adoption by Organization Size, in % of Respondents, 2024

TABLE OF CONTENTS (4 OF 10)

Sample Report

5.1. AI Adoption & Investment Landscape (Continued)

- Global: Spend by Banks on Generative AI, in USD billion, 2024e & 2030f
- Global: Breakdown of Financial Service Companies' Primary Strategy for Use of AI and ML, in %, Q1 2023
- Global: Share of Financial Institutions Eyeing Generative AI Use For Fighting Fraud, in %, 2024e

5.2. AI Integration in Enterprise Operations

- Global: Driving Innovation Through Autonomous AI and Integrated Technologies, June 2025
- Global: Key Trends Driving the Future of Payments, June 2025
- Global: AI Use in One or More Business Functions, in % of Respondent Organizations, 2021 & 2H 2024
- Global: Organizational Use of AI by Extent of Task Integration, in % of Employees, 2025
- Global: Frequency of Intentional Use of AI Tools, in % of respondents, 2025
- Global: Types of AI Tools Intentionally Used at Work, in % of usage, 2025
- Global: Share of Employees and Organizations Reporting AI Use at Work, in % of Respondents, 2022 & 2024
- Global: Workplace Adoption Trends, Productivity Benefits, and Governance Risks in AI Use, June 2025
- Global: Demographic Variation, Passive Use, and Limited Recognition of AI, June 2025
- Global: Sector AI Maturity, Regional Adoption Patterns, and Strategic Business Transformation, June 2025
- Global: Advancing Payment Security and Efficiency, June 2025
- Global: AI in Transaction Monitoring, Identity Verification, and Payment Optimization, June 2025
- Global: B2B Payments with Embedded Finance, APIs, AI, and Credit Tools, June 2025
- Global: Key Barriers to AI Implementation in Finance, June 2025
- Global: Key Developments in Agentic and Generative AI across Banking Segments, June 2025
- Global: Consumer Openness to Generative AI in Shopping, in % of Consumers, 2024
- Global: Consumer Openness to Generative AI in Shopping, in % of Consumers, 2024
- Global: Consumer Interest in AI E-Commerce Features, in % of Respondents, 2025
- Global: Key Applications of AI in Amazon's Logistics Operations, June 2025
- Global: Enabling Efficiency, Personalization, and Trust with Agentic AI, June 2025
- Global: Adoption Trends, Innovation Impact, and Ethical Risks in Generative AI, June 2025

TABLE OF CONTENTS (5 OF 10)

Sample Report

5.2. AI Integration in Enterprise Operations (Continued)

- Global: Adoption of Model Context Protocol by Major Tech and Payment Platforms, June 2025
- Global: Embedding of Gen AI into Business Processes by Organization Size, in % of Respondents, 2024
- Global: Adoption of AI Training, in % of Workforce, 2025
- Global: AI Training Participation and Self-Assessed Knowledge Levels, in % of Respondents, 2025
- Global: Adoption of Role-Based Gen AI Training Courses by Organization Size, in % of Respondents, 2024
- Global: Generative AI Market Size, in USD billion, 2023e & 2027f
- Global: Productivity Gains Through Generative AI, in % of Respondents, 2023e
- Global: Top Customer Trends That Retail Marketers Are Watching For in 2024, in % of Retail Marketers, November 2023
- Global: Top Commerce Use Cases For Generative AI, in % of Retail Professionals, June 2023
- Global: Overview of AI Use in the Embedded Finance Ecosystem, January 2024 (1 of 2)
- Global: Overview of AI Use in the Embedded Finance Ecosystem, January 2024 (2 of 2)
- Global: Overview of AI Use in B2C E-Commerce, June 2024 (1 of 2)
- Global: Overview of AI Use in B2C E-Commerce, June 2023 (2 of 2)
- Global: Activities That Shoppers Desire AI Assistance With Throughout Their Shopping Experience, in % of Respondents, October 2023
- Global: Areas in Which Software Purchases Having AI Functionality Is “Very Important”, by Software Type, in % of B2B Software Buyers, March 2024
- Global: Areas in Which Software Purchases Having AI Functionality Is “Important”, by Software Type, in % of B2B Software Buyers, March 2024
- Global: Areas in Which Software Purchases Having AI Functionality Is “Somewhat Important”, by Software Type, in % of B2B Software Buyers, March 2024
- Global: Areas in Which Software Purchases Having AI Functionality Is “Not At all Important”, by Software Type, in % of B2B Software Buyers, March 2024

TABLE OF CONTENTS (6 OF 7)

Sample Report

5.3. AI Revenue & Cost Impacts

- Global: Adoption of Model Context Protocol by Major Tech and Payment Platforms, June 2025
- Global: Embedding of Gen AI into Business Processes by Organization Size, in % of Respondents, 2024
- Global: Revenue Increases from Generative AI in Strategy and Corporate Finance, in % of Resp., 2024
- Global: Revenue Increases from Generative AI in Supply Chain and Inventory Management, in % of Respondents, 2024
- Global: Revenue Increases from Generative AI in Marketing and Sales, in % of Respondents, 2024
- Global: Revenue Increases from Generative AI in Service Operations, in % of Respondents, 2024
- Global: Revenue Increases from Generative AI in Software Engineering, in % of Respondents, 2024
- Global: Revenue Increases from Generative AI in Product or Service Development, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Supply Chain and Inventory Management, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Service Operations, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Strategy and Corporate Finance, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in HR, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Software Engineering, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Risk, Legal, and Compliance, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Marketing and Sales, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in IT, in % of Respondents, 2024
- Global: Cost Reduction Levels from Generative AI in Product or Service Development, in % of Respondents, 2024

5.4. AI Governance, Risks, & Strategic Alignment

- Global: AI Governance Challenges, Centralized Strategies, and Leadership Roles in Payment Firms, June 2025
- Global: AI Governance, Strategic Alignment, and Executive Ownership Trends, June 2025
- Global: Degree of Centralization of AI Deployment, in % of Respondents, 2024
- Global: AI Adoption Across Enterprises and Its Business Impact, June 2025
- Global: Key AI Risk Categories, in % of Respondents, 2025
- Global: Trust Disparities, Explainability Concerns, and Organizational Gaps in AI Adoption, June 2025
- Global: Positive, Neutral, or Negative Impacts of AI Use in the Workplace, in % of Employees, 2025
- Global: Breakdown of Machine Learning Market, by End-Use Industry, in %, 2022
- Global: Top Risks Associated With AI and Machine Learning, in % of Payment Professionals, 2023e

TABLE OF CONTENTS (7 OF 7)

Sample Report

6. Global Blockchain & Crypto Trends

6.1. Blockchain Market Landscape

- Global: Share of Population That Owns And Uses Digital Currency, in %, 2024e
- Global: Overview of the Cryptocurrency And Blockchain Market, January 2025
- Global: Overview of the Blockchain Market, January 2025
- Global: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- North America: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- Europe: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- Asia: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- Oceania: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- South America: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- Africa: Number of Cryptocurrency Owners, in millions, 2023 & 2024e
- Global: Share of Population That Owns Cryptocurrency, by Country, in % of Population, 2024e (1 of 3)
- Global: Share of Population That Owns Cryptocurrency, by Country, in % of Population, 2024e (2 of 3)
- Global: Share of Population That Owns Cryptocurrency, by Country, in % of Population, 2024e (3 of 3)
- Global: Breakdown of Cryptocurrency Ownership, by Gender, in %, February 2022 & June 2024
- Global: Breakdown of Gender of Cryptocurrency Owners, by Country, in %, June 2024 (1 of 2)
- Global: Breakdown of Gender of Cryptocurrency Owners, by Country, in %, June 2024 (2 of 2)
- Global: Breakdown of Cryptocurrency Ownership Status, by Country, in %, June 2024 (1 of 2)
- Global: Breakdown of Cryptocurrency Ownership Status, by Country, in %, June 2024 (2 of 2)
- Global: Share of Past Cryptocurrency Owners Exiting the Market More than 6 Months Ago, in %, June 2024
- Global: Breakdown of Timeframes When Past Owners Sold Off Their Cryptocurrency Holdings, by Country, in %, June 2024 (1 of 2)
- Global: Breakdown of Timeframes When Past Owners Sold Off Their Cryptocurrency Holdings, by Country, in %, June 2024 (2 of 2)
- Global: Share of Past Cryptocurrency Owners Who Sold Their Crypto due to Lost Money on their Investment, in %, June 2024
- Global: Share of Past Cryptocurrency Owners Who Sold Their Crypto due to Lost Money on their Investment, by Country, in % of Past Cryptocurrency Owners, June 2024
- Global: Share of Past Cryptocurrency Owners Who Say That They Are Likely to Buy Cryptocurrency in the Next Year, in %, June 2024
- Global: Breakdown of Likelihood of Past Owners to Buy Cryptocurrency in the Next Year, by Country, in %, June 2024 (1 of 2)

TABLE OF CONTENTS (8 OF 10)

Sample Report

6.1. Blockchain Market Landscape (Continued)

- Global: Breakdown of Likelihood of Past Owners to Buy Cryptocurrency in the Next Year, by Country, in %, June 2024 (2 of 2)
- Global: Share of Developers Currently Working on Or Learning About Blockchain Applications, by Type, in % of Developers, Q3 2022 (1 of 2)
- Global: Share of Developers Currently Working on Or Learning About Blockchain Applications, by Type, in % of Developers, Q3 2022 (2 of 2)
- Global: Biggest Blockchain Companies That Are Publicly Traded Either in the U.S. Or Canada, by Type, Revenue, and Market Cap, in USD billion/million, December 2022
- Global: Breakdown of Developers' Status On Blockchain Applications, Excluding Cryptocurrencies, in %, Q3 2022
- Global: Breakdown of Developers' Status On Cryptocurrencies, e.g. Bitcoin, in %, Q3 2022
- Global: Breakdown of Developers' Status On Non-Fungible Tokens (NFTs), in %, Q3 2022
- Global: Share of U.S., Canadian And European Banks That Have Started Exploring Blockchain Technology, in %, December 2022
- Global: Use Cases of Cryptocurrency, in % of Cryptocurrency Owners, June 2024
- Global: Share of Population Aged 24-35 That Own Cryptocurrency, in %, 2024e
- Global: Share of Population That Uses Blockchain For Cryptocurrency, in %, December 2022
- Global: Influence of Major Geopolitical Events on 10 Day Return of S&P 500, Gold, And Bitcoin, September 2024
- Global: Influence of Major Geopolitical Events on 60 Day Return of S&P 500, Gold, And Bitcoin, September 2024

6.2. Blockchain Institutional Investment & Hedge Fund Activity

- Global: Breakdown of Likelihood of Past Owners to Buy Cryptocurrency in the Next Year, by Country, in %, June 2024 (2 of 2)
- Global: Share of Traditional Hedge Funds That Have Exposure to Digital Assets, in % of Hedge Funds, 2022, 2023, 2024e
- Global: Ways in Which Hedge Funds Are Trading Digital Assets in, by Type of Hedge Fund, in % of Hedge Funds, Q2 2024
- Global: Share of Hedge Funds Investing In Digital Assets That Are Using Stablecoins, in %, Q2 2024
- Global: Share of Hedge Funds That Are Either Committed to Or Exploring Tokenization, in %, Q2 2024
- Global: Share of Digital Asset Focused Hedge Funds That Are Investing in Tokenized Assets, in %, Q2 2024
- Global: Breakdown Of How The Approval Of Spot Bitcoin ETFs Changed Hedge Fund Respondents' Perspective On Launching New Digital Assets Products, in %, Q2 2024
- Global: Breakdown of Plan to Use Bitcoin ETFs as Part of Digital Asset Investment Strategy, in %, Q2 2024
- Global: Types of Digital Assets That Hedge Funds Are Invested in, by Type of Hedge Fund, in % of Hedge Funds, Q2 2024
- Global: Top Reasons For Using Stablecoins, by Type of Hedge Fund, in % of Hedge Funds, Q2 2024

TABLE OF CONTENTS (9 OF 10)

Sample Report

6.3. Crypto Consumer Behavior

- Global: Type of Purchases Respondents Are Interested in Making With Crypto, in % of Respondents, 2023
- Global: Share of Respondents Who Would Choose an Online Store That Accepts Cryptocurrencies Over One That Does Not, in %, 2023
- Global: Share of Respondents Who Would Shop More Frequently at Their Preferred Online Stores If They Accepted Cryptocurrencies, in %, 2023
- Global: Share of Respondents Who Would Like to Be Able to Make Payments in Digital Currencies, in %, 2023
- Global: Share of Respondents Who Would Spend More Online If Cryptocurrencies Were Accepted, in %, 2023
- Global: Share of Cryptocurrency Owners Who Are Comfortable Making Crypto a Significant Part of Their Investment Portfolio, in %, June 2024
- Global: Share of Adults Who Buy Crypto to Hedge Against Inflation, by Country, in % of Adults, June 2024
- Global: Cryptocurrencies Respondents Would Choose to Be Paid in for Their work Or Business If Possible, in % of Respondents, 2023
- Global: Share of Past Cryptocurrency Owners And Non-Owners Citing Regulatory Concerns as a Barrier to Investing in Crypto, by Country, in % of Past Cryptocurrency Owners And Non-Owners , June 2024

7. B2B E-Commerce & Digital Trade**7.1. Market Landscape & Buyer Decision Journeys**

- Global: Overview of B2B E-Commerce Market Trends, July 2024 (1 of 2)
- Global: Overview of B2B E-Commerce Market Trends, July 2024 (2 of 2)
- Global: B2B E-Commerce GMV, in USD trillion, 2022 & 2026f
- Global: Share of B2B Buyers Who Conduct Research Online Before Purchasing, in %, 2023e
- Global: Social Media Platforms Informing B2B Purchase Decisions, in % of Business Buyers, December 2022
- Global: Price Sensitivity Affecting B2B Buying Choices, by Region, in % of Business Buyers, 2023e
- Global: Share of Business Buyers Whose B2B Purchase Was Postponed Due to Various Reasons, in %, 2023e
- Global: Top Reasons Causing a Delay or Discontinuation in a B2B Purchase, in % of Business Buyers, 2023e
- Global: Share of Millennial And Gen Z Business Buyers Who Face Challenges That Prolong Their Purchasing Decision, in %, 2023e

TABLE OF CONTENTS (10 OF

Sample Report

7.2. Buyer Experience, Online Behavior, & Platform Preferences

- Global: Top B2B Purchase Obstructions, in % of Business Buyers, 2023e
- Global: Share of B2B Buyers Who Grade Their B2B E-Commerce Experience as “Excellent”, in %, 2023
- Global: Share of B2B Buyers Who Prefer to Place Orders Online Through Suppliers’ Websites, in %, 2023
- Global: Share of B2B Buyers Who Would Switch Suppliers If Another B2B Web Store Offered a Better Experience, in %, 2023
- Global: Share of B2B Buyers Who Believe That a Bad Buying Experience Impacts Their Relationship With the Supplier to Some Extent, in %, 2023
- Global: Share of SMBs That Plan to Boost Their Online Procurement Spending in the Coming Year, in %, 2023
- Global: Share of B2B Buyers Who Are Likely to Switch to Another Supplier, by Buyer Segments, in % of Business Buyers, 2023
- Global: Share of SMB B2B Buyers Who Expect Their Online Spend to Increase in the Next Year, by Industry, in % of SMB Business Buyers, 2024e
- Global: Share of B2B Buyers Who Believe That an Easy And Accurate Online Web Store Experience Is Important, in %, 2023
- Global: Share of B2B Buyers Who Say That They Prefer to Place Repeat Orders Online, in %, 2023
- Global: Share of Web Store B2B Orders Experiencing Order Errors, in %, 2023
- Global: Share of B2B Buyers Who Prefer to Place Complex And High Value Orders Online, in %, 2023
- Global: Share of B2B Buyers Reporting Being Put Off From Ordering Online Due to Order Errors, in %, 2023
- Global: Share of B2B Orders Placed Via Web Stores Experiencing Order Errors, by Buyer Segments, in % of Business Buyers, 2023*
- Global: Agreed Information/Data Needed From Supplier When Ordering Online, in % of Business Buyers, 2023
- Global: Information/Data Needed From Supplier When Ordering Online, in % of Business Buyers, 2023
- Global: Share of B2B Buyers Who Have at Least One Reason That Prevents Them From Placing Orders Online, in %, 2023*
- Global: Top Hurdles to Online Purchasing, in % of Business Buyers, 2023
- Global: Top Reasons to Increase Online Spend, in % of Business Buyers, 2024e
- Global: Most Important Aspects When Purchasing Online, in % of Business Buyers, 2024e

TABLE OF CONTENTS (11 OF

Sample Report

7.3. Payments, Platforms, Marketplaces, & Technology Influence

- Global: Top B2B Purchase Obstructions, in % of Business Buyers, 2023e
- Global: B2B Payment Market Trends, July 2024
- Global: AI Use in the B2B Payments Market, July 2024
- Global: B2B Payment Value, in USD trillion, 2024e & 2028f
- Global: B2B Card Payment Value, in USD trillion, 2024e & 2028f
- Global: B2B Virtual Card Payment Value, in USD trillion, 2024e & 2028f
- Global: B2B Payment Channel Growth by 2028, in %, 2024e
- Global: Share of B2B Distributors Who Plan to Overhaul Their Digital Presence, in %, 2022
- Global: Breakdown of B2B Invoice Payment Time, by Country, in % of Total Value of B2B Invoices, Q2 2023 & 2024 (Part 1 of 2)
- Global: Breakdown of B2B Invoice Payment Time, by Country, in % of Total Value of B2B Invoices, Q2 2023 & 2024 (Part 2 of 2)
- Global: Breakdown of Expectation of Change in B2B Customer Payment Practices Over the Next 12 Months, in % of Companies, Q2 2023 & 2024 (Part 1 of 2)
- Global: Breakdown of Expectation of Change in B2B Customer Payment Practices Over the Next 12 Months, in % of Companies, Q2 2023 & 2024 (Part 2 of 2)
- Global: Most Effective Sales Channels, in % of Respondents, 2022
- Global: Sales Channels Used to Research And Evaluate Suppliers, in % of Companies, 2019 & 2022
- Global: Most Present Sectors on Third-Party Marketplaces, in % of Companies, December 2022
- Global: Companies' That Are Winning Market Share Approach to Sales Channels, in % of Companies, December 2022
- Global: Impact of Market Growth Strategies, by Company Type, in % of Companies, 2022
- Global: Share of Companies That Are Winning Market Share That Are on Industry-Specific Marketplaces, in %, December 2022
- Global: Share of Companies That Are Losing Market Share That Are on Industry-Specific Marketplaces, in %, December 2022
- Global: Share of Companies That Are Winning Market Share That Are Selling Their Products Online Through a Third-Party Marketplace, in %, December 2022
- Global: Share of Companies That Are Losing Market Share That Are Selling Their Products Online Through a Third-Party Marketplace, in %, December 2022
- Global: Implementation Level of Online Marketplaces of Winning vs. Losing Companies, in % of Companies, December 2022
- Global: Areas in Which a Marketplace is Preferred Over a Traditional B2C E-Commerce Platform, in % of Business Buyers, 2024e

TABLE OF CONTENTS (12 OF 12)

Sample Report

7.3. Payments, Platforms, Marketplaces, & Technology Influence (Continued)

- Global: Share of B2B Buyers Who Would Actively Prefer to Shop On a Manufacturer's Marketplace vs. a General Purpose Marketplace, in %, 2024e
- Global: Share of B2B Buyers Who Are Indifferent About Shopping On a Manufacturer's Marketplace vs. a General Purpose B2B Marketplace, in %, 2024e
- Global: B2B Marketplaces VC Funding Value, in USD billion, in % of Year-on-Year Change, 2020-2023
- Global: Breakdown of VC Funding Amount And Round Count, by Vertical vs. Horizontal Marketplaces, in %, 2020-2023
- Global: Breakdown of Marketplace VC Funding, by Type of Marketplace, in %, January 2024
- Amazon Business: B2B E-Commerce Marketplace Profile, October 2024 (1 of 2)
- Amazon Business: B2B E-Commerce Marketplace Profile, October 2024 (2 of 2)
- Global: Time When B2B Software Buyers Consider Service Providers, in % of B2B Software Buyers, March 2024
- Global: ROI Expectations, in % of B2B Software Buyers, March 2024
- Global: Share of B2B Software Buyers Who Say That Service Providers/Implementers Are a Factor in Their Software Decision-Making Process, in %, March 2024
- Global: Breakdown of Who Has Final Software Purchase Decision-Making Power, by Position/Department, in %, March 2024
- Global: Share of B2B Software Buyers Who Report That The Selection of Software Purchases Is Always or Frequently Consensus-Based, in %, March 2024
- Global: Share of B2B Executives Being CFOs That Always or Frequently Hold the Final Decision-Making Power in the Software Selection Process, in %, March 2024
- Global: Breakdown of Anticipated Change in Software Purchase Spend by 2025, in %, March 2024

TABLE OF CONTENTS

Sample Report

1. Key Takeaways	18 – 23	6. Global Blockchain & Crypto Trends	204 – 233
2. Management Summary	24 – 29	6.1. Blockchain Market Landscape	213
3. Global B2C E-Commerce Overview	30 – 63	6.2. Blockchain Institutional Investment & Hedge Fund Activity	214 – 223
3.1. E-Commerce Market Size, Growth & Sales	30 – 38	6.3. Crypto Consumer Behavior	224 – 233
3.2. Channels Shopper Experience & Digital Behavior	39 – 50	7. Global B2B E-Commerce & Digital Trade	234 – 301
3.3. Social Commerce & Cross-Border Shopping	51 – 63	7.1. Market Landscape & Buyer Decision Journeys	234 – 243
4. Global Digital Payments Ecosystem	64 – 93	7.2. Buyer Experience, Online Behavior & Platform Preferences	244 – 264
4.1. Digital Payments Market Overview & Revenue Insights	64 – 78	7.3. Payments, Platforms, Marketplaces & Technology Influence	265 – 301
4.2. AI-Driven Transformation in Payments	79 – 93		
5. Global AI & Automation in Commerce	94 – 174		
5.1. AI Adoption & Investment Landscape	94 – 108		
5.2. AI Integration in Enterprise Operations	109 – 147		
5.3. AI Revenue & Cost Impacts	148 – 164		
5.4. AI Governance, Risks, & Strategic Alignment	165 – 174		



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ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

SOCIAL MEDIA

[in linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
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