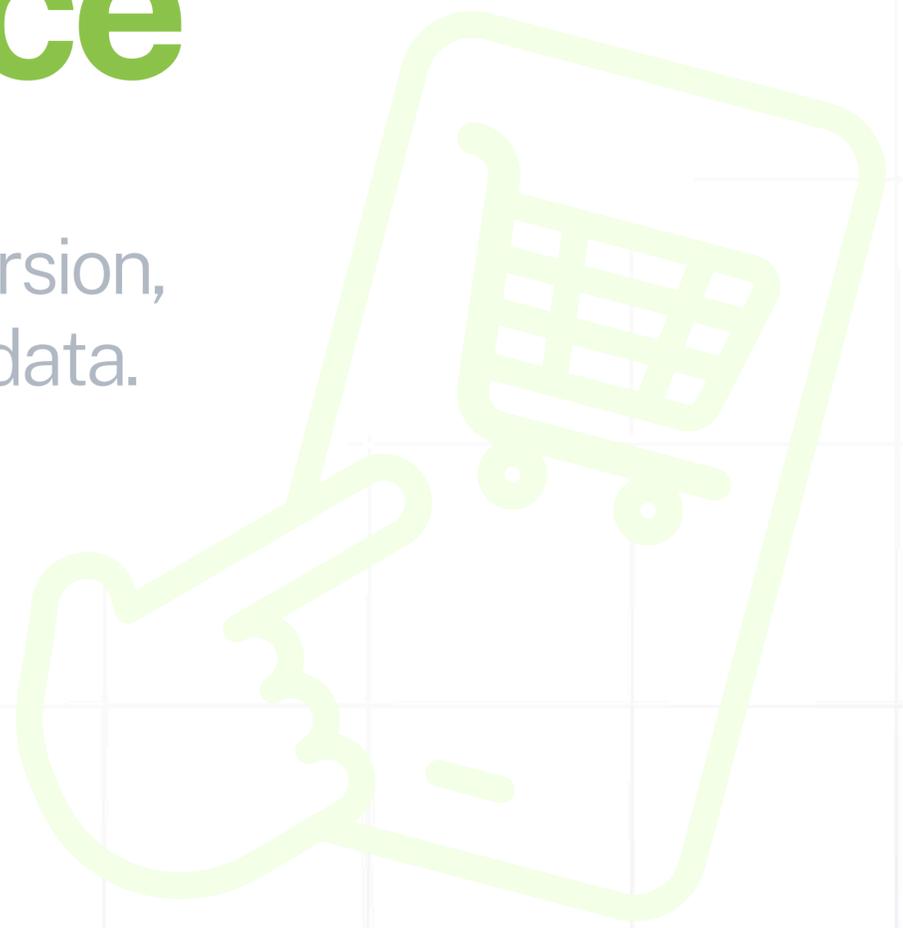


The Current State of eCommerce

A walkthrough traffic, conversion,
and engagement shopper's data.



A letter from Arvind, Swym's CEO

Every year, I watch the same cycle repeat.

Retailers spend ten months in a defensive crouch, bracing for the chaos of Black Friday.

We have conditioned ourselves to believe that ecommerce is a game won or lost in a single window of deep discounts and high-pressure sales.

But, is it?

I have started to find this **obsession with the peak** counterproductive. When we focus entirely on the sprint, we ignore the marathon that happens every other day of the week.

The reality of modern shopping is that it does not follow a calendar. It follows intent. A shopper might discover a brand in March, save a product in June, and wait for a restock in August.

We built this report because we wanted to look at what happens in the quiet moments between the holidays. We wanted to understand the **invisible shopping journey**.

Why does a customer visit a site six times before buying?
Why do they switch from a phone to a laptop before hitting the checkout button?

For too long, the industry has accepted **browse abandonment** as a cost of doing business.

At Swym, we believe the brands that will lead the next decade are not the ones with the loudest holiday ads. They are the ones that work hard year-round to eliminate the friction that stalls a purchase. This report is our attempt to map that friction. It is an exploration of how shopping is evolving and a guide on how your brand can adapt to meet customers where they are, rather than where you want them to be. It is time we stop waiting for the peak and start building for the journey.

Arvind Krishnan CEO, Swym



Executive Summary

At Swym, we sit at an unusual vantage point in ecommerce.

Our Tools

Wishlist Plus, Back-in-Stock Alerts, and Save for Later, are active across thousands of stores, quietly capturing one of the most valuable and underreported signals in retail: shopper intent. That is what shoppers want before they buy.

This report draws on that network. Every data point here comes from real shopper interactions on real stores, not surveys, not modeled estimates.

Zero and First-party behavioral data from 49,000+ merchant stores, analysed across 2025 and benchmarked against 2024.

What We Analysed

We examined how shoppers engage with intent-based features across three core Swym products:

- **Wishlist Plus:** Products saved, revisited, and converted to purchase
- **Back-in-Stock Alerts:** Demand signals on out-of-stock products and alert-driven recovery
- **Save for Later:** Cart deferral behavior and downstream conversion

We segmented findings by industry vertical to surface patterns that are meaningful for merchants in specific categories

Why It's Relevant For You

Whether you're a merchant benchmarking your own performance, a platform team evaluating feature investment, or a strategist building the case for shopper engagement, this report gives you the numbers to work with.

You'll find year-over-year comparisons, industry-level benchmarks, and a clear picture of what separates high-performing stores from the rest.

Data Scope

Data Period	January – December 2025
Benchmark	January – December 2024
Stores Analysed	49,000+
Data Source	Swym zero and first-party interaction network

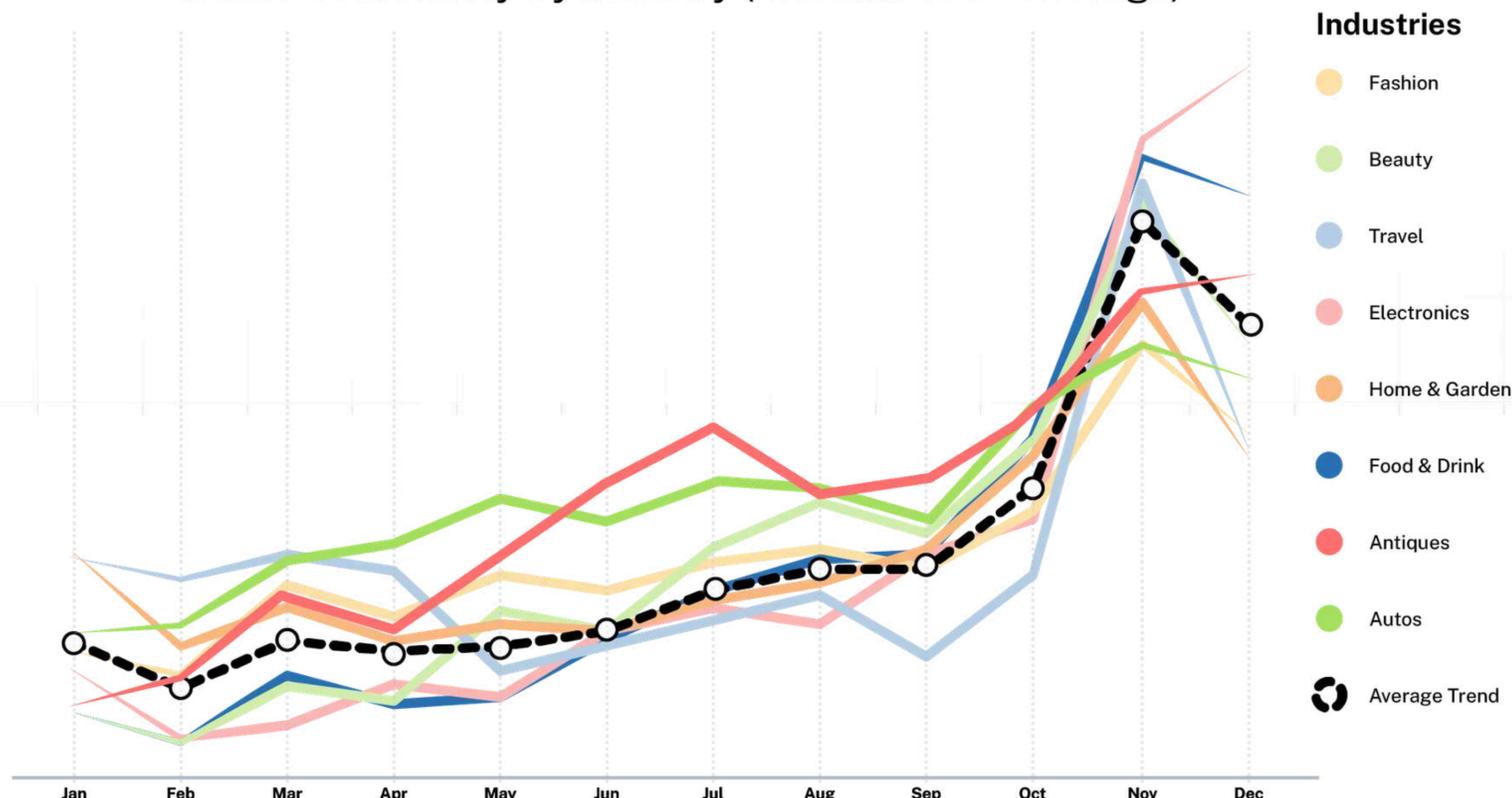
Now let's get into the findings.

1. When Things Get Busy (Seasonality)

November stands out as the clear retail leader in global trends.

And, yes, for many industries, the surge in shopper activity is impossible to ignore. Our internal data confirms that most categories mirror the global average where consumer urgency and holiday readiness converge. These are the sectors that drive the so-called peak season:

Traffic Seasonality By Industry (Baseline 100 = Average)



*Monthly users across industries that mirror the global average.

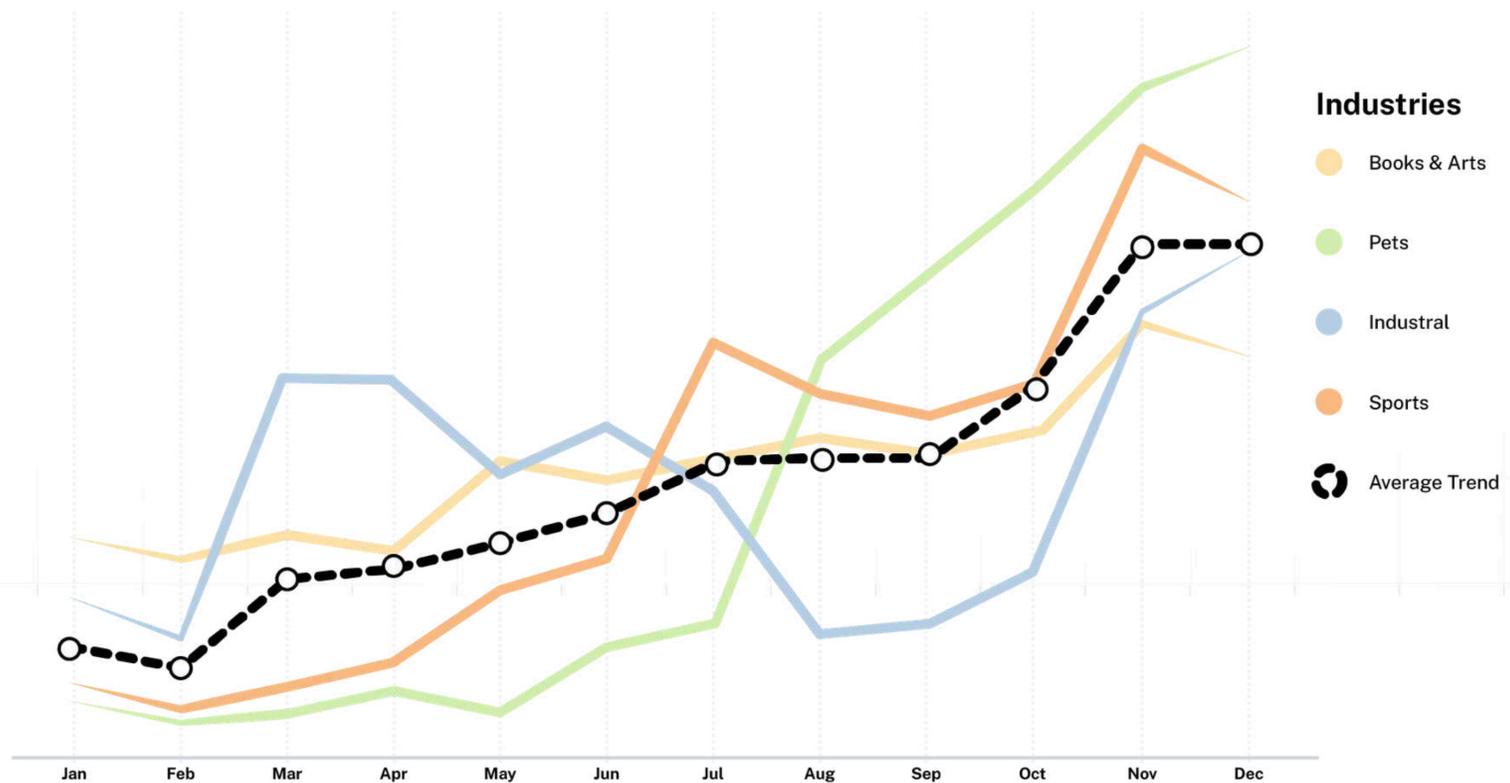
The **Fashion and Apparel category** vividly illustrates this trend, showing a significant 64% increase in user growth in November compared to October. Shoppers in this category are highly active as the weather cools and the gifting season approaches. For these merchants, November is the culmination of a year-long engagement strategy. It is the month where high intent finally converts at scale.

Food & Drinks (64.1%), Travel (58.9%), Consumer electronics (52%), Beauty, Antiques, and Autos follow roughly the same pattern too.

Notably, a slight spike in Consumer Electronics during December confirms its position as the ultimate last-minute gift category.

That said, the data shows this rule does not apply to every brand or industry out there. Several categories follow entirely different rhythms based on specific life events or business cycles:

Traffic Seasonality By Industry (Baseline 100 = Average)



*Monthly users across industries that deviate from the global average.

If you experience your traffic spiking but sales not keeping up, **do not panic**. Just make sure you are able to capture the intent that will pay off 30–60 days later.

As you can see, relying on November alone is a lost chance. To capture revenue, align with your audience's specific activity cycles. For instance:

Books and Arts show a consistent level of demand that persists throughout the year, increasing steadily from May. Shoppers appear to be motivated by factors other than seasonal sales, such as preparing for back-to-school or compiling summer reading lists.

Business and Industrial brands see a high engagement in March and April, apart from the holiday rush. This peak likely corresponds with Q1 budget spending and annual tax season. Conversely, the summer months show very low activity.

Demand for **sports-related items** experiences a significant and rapid surge, particularly throughout the summer months. This trend is typically attributed to warmer weather encouraging outdoor activities, the timing of major sporting events, and the increased focus on fitness and well-being during this season.

Pet demand peaks in November, but growth begins as early as August. This extended lead-up suggests pet owners plan ahead, resulting in significant user growth well before the peak season.

Decision for Brands:

Capture the invisible signals that users leave while researching and saving and reengage them when their timing is right.

2. Are the Busiest Months the Most Profitable?

Traffic is flowing. That's nice.
But is it converting into revenue?

Brands that treat high demand as a guaranteed sale are leaving massive amounts of money on the table. **The true challenge is not attracting users, but capturing the subtle, high-value signals they leave before they are ready to buy.**

	Month	Demand	Revenue	Insight
Q1 Traffic grows steadily, but revenue remains low.	January	★	✦	Post-Holiday Reset: Volume lowers and revenue resets as gift-giving intent drops. Across almost all industries, demand conversion still holds.
	January is the most efficient conversion month of the year for sports.			
	February	✦	✦	The Stability Window: Shoppers are somewhat engaged, looking for early spring needs.
	Pets & Animals enters a massive efficiency spike towards March, converting the research intent from January and February.			
	March	♥	★	The Research Peak: Shoppers are active and engaged, but they aren't buying. The "window shopping" season starts.
	Toys & Hobbies, Sports and Food & Drink deviate from the global trend. These categories actually convert at a high speed.			

	Month	Demand	Revenue	Insight
Q2 Intent starts to convert into a revenue engine.	April	✦	✦	Spring Equilibrium: Clicks and revenue begin to align as seasonal interest matures.
	May	♥♥	✦	The Alert Build-up: Volume spikes as people plan for summer, but conversion lags behind. This is especially true in categories like Home & Garden and Books & Arts.
	Invest in a technology that lets you capture the latent intent so that you can convert your demand when the time comes			
	June	♥	♥	The Summer Pulse: A massive rise in efficiency: Demand grows a little, but revenue spikes.
Q3 A secondary research period before the holiday rush.	July	★	✦	Mid-Summer Lull: Demand drops as vacations take priority, yet baseline sales hold.
	Books & Literature experiences huge spikes in interest that don't result in any immediate revenue for the month.			
	August	★	★	Late Summer Prep: Shoppers slowly return to browse for back-to-school and end-of-season shifts but only towards the end of the month.
	The pet industry, while low in demand, triggers a massive conversion event that is disproportionately profitable compared to the traffic volume.			
	September	♥	✦	The Fall Build: Demand rises sharply as shoppers start loading wishlists for Q4.
For many industries, the intent to spend is actually higher in September than in November. Which means this is the best time to capture high-value shoppers before the market gets noisy.				
Q4 The primary revenue event of the year where all built-up intent from the prior 4 months is realized	October	♥	♥♥	The Warm-up Window: Revenue starts to pull ahead of traffic as early-bird holiday shoppers convert.
	Categories like Toys or Antiques show the highest conversion efficiency in October, which suggest these shoppers are early-bird holiday planners who finish their shopping before Black Friday week even begins.			
	November	♥♥	♥♥♥	The Efficiency Explosion: While November has the most users, it is often a month of low-value browsing, packed with deal hunters. That said, conversion is the highest for most industries.
	Focus on retargeting the high-value intent captured earlier. Our data shows that every alert sent in November is twice as valuable as an alert sent in any other month.			
	December	✦	♥	The Gifting Tail: Revenue holds high as last-minute shoppers and gift-card recipients clear wishlists, even when demand can't keep up. This is especially true for categories like Fashion and Consumer Electronics.
The timing of the BFCM weekend is a significant factor too. In 2025, the big event started on November 28th, which naturally shifted some demand and conversions into December.				

So something is clear here: **high demand does not always lead to immediate sales.**

You might see a massive spike in traffic or product interest that doesn't show up in your daily revenue reports. Conversely, you may have days where sales peak even though your traffic stayed flat.

This happens because **shopping is rarely a linear process.**

When demand is high but conversions are low, you are likely seeing the planning phase. Shoppers are discovering your brand and evaluating their options. They are acting on interest, but they aren't ready to pull the trigger. This is where the long-term planning cycle begins.

On the flip side, when conversion is high but demand is flat, you are reaping the rewards of previous engagement. These are the shoppers who spent the last few weeks considering your product and have finally returned to finish what they started.

Decision for Brands:

Shift your focus from driving raw traffic to capturing the signals of intent. When demand is high but revenue is low, you are in the perfect window to use wishlists, back-in-stock alerts, and save-for-later features to store that latent intent, and activate timely, so that you become the brand that captures the sale. Here are [a few seasonal campaigns](#) you can try out!

3. Purchasing Isn't Always a Snap Decision

3/4

people make their purchase within 30 days after wishlisting.

We often assume that shoppers buy on impulse. The data tells a different story.

A purchase is rarely impulsive; it is the culmination of captured intent. If you only optimize for the impulse buy, you are missing out on a huge opportunity.

While 74.7% of shoppers make a decision in under 30 days, the remaining 25.3% operate on a much longer timeline. These customers represent a substantial portion of your potential revenue, yet they are often the most difficult to convert. **They aren't ready to buy today, but they are actively considering your brand.**

Consideration Window	Percentage (%)
0 - 29 Days (Impulse)	74.7
30 - 59 Days	8.0
60 - 89 Days	4.1
90 - 119 Days	2.5
120+ Days (Deep Planning)	10.7

Actually, if we just lined up all the users across industries (considering some industries are bigger than others) the person sitting right in the middle of the equation will take exactly 41 days to move from visit to purchase.



The complexity of the product and the price point naturally dictate how long a customer spends in the consideration phase.



Top three industries with the shortest average window between product selection and final sale.

Some industries see rapid-fire decisions, while others require a much longer sequence of touchpoints to build enough confidence for a checkout.

Here is how those purchase windows break down across key industries:

Rank	Industry	Avg Days Before Purchase (2025)	% of customers who make a purchase within 30 days
1	Consumer Electronics	18.56	84.55
2	Antiques & Collectibles	28.34	76.84
3	Travel	31.01	82.23
4	Finance	32.22	83.24
5	Home & Garden	33.83	76.38
6	Sports	41.26	75.71

One could expect shoppers in Electronics would take longer to decide due to the technical research involved. The data shows the opposite. This category is actually the fastest-deciding industry.

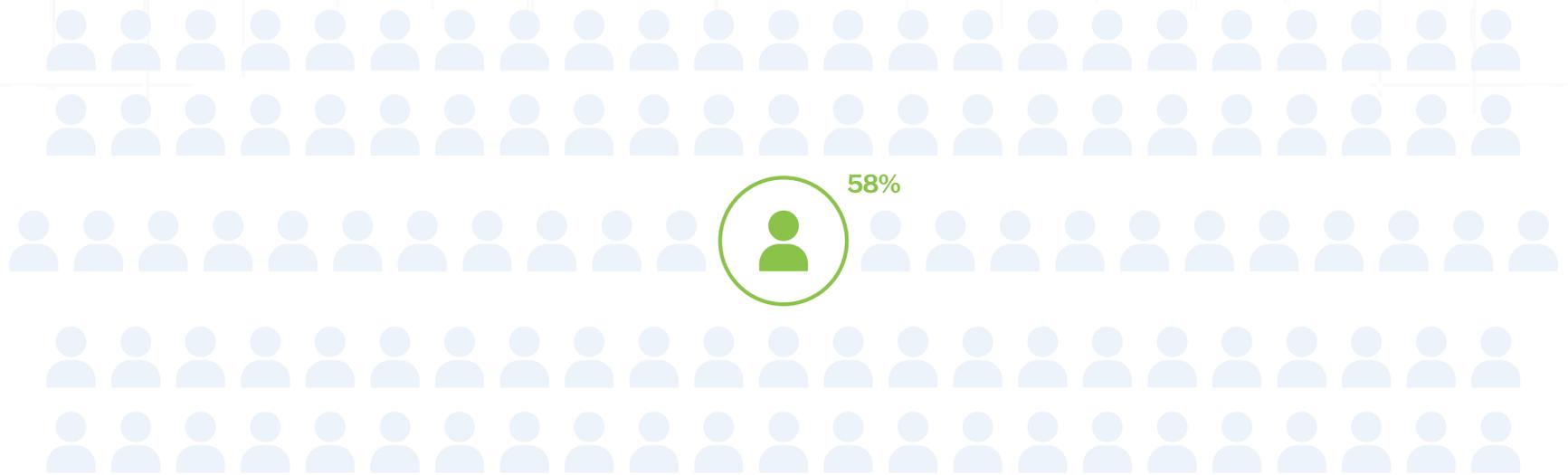
Rank	Industry	Avg Days Before Purchase (2025)	% of customers who make a purchase within 30 days
7	Fashion	41.74	74.48
8	Books & Literature	42.35	72.52
9	Autos & Vehicles	59.80	64.56
10	Arts & Entertainment	61.11	60.33
11	Business & Industrial	61.17	68.06
12	Beauty & Fitness	63.83	65.42
13	Toys & Hobbies	81.45	61.02
14	Food & Drink	81.46	59.11
15	Pets & Animals	93.32	57.54

Fashion serves as the ultimate benchmark as it sits exactly at the market median.

This makes it the most predictable category for seasonal planning and the standard by which other industries measure their performance.

Pets and Food & Drink categories see the slowest decision times in e-commerce, but their conversion rates are one of the healthiest.

This reveals a subscription-style behavior. Customers are often planning and use their wishlist as a digital pantry, waiting for a seasonal trigger or a bulk-buy opportunity to pull the trigger. They are simply patient, waiting for the right moment to stock up.



Overall, the typical Swym merchant saw a **58% increase** in intent activity YoY, which demonstrates a growing tendency for users to carefully consider their purchasing decisions.

4. Getting customers on board

It's clear by now: success isn't just about attracting traffic. It is about capturing the high-value signals shoppers leave before they are ready to buy. Let's explore a few ways to lift conversions.

4.1 Bigger Baskets lead to bigger AOV



30%

Higher AOV

Data shows that users who engage with wishlisting features spend 30% to 50% more per order than the average shopper. Because these customers have already curated their preferences for size, color, and style, retailers are able to tailor their communications and make them more effective.

This is heavily influenced by a larger basket at checkout. Across various industries, merchants see a major uplift:

Top 7 Industries with the Highest Basket Lift

Industry	Store Basket Density	Swym Basket Density	Density Lift %
Pets & Animals	2.53	6.57	+159.4
Consumer Electronics	1.69	3.36	+99.3
Business & Industrial	2.80	5.04	+79.9
Sports	2.25	3.83	+70.2
Home & Garden	2.45	3.76	+53.8
Food & Drink	3.36	5.02	+49.6
Books & Literature	2.55	3.33	+30.6

4.2 Email Marketing Works Best When Personalized

Generic email blasts often fall flat because they lack personal relevance.

On the other hand, we see wishlist-triggered emails achieve open and click-through rates significantly higher than standard campaigns.



12%

Merchants who act on intent see a Click-to-Rate (CTR) increase, reaching up to 12%.

Now, here's the catch.

Personalized marketing only works if you can identify the person you are talking to.

If your data is trapped in silos or restricted to a single device, your messaging stays generic and your ROI stays low. That's why you must have systems that track and identify customers across every touchpoint, whether they are browsing on a phone, shopping on a desktop, or visiting a physical store.



6/10 users can be traced by Swym

Surprisingly, our data shows that most people can be identified. More specifically, 59.05% of global shoppers operate with a confirmed identity.

Here's a detailed look at the data, broken down by industry:

Rank	Industry	Confirmed Identity %	Anonymous %
1	Travel	86.45	13.55
2	Home & Garden	80.68	19.32
3	Arts & Entertainment	81.86	18.14
4	Beauty & Fitness	66.06	33.94
5	Books & Literature	65.46	34.54
6	Toys & Hobbies	57.87	42.13
7	Fashion & Apparel	53.42	46.58
8	Finance	51.62	48.38
9	Food & Drink	52.55	47.45
10	Autos & Vehicles	50.52	49.48

For high-ticket or project-based shopping, users find a confirmed identity essential. They want to ensure their plans are saved and manageable. When the stakes are higher, the desire for a personalized, persistent experience increases.

In high-volume industries like, identity rates remain strong, providing a massive surface area for automated revenue.

Rank	Industry	Confirmed Identity %	Anonymous %
11	Antiques & Collectibles	49.37	50.63
12	Business & Industrial	44.94	55.06
13	Sports	40.82	59.18
14	Pets & Animals	32.93	67.07
15	Consumer Electronics	31.70	68.30

Shoppers in Consumer Electronics and Pets & Animals are the most anonymous, with most staying device-only. These users are likely spec-shopping or comparing prices without the intent to create a long-term relationship with the store yet.

Decision for Brands:

Encourage customers to opt-in for communications like price drop alerts, restock notifications, or wishlist reminders by enabling email guest capture.

5. The Path to Higher Conversion

As we've seen, personalized marketing works because it meets the shopper where they are.



31%

To help you benchmark your performance, here is the **average conversion rate for intent-based emails across various industries.**

Industry	Conversion (%)*
Consumer Electronics	45.87
Sports	38.25
Pets & Animals	37.64
Fashion	36.04
Antiques & Collectibles	33.61
Home & Garden	33.11
Autos & Vehicles	32.4
Food & Drink	32.2
Beauty & Fitness	30.21
Business & Industrial	27.66
Books & Literature	22.27
Arts & Entertainment	20.16
Finance	18.45
Consumer Electronics	45.87
Sports	38.25

While all industries demonstrate impressive figures, some stand out with even higher numbers. **The gap** between high and low conversion rates often comes down to the **nature of the product and the urgency of the shopper.**

Here is an explanation of why these metrics vary so significantly across industries:

Industries like Consumer Electronics (45.87%) and Sports (38.25%) lead the pack because their shoppers are often mission-driven. The high conversion rate reflects a "stealth researcher" who uses a wishlist to compare specs and strikes quickly once they find the right price.

Similarly, **Pets & Animals (37.64%) and Food & Drink (32.2%)** see high conversions because they deal with consumables. Consumers in these categories are just waiting for the right moment to restock.

Fashion (36.04%) and Beauty & Fitness (30.21%) sit in the middle because they rely on personal taste and trends. These shoppers use wishlists to curate "looks" or collections. While the intent is high, the final purchase often depends on external factors like a payday, a seasonal change, or a sudden social event. These industries see steady conversions because the items are approachable, but they require consistent reminders to move the shopper from "saving" to "wearing."

At the bottom of the list, in **industries like Finance (18.45%)** the "product" is often intangible or carries a high degree of commitment. Shoppers spend more time in the education phase, using wishlists to manage complex plans rather than quick buys.

WHERE DO WE GO FROM HERE?

Customer Engagement Platform

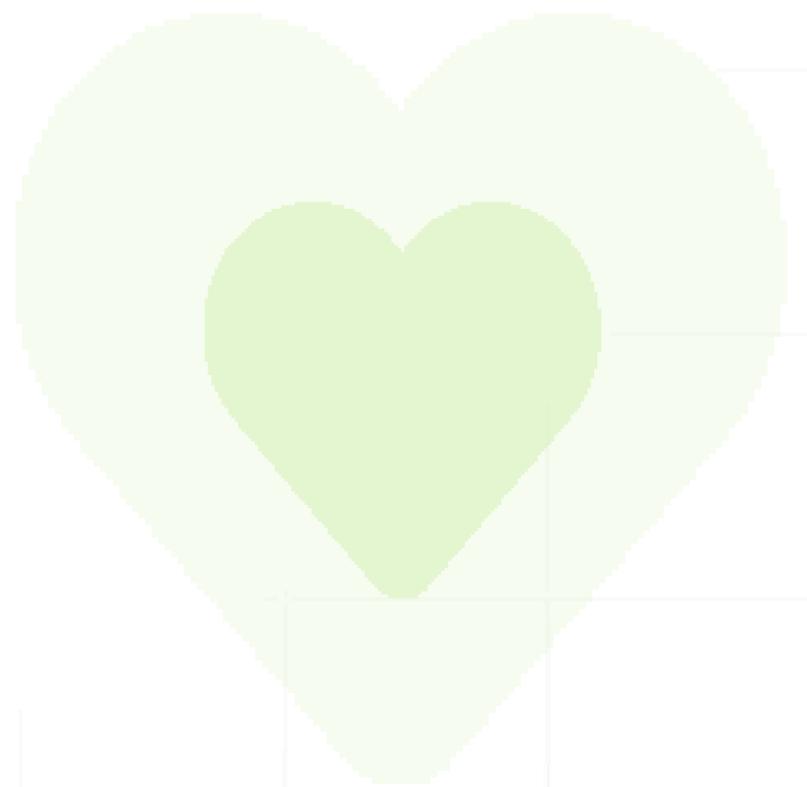
Built on Shopper Intent

These numbers may seem surprising, but there's a reasonable explanation behind them: intent.

The 41-day customer journey is full of these small moments of intent.

Swym acts as the engine that captures these signals and turns them into automated, high-converting touchpoints.

- Convert "just browsing" into actionable first-party data.
- Trigger personalized, high-converting communications based on explicit interest.
- Scale with Confidence. Our infrastructure is built to handle the world's heaviest traffic loads without sacrificing performance or shopper experience.



[Explore Swym](#)

[Try it for yourself](#)

