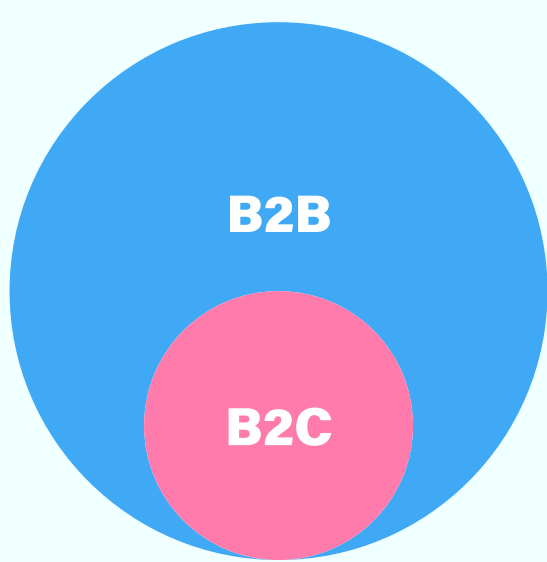


# 2020 E-Commerce Trends

## B2B E-COMMERCE

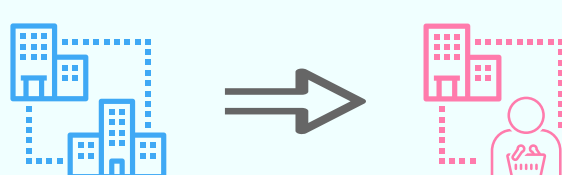


B2B e-commerce is projected to be two times bigger than B2C this year

**\$1,184,000,000,000**

Sales will hit 1.184 trillion dollars by 2021

**B2B customers want the B2C experience**



**72%** Want individual access to accounts and orders

**64%** Want scheduled deliveries

## SUBSCRIPTION BOXES



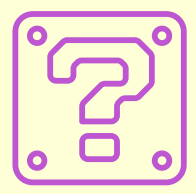
**15% of Online Shoppers**

Approximately 15% of all online shoppers have now signed up for one or more subscriptions to receive products on a recurring basis

**\$15,000,000,000**

The subscription box market has a total of 15 billion dollars

### Top Brands and Startups



**Surprise Boxes**

55% of subscriptions fall under the "curation" category, indicating buyers are attracted to surprises and novelty



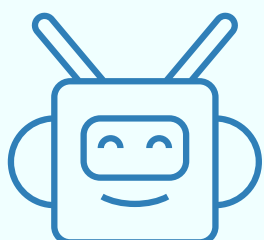
In the past year, Nike, Macy's, Urban Outfitter and Banana Republic all released monthly subscription products



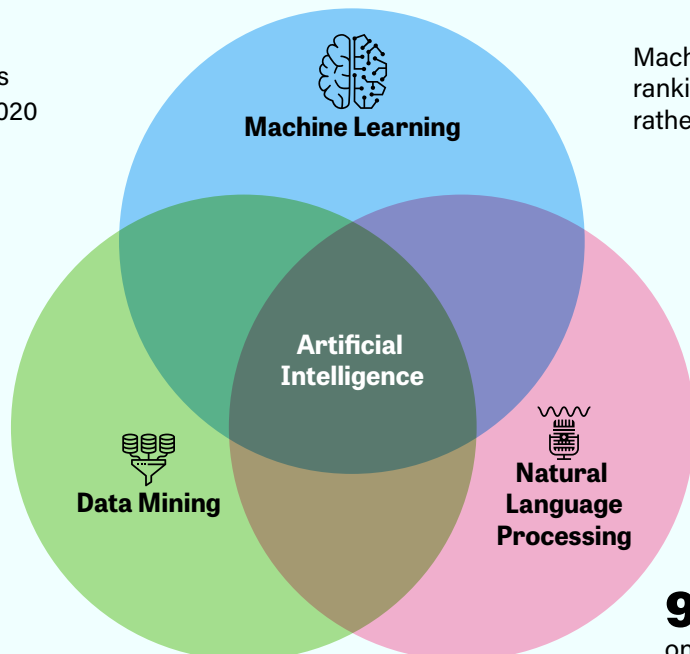
VC funding reached \$426 million last year

## AI

**85%** of customer interactions will be done without a human in 2020



**93%** of merchants see a rise in conversational rates after implementing personalization to recognize customers and recommend products



Machine learning can generate a search ranking based on relevance to the customer, rather than only relying on keyword matching



**75%** of customers want to buy products in their native language



**92.2%** prefer to shop and purchase on sites that price in their local currency

## GEN Z

**40% of all consumers**

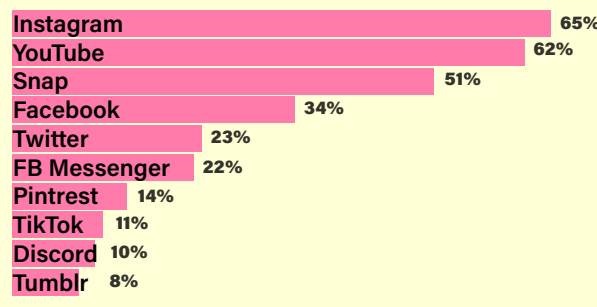
While making up 30% of the global population, Gen Zers will account for 40% of global consumers in 2020



**\$140,000,000,000+**

Gen Z has a spending power of over 140 billion dollars

### Social Media Platforms Gen Z checks on a daily basis



The first "born digital" generation now has access to disposable income with the oldest of Gen Zers in their early 20s, driving brands to invest highly in social media to win their loyalty

## MOBILE COMMERCE



Mobile e-commerce sales will account for over half of total e-commerce sales by 2021

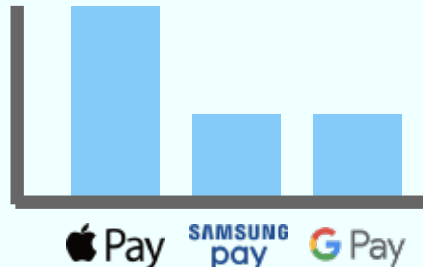


**5G** will increase mobile payment revenue by **\$12 billion** by 2021 from growing opportunities for instant purchases on-the-go

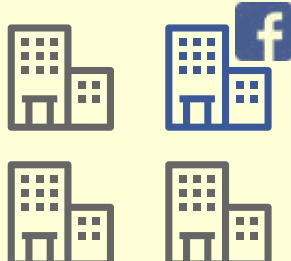


**1 billion** people worldwide will use a mobile payment app to pay in-store at least every 6 months this year

**227 million** people worldwide are projected to use Apple Pay, while Samsung Pay and Google Pay are expected to reach 100 million users each in 2020



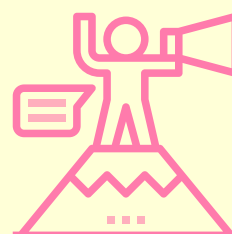
## MULTI-CHANNEL E-COMMERCE



**1 in 4 Businesses Sell with Facebook**

25% of e-commerce businesses are selling through Facebook

**80%** of Instagram users already note that the app helps them make purchase decision and discover new products, and this will grow over the years



Nearly half of consumers look to influencers when making product decisions

Amazon, eBay and Google Shopping continue to be the most popular channels available to e-commerce sellers, with Amazon's third-party being powered by over 40% third-party sellers