

Future of eCommerce

TRENDS AND STATISTICS TO WATCH OUT FOR IN 2023

Staying on top of eCommerce trends is not an option - it's essential.

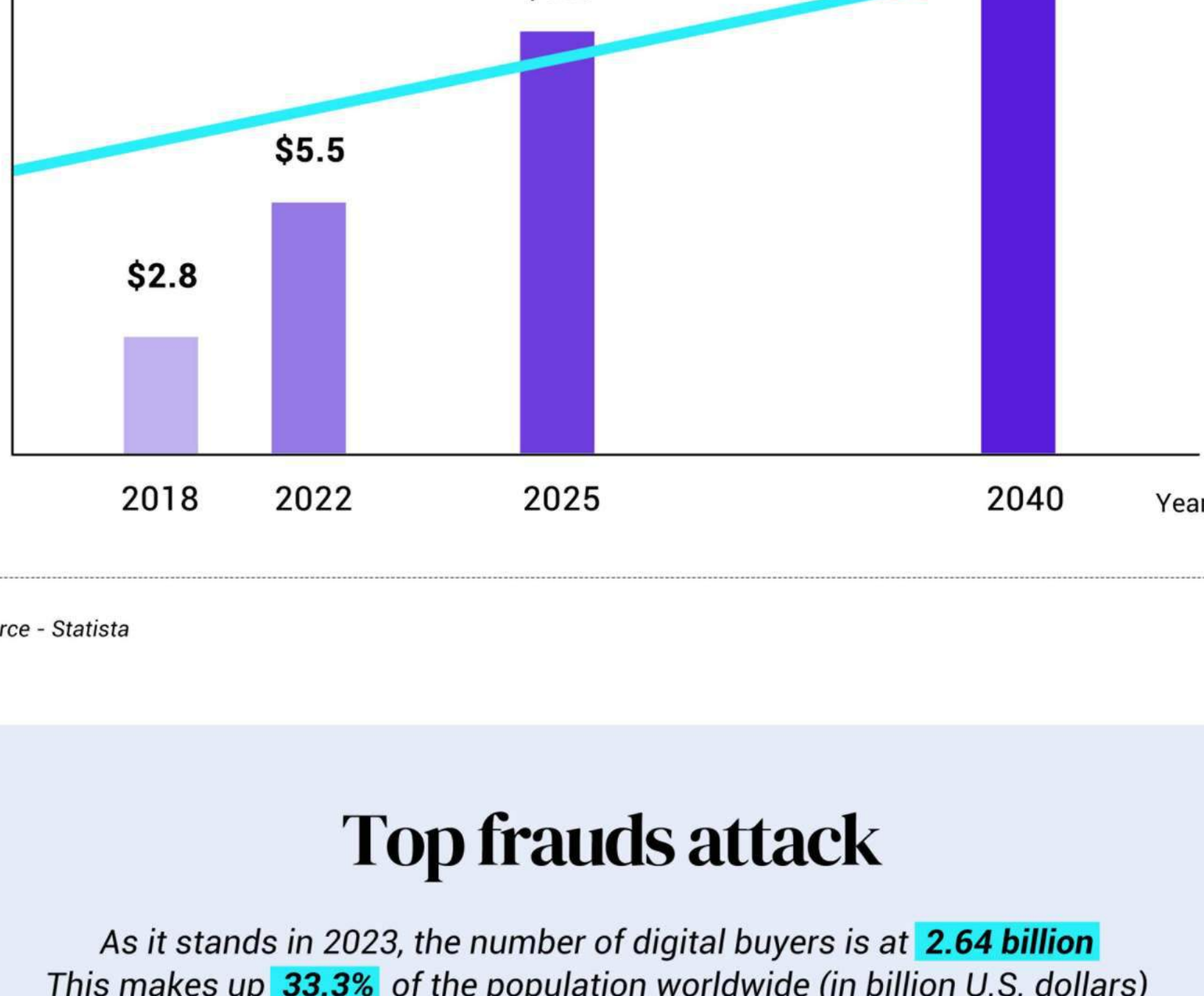
Adopting industry trends is particularly important for eCommerce business owners to stay ahead of the competition. Below, we look closely at the rising 2023 B2B eCommerce trends and statistics that you can incorporate into your business strategy to help increase your competitive advantage.

eCommerce Sales Growth

eCommerce sales will reach **\$7.4 trillion** by 2025

In comparison, the worldwide sales from eCommerce were **\$5.5 trillion** in 2022 (+35%)

eCOMMERCE IN THE FUTURE



Source - Statista

Top frauds attack

As it stands in 2023, the number of digital buyers is at **2.64 billion**. This makes up **33.3%** of the population worldwide (in billion U.S. dollars)

HOW MANY PEOPLE SHOP ONLINE ?



Source - eMarketer

Global eCommerce size ranked by country

China is the leading market in the eCommerce industry and is twice the size of the US market in 2022 (in billion U.S. dollars)

eCOMMERCE SALES BY COUNTRY (2022)



Source - Statista

Where eCommerce is growing fastest

eCommerce sales in selected countries/regions in 2020 and 2025* (in billion U.S. dollars)



Source - Statista Digital Market Outlook

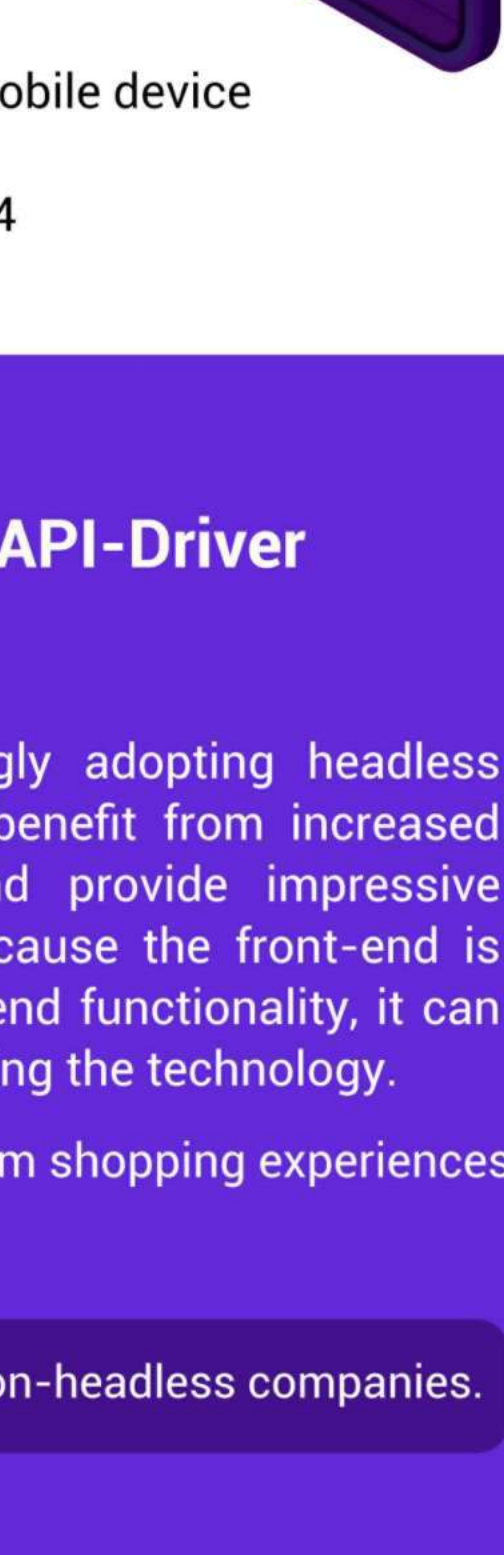
Trends that will shape the future of eCommerce

01 Rise of Mobile Commerce

The business must be mobile responsive. Brands that move to mobile will generate more revenue. With the continued growth of mobile commerce, businesses will need to make sure their websites are optimized for mobile devices. This means a focus on speed, convenience, and user experience.

52% of worldwide consumers have made a purchase using a mobile device

72% of online sales would come from mobile purchases in 2024



02 Headless and API-Driven eCommerce

Businesses are increasingly adopting headless eCommerce solutions to benefit from increased flexibility and control and provide impressive customer experiences. Because the front-end is decoupled from the back-end functionality, it can be updated without impacting the technology.

Headless architecture enables businesses to offer multi-platform shopping experiences by displaying the best frontend tools for each platform/device.

77% of businesses using headless technologies expand into new channels compared to only ...

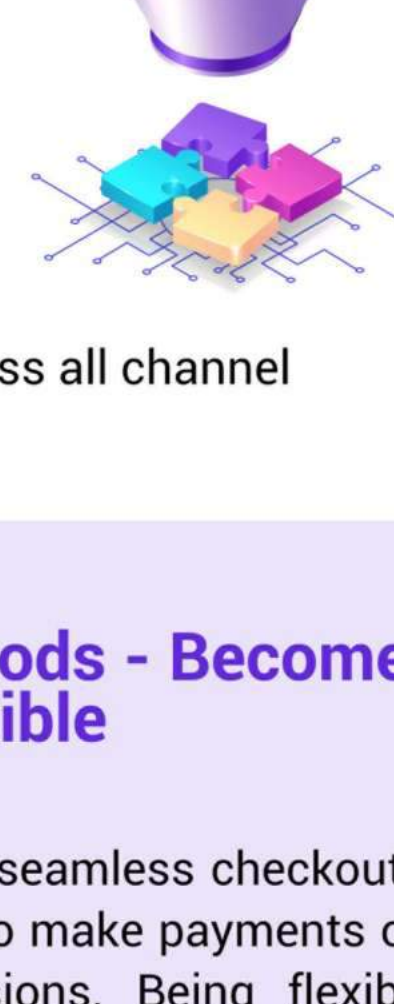
54% of non-headless companies.

[HEADLESS ECOMMERCE PLATFORM >](#)

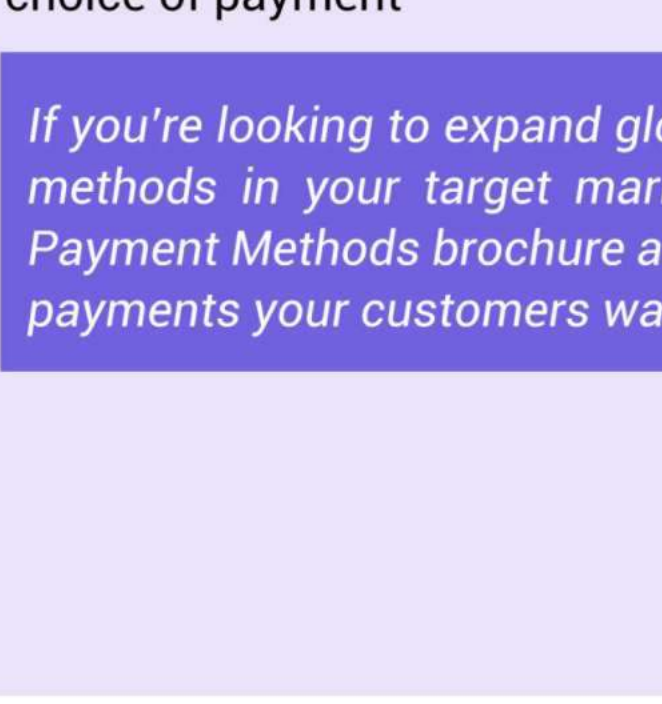
03 Omnichannel presence

Omnichannel is an important strategy for businesses looking to reach a wider audience, improve the customer experience and drive results. By selling through multiple channels, B2B businesses can reach a wider audience and tap into new customer segments. In addition, omnichannel sales allow companies to provide a seamless and consistent experience across all channels, which can improve customer satisfaction and loyalty.

69% of shoppers said they expect a consistent experience across all channel



04 Payment methods - Become even more flexible



It's no secret that having a seamless checkout with the best and easiest ways to make payments online helps to increase conversions. Being digital in digital payments is absolutely critical for eCommerce companies. To decrease cart abandonment rates because of potential payment processing issues, multiple payment options are already a necessity for an online store

Over 50% of the people leave their carts and bounce if they do not find their preferred choice of payment

If you're looking to expand globally, it is essential to understand preferred payment methods in your target market. Don't go it alone. Discover the Nexway Online Payment Methods brochure and learn how the right partner can help you accept the payments your customers want.

[ONLINE PAYMENT METHODS >](#)

05 Sustainability becomes foundational

Consumers are becoming conscious of how their purchase is impacting the environment. Merchants should strive to create more sustainable and greener practices for their businesses, for example, by using eco-friendly shipping practices and partners

73% of global consumers would change their shopping habits to reduce environmental impact

80% of customers consider the sustainability of the product, retailer, or brand when making purchases



06 More personalized and dynamic shopping experience



Customization will be key. In the future, customers will expect to be able to personalize their shopping experiences, down to the finest details. This means businesses will need to offer more customization options than ever before, as consumers are more and more appreciating a differentiated and individualized service.

60% of consumers become repeat customers after a personalized experience

69% of B2B shoppers are willing to pay more for a personalized experience

07 Subscription Business Model

Subscriptions can help increase customer loyalty and improve retention. Moreover it also creates more opportunities to engage with customers, improve relationship management and increase their lifetime value.

Subscription market value is forecasted to grow to US \$2420 billion by 2028

A subscription service could really help you increase your customer lifetime value, decrease customer churn, and help you reach your growth goals. Discover how Nexway manages subscriptions, recurring payments and billing every step of the way.

[RECURRING BILLING MANAGEMENT >](#)

08 Customer Service



Since customer service is often a buyer's only point of contact with an online business, merchants need to make it a priority. When customers have a question, they want an answer - quickly. That means making it easy for them to find help on their preferred channel, whether that's phone, social media, or live chat.

87% of consumers spend less or completely leave brands that don't provide great customer service

[CUSTOMER SERVICE SOLUTIONS >](#)

Get started to success with Nexway

With these fascinating eCommerce statistics and trends, your business is able to grow at a rapid pace. Additionally, the eCommerce market share is growing rapidly and every business should take advantage of it.

[So, what are you waiting for?](#)

Our highly experienced Nexway teams are updated with all the latest trends in the eCommerce domain.

[GET IN TOUCH WITH US TO GET STARTED >](#)