Statista presents: From frenzy to fall – eCommerce back to normal?

This webinar will begin shortly

With more than 1 million statistics, 80,000 topics and 22,500 sources we offer a high variety of data from one hand.

Our 100 data analysts and 200 specialist editors guarantee reliable data adhering to scientific standards.

Many years of market research, the aggregation of multiple data sources, our own modelling, eCommerceDB and strong partners enable us to have a unique perspective.

Statista is always aiming to develop innovative products to make your research as efficient and convenient as possible.

Our comprehensive data helps you to make better business decisions.

Instead of browsing through different online sources, the data you need is only one click away – or maybe two.
FROM FRENZY TO FALL: ECOMMERCE BACK TO NORMAL?

September 2022

Presented by DATA ON STAGE webinar series by statista
Speaker Introduction
Your expert for today's webinar

Christoph Blumtritt
Senior Team Lead Digital Market Outlook

- Expertise
  - eCommerce
  - Fintech
  - ....all things digital

- Hobbies
  - Climbing & hiking
  - Kajak tours
  - Ice cream
No boundaries when it comes to data

Statista in a nutshell

With more than 1 million statistics, 80,000 topics and 22,500 sources we offer a high variety of data from one hand.

Our 100 data analysts and 200 specialist editors guarantee reliable data adhering to scientific standards.

Many years of market research, the aggregation of multiple data sources, our own modelling, eCommerceDB and strong partners enable us to have a unique perspective.

Statista is always aiming to develop innovative products to make your research as efficient and convenient as possible.

Our comprehensive data helps you to make better business decisions.

Instead of browsing through different online sources, the data you need is only one click away – or maybe two.
Topics for today

01  The post-pandemic hangover

02  Facing a global recession

03  Over-stacked, over-hired, over-built?

Submit your questions via the chat window for the Q&A happening at the end of the webinar.

You will receive an email with the answers next week.
THE POST-PANDEMIC HANGOVER
In the last decades eCommerce has gone through many ups and downs but so far, the 2020s seem to be a time of constant exceptions.
Dramatic developments in 2022 pointing at a global recession are leading to a slowdown in performance on the stock market for many eCommerce players.

Stock prices of selected eCommerce key players in US$

Average % change from 07/01/2021 till 07/12/2022

-55.2%

Stock price change from July 2021 to 2022 for selected eCommerce key players

Sources: Yahoo Finance; Company information
For the first time in its long history, eCommerce growth will be negative in 2022

Global eCommerce revenue forecast in billion US$ (1)

Notes:
1. Preliminary forecast as of June 2022 (not published in the Digital Market Outlook so far)
2. Wealthier consumer not much affected by macroeconomic developments
3. E.g., by bigger inventory, improving discovery, individualization, payment and shopping systems, optimized logistics etc.
4. Lockdowns and other government restrictions that drive online consumption
5. Consumer budget shift and shaken consumer confidence

Sources:
Statista Digital Market Outlook, June 2022

<table>
<thead>
<tr>
<th>Year</th>
<th>Growth factor</th>
<th>New forecast July 2022</th>
<th>Old forecast before July 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>Online shift</td>
<td>2.632</td>
<td>2.632</td>
</tr>
<tr>
<td>2020</td>
<td>Increased consumer spending(2)</td>
<td>3.266</td>
<td>3.266</td>
</tr>
<tr>
<td>2021</td>
<td>Friction reduction(3)</td>
<td>3.843</td>
<td>3.843</td>
</tr>
<tr>
<td>2022e</td>
<td>COVID-19(4)</td>
<td>4.229</td>
<td>4.229</td>
</tr>
<tr>
<td>2022e</td>
<td>Inflation</td>
<td>+0.5%</td>
<td>+0.5%</td>
</tr>
<tr>
<td>2022e</td>
<td>Consumer confidence(5)</td>
<td>+3.2%</td>
<td>+3.2%</td>
</tr>
<tr>
<td>2022e</td>
<td>Supply chain issues</td>
<td>-2.9%</td>
<td>-2.9%</td>
</tr>
<tr>
<td>2022e</td>
<td>Recession (Unemployment)</td>
<td>-3.9%</td>
<td>-3.9%</td>
</tr>
<tr>
<td>2022e</td>
<td>Total</td>
<td>-2.5%</td>
<td>-2.5%</td>
</tr>
</tbody>
</table>

Recession (Unemployment)
While discretionary segments such as Electronics have been hit hard, others serving essential needs such as Food & Beverages are still performing well.
What was once spent on eCommerce during the pandemic is now being budgeted for offline, travel, and event items.

**Offline sales revenue of selected brands in bn US$**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walmart</td>
<td>487</td>
<td>494</td>
<td>521</td>
<td>487</td>
</tr>
<tr>
<td>adidas</td>
<td>13</td>
<td>15</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>15</td>
<td>16</td>
<td>18</td>
<td>15</td>
</tr>
</tbody>
</table>

- **Walmart**: +5%
- **adidas**: +18%
- **H&M**: +14%

**Global revenue of Travel & Tourism in bn US$**

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>346</td>
<td>491</td>
<td>491</td>
<td>521</td>
</tr>
<tr>
<td>2020</td>
<td>487</td>
<td>471</td>
<td>491</td>
<td>494</td>
</tr>
<tr>
<td>2021</td>
<td>776</td>
<td>717</td>
<td>717</td>
<td>717</td>
</tr>
<tr>
<td>2022</td>
<td>4</td>
<td>5</td>
<td>24</td>
<td>24</td>
</tr>
</tbody>
</table>

- **2019**: +46%
- **2020**: +18%
- **2021**: +14%
- **2022**: +358%

An average exchange rates for respective year have been applied to the findings from the financial report based on the IRS website.

**Sources:**
- Company Information:
- eCommerceDB:
- Statista Mobility Market Outlook, August 2022
Although there is a current tendency to return to retail offline sales, online is projected to increase until 2025 and revenue growth will bounce back next year.

**Worldwide offline and online share of total retail revenue**

- **2021**
  - Total retail market: 78% offline, 22% online (+26%)
  - Offline revenue share: 78%
  - Online revenue share: 22%

- **2025**
  - Total retail market: 84% offline, 16% online

**Global eCommerce revenue in billion US$ and growth rates**

- **2017:** 2.240 billion
- **2018:** 2.420 billion
- **2019:** 2.632 billion
- **2020:** 3.266 billion
- **2021:** 3.843 billion
- **2022:** 3.748 billion
- **2023:** 4.284 billion
- **2024:** 4.837 billion
- **2025:** 5.422 billion

Notes:
1. Total retail revenue is defined by all categories covered by the Statista Consumer Market Outlook (2022). Preliminary forecast, June 2022 (not published in the Digital Market Outlook so far).

Sources:
- Statista Digital Market Outlook, August 2022
FACING A GLOBAL RECESSION
Declining economic growth in 2022 has been affected by a wide array of ongoing global disruptions.

Global GDP projection revision in 2022 and UNCTAD GDP forecast revision by region

- Conference Board: -0.4%
- The Economist: -0.5%
- NIESR: -0.5%
- Moody’s Analytics: -0.6%
- IMF: -0.8%
- Fitch Ratings: -0.7%
- Oxford Economics: -1.0%
- UNCTAD: -1.0%
- Kiel Institute: -1.0%
- OECD: -1.1%

World: 3.6%
U.S.: 2.6%
Brazil: 1.8%
China: 5.7%
India: 6.7%
Germany: 3.2%
France: 3.4%
UK: 2.1%
Japan: 2.1%

Sources: McKinsey Global Institute analysis; IMF; Conference Board; NIESR; Moody’s Analytics; Fitch Ratings; Oxford Economics; UNCTAD; Kiel Institute; OECD

Disruptions the economy is facing in 2022

- COVID-19 Pandemic
- Acute climate events due to global warming
- Local military conflict Russia-Ukraine War
- Financial challenges and trade disputes
- Inflation
- Supply chain disruption

(1) Global GDP projection revision in 2022 and UNCTAD GDP forecast revision by region

September 2021 forecast
March 2022 forecast
Due to the Russia-Ukraine war, the economy is facing substantial inflationary consequences with severe pressure on supply chains and consumer budgets.
Total consumer spending is holding up rather well, but significant amounts are being reallocated from discretionary items to food and fuel.

### Projected consumer spending worldwide by impact scenario in trillion US$ in 2022

<table>
<thead>
<tr>
<th></th>
<th>Original forecast</th>
<th>Bad scenario</th>
<th>Worse scenario</th>
<th>Worst scenario</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; fuel</td>
<td>11,3</td>
<td>11,8</td>
<td>12,2</td>
<td>12,6</td>
</tr>
<tr>
<td>CG staples (non-food &amp; fuel)</td>
<td>3,7</td>
<td>3,7</td>
<td>3,6</td>
<td>3,5</td>
</tr>
<tr>
<td>CG discretionary</td>
<td>7,1</td>
<td>6,7</td>
<td>6,3</td>
<td>5,9</td>
</tr>
<tr>
<td>Vehicles</td>
<td>2,7</td>
<td>2,6</td>
<td>2,6</td>
<td>2,5</td>
</tr>
<tr>
<td>Staple services</td>
<td>22,0</td>
<td>21,7</td>
<td>21,4</td>
<td>21,2</td>
</tr>
<tr>
<td>Discretionary services</td>
<td>9,2</td>
<td>8,9</td>
<td>8,6</td>
<td>8,4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>56.1</td>
<td>55.4</td>
<td>54.8</td>
<td>54.1</td>
</tr>
</tbody>
</table>

**Notes:**
- Private households and NPISHs (= non-private institutions serving households); current US$; in comparison to our March model, mitigation effects across the supply chain were taken into account so that commodity prices do not drive inflation as severely as originally modelled.

**Sources:**
- Statista Digital Market Outlook, June 2022
OVER-STACKED, OVER-HIRED, OVER-BUILT?
eCommerce growth was overshadowed by sourcing, fulfillment, and advertising becoming costlier, slower, and less effective

Sources: The Journal of Commerce online; U.S. Department of Labor - Bureau of Labor Statistics; eMarketer; Macarta
YoY\(^{(1)}\) performance for Q1 2022 shows figures below expectations for most key players in contrast to the pandemic-induced growth seen in Q1 2021.

Quarterly revenue comparison of selected eCommerce key players for Q1 2021 and Q1 2022 YoY\(^{(1)}\)

- **Online Stores:**
  - Q1 YoY - 1%
  - Q2 YoY - 0%

- **Third-party seller services:**
  - Q1 YoY - 9%
  - Q2 YoY - 13%

**Notes:**

(1) Year-over-Year

**Sources:**
Company information; Yahoo Finance
More waves of layoffs are taking place in the industry, whose workforce boomed between 2020 and 2021.

Number of employees of selected eCommerce players in thousand

<table>
<thead>
<tr>
<th>Company</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>798</td>
<td>1,298</td>
<td>1,608</td>
</tr>
<tr>
<td>JD.COM</td>
<td>228</td>
<td>315</td>
<td>385</td>
</tr>
<tr>
<td>Alibaba Group</td>
<td>102</td>
<td>118</td>
<td>251</td>
</tr>
<tr>
<td>Rakuten</td>
<td>20</td>
<td>24</td>
<td>28</td>
</tr>
<tr>
<td>mercado libre</td>
<td>5</td>
<td>7</td>
<td>10</td>
</tr>
</tbody>
</table>

Selected layoffs of eCommerce companies in 2022

- Layoffs in the broader eCommerce industry so far in 2022: ~9,000
- 1st March: wish - 190
- 30th March: Shopee - 350
- 25th May: GORILLAS - 300
- 12th July: goPuff - 1,500
- 27th July: shopify - 1,000
- 19th August: wayfair - 870

Sources: Company information; layoffs.fyi; Reuters

Especially quick commerce faces a reckoning, with other companies such as Getir, Blinkit or Jiffy having had layoffs and closures in 2022!
Given the current circumstances, eCommerce’s already low margins are under even more pressure.

**Average industry net margins in the U.S in 2022**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Margin (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>32%</td>
</tr>
<tr>
<td>Software (Entertainment)</td>
<td>29%</td>
</tr>
<tr>
<td>Asset Management</td>
<td>25%</td>
</tr>
<tr>
<td>Tobacco</td>
<td>21%</td>
</tr>
<tr>
<td>Information Services</td>
<td>17%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>15%</td>
</tr>
<tr>
<td>Healthcare Products</td>
<td>13%</td>
</tr>
<tr>
<td>Insurance</td>
<td>13%</td>
</tr>
<tr>
<td>Restaurant/Dining</td>
<td>13%</td>
</tr>
<tr>
<td>Broadcasting</td>
<td>10%</td>
</tr>
<tr>
<td>Telecom. Services</td>
<td>8%</td>
</tr>
<tr>
<td>Retail (Online)</td>
<td>7%</td>
</tr>
<tr>
<td>Education</td>
<td>7%</td>
</tr>
<tr>
<td>Apparel</td>
<td>7%</td>
</tr>
<tr>
<td>Retail (General)</td>
<td>3%</td>
</tr>
<tr>
<td>Coal &amp; Related Energy</td>
<td>-5%</td>
</tr>
<tr>
<td>Air Transport</td>
<td>-8%</td>
</tr>
<tr>
<td>Hotel/Gaming</td>
<td>-29%</td>
</tr>
</tbody>
</table>

**Pre-tax profit margins in%**

- 2011-2012: 6.2%
- 2013: 3.2%
- 2014: 1.3%
- 2015: 4.4%
- 2016: 4%
- 2017: 3%
- 2018: 2%
- 2019: 1%
- 2020: 0%

**Cost margins in % (excluding OGS)**

- Total: 60.9%
- Pure online: 64.3%

**Sources:** Stern School of Business at New York University; McKinsey; ALVAREZ & MARSAL
Even Amazon’s eCommerce business demonstrates a trend of sinking and currently negative operating income.

**Amazon operating income for North America and International**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Income (US$ billion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1 2021</td>
<td>4.8</td>
</tr>
<tr>
<td>Q2 2021</td>
<td>3.5</td>
</tr>
<tr>
<td>Q3 2021</td>
<td>0.0</td>
</tr>
<tr>
<td>Q4 2021</td>
<td>-1.8</td>
</tr>
<tr>
<td>Q1 2022</td>
<td>-2.9</td>
</tr>
<tr>
<td>Q2 2022</td>
<td>-2.4</td>
</tr>
</tbody>
</table>

Notes: (1) Primarily consists of amounts earned from retail sales of consumer products (including from sellers) and subscriptions through online and physical stores and excludes AWS.

Sources: Company information
By branching out into other sectors such as advertising, many eCommerce players are attempting to compensate for thin online retail margins.

Global advertising revenue of selected eCommerce players in billion US$:

<table>
<thead>
<tr>
<th>Year</th>
<th>Rakuten</th>
<th>Walmart</th>
<th>Amazon</th>
<th>Alibaba Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>37.2</td>
<td>9.2</td>
<td>22.7</td>
<td>3.3</td>
</tr>
<tr>
<td>2019</td>
<td>47.6</td>
<td>12.6</td>
<td>31.5</td>
<td>4.1</td>
</tr>
<tr>
<td>2020</td>
<td>59.7</td>
<td>19.8</td>
<td>37.1</td>
<td>1.2</td>
</tr>
<tr>
<td>2021</td>
<td>78.9</td>
<td>31.2</td>
<td>41.8</td>
<td>1.3</td>
</tr>
<tr>
<td>2022e</td>
<td>94.3</td>
<td>6.0</td>
<td>59.7</td>
<td>2.5</td>
</tr>
</tbody>
</table>

Worldwide print and radio ad spend in billion US$:

<table>
<thead>
<tr>
<th>Year</th>
<th>Print</th>
<th>Traditional Radio</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>48.7</td>
<td>0.3</td>
<td>50.0</td>
</tr>
<tr>
<td>2019</td>
<td>28.1</td>
<td>2.5</td>
<td>30.6</td>
</tr>
<tr>
<td>2020</td>
<td>47.6</td>
<td>2.5</td>
<td>50.1</td>
</tr>
<tr>
<td>2021</td>
<td>59.7</td>
<td>1.2</td>
<td>61.0</td>
</tr>
<tr>
<td>2022e</td>
<td>76.8</td>
<td>1.3</td>
<td>78.1</td>
</tr>
</tbody>
</table>

Sources: Statista Advertising and Media Outlook, August 2022; Company information.
A short-term development of the broader eCommerce ecosystem is increased connectedness that removes friction along the value chain.

Overview of the broader eCommerce marketplace stack

- **Fintech**
  - D2C banking, trading
  - Buy now, pay later
  - Lending
  - Insurance

- **Logistics**
  - Potentially levelling the playing field by enabling asset-light players to have full-stack capabilities

- **Own Product**
  - Competing directly with marketplaces & eCommerce

- **Advertising**
  - Moving into vertical search
  - Focusing on advertising platform
  - Creating marketplaces

- **Software**
  - Software directly competing with Amazon's platform
  - SaaS with add-on marketplace for doctors
When assessing current performance figures, it makes sense to ignore the COVID-19 period with its numerous special effects, and take 2019 as baseline.

*exciting commerce* eCommerce revenue evaluation heuristic for 2022

- **Revenue Index 2019 = 100**
- **COVID-19 years**
- **Platforms**
  - 70 Amazon
  - 58 JD.COM
  - 45 Alibaba Group
- **Food & Beverages**
  - 77 naked
  - 56 ocado
- **Fashion**
  - 113 FARFETCH
  - 62 zalando
  - 32 STITCH FIX
- **Furniture & Homeware**
  - 81 homestyler
  - 41 wayfair

<table>
<thead>
<tr>
<th>year</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue Index 2019</td>
<td>100</td>
<td>100</td>
<td>200</td>
<td>175</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>COVID-19 years</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Global eCommerce revenue in billion US$

- **2019**: 2.632
- **2020**: 3.266
- **2021**: 3.843
- **2022**: 3.748

+42%

**Sources:**
- excitingcommerce.de
- Statista Digital Market Outlook, August 2022
Long-term topics such as social commerce will lead to the next wave in online shopping: leveraging convenience and network effects of social media.

**Global social and influencer ad revenue in US$ bn**

- **Influencer Advertising**
  - 2022: $28bn
  - 2027: $51bn

- **Social Media Advertising**
  - 2022: $226bn
  - 2027: $385bn

  \(+70\%\) \(+86\%\)

**Global number of social media users in million**

<table>
<thead>
<tr>
<th>Country</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
<th>2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>4,594</td>
<td>4,898</td>
<td>5,174</td>
<td>5,423</td>
<td>5,649</td>
<td>5,852</td>
</tr>
<tr>
<td>U.S.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Users purchasing from social networks in 2021**

<table>
<thead>
<tr>
<th>Country</th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
<th>2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>46%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>U.S.</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td></td>
<td>30%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Canada</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Russia</td>
<td>26%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brazil</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>24%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>23%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>22%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mexico</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Germany</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>18%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Global social commerce revenue in bn US$**


\(+249\%\)

**Sources:** Statista Advertising & Media Outlook, August 2022; eMarketer; Grand View Research.
As the line between the physical and digital world becomes increasingly blurry, the metaverse will reimagine the path to omnichannel shopping experiences.

Overview of future next-level commerce

**3D assets (NFTs**\(^{(1)}\) and virtual try-ons supported by AR\(^{(2)}\) and blockchain will pave the way to customized on-demand apparel-making and products**

**In conversational commerce, brands and retailers leverage direct messaging platforms to interact on a personal level with shoppers**

**In Headless Commerce, brands optimize their approaches for reaching customers via maximum interfaces such as smartphones, smart speakers, apps, and social media**

**As brands seek ways to improve customer engagement, virtual stores in the metaverse present a unique opportunity for retailers to provide their shoppers with an immersive experience**

**Brands that integrate cryptocurrency options into their eCommerce platforms can enable faster payments with a broader (global) customer reach**

**Retailer websites that leverage AI technology can provide individualized recommendations to customers based on their shopping profiles**

Notes:

1. Non-fungible tokens
2. Augmented Reality

Sources: Visual Capitalist; Forbes; SmartHint; cbinsight
Key take aways

- Due to the Russia-Ukraine war, the economy is facing substantial inflationary consequences with severe pressure on supply chains and consumer budgets, also having a lot of influence on eCommerce.

- For the first time in its long history, eCommerce growth will therefore be negative in 2022.

- While discretionary segments such as Electronics have been hit hard, others serving essential needs such as Food & Beverages are still performing well.

- Although there is a current tendency to return to retail offline sales, online is projected to increase until 2025 and revenue growth will bounce back next year.

- When assessing current performance figures, it makes sense to ignore the COVID-19 period with its numerous special effects, and take 2019 as baseline.

- Social commerce and next level commerce taking place in the metaverse will be the next wave in online shopping, lifting huge revenue opportunities.
Time to ask your questions!

AskStatista

- Please use the chat window to ask your questions now.
- If you have more questions coming up after the webinar, kindly send them to webinars@statista.com.
- Our in-house AskStatista team carries out research and microprojects across industries and countries and will answer your questions.
- In the course of next week, you will receive all answers via Email, alongside today’s presentation.
Thank you for joining our webinar today!

**Coming up next**
Date: October 20, 2022  
Topic: Economic uncertainty and Buy Now, Pay Later  
Speaker: Raynor de Best, Specialist Expert

You will receive today's presentation and the Q&As next week via Email.

Please see our website for more information about Statista.