



If you have an online store, you need to stay on top of the latest trends in e-commerce. From shopping cart abandonment to delivery preferences, ShipBob created this infographic to show you where the industry is, where it's going, and how to navigate the e-commerce landscape.

## The Rise of E-Commerce

**23%**  
YoY Growth<sup>1</sup>

36% Online  
64% In-store  
Shopping budget spend by location<sup>1</sup>

51% Online  
49% In-store  
Shopping location preferences<sup>1</sup>

### Why do people shop online instead of in-store?<sup>2</sup>



### What are the biggest online shopping days?

Sales from 2017



## Online Shopping Behaviors

**96%**  
of consumers have made a purchase online.<sup>6</sup>

### How frequently do people shop online?<sup>1</sup>



**35%**  
of online purchases are made on a phone or tablet.<sup>7</sup>

**47%**  
of online shoppers made an international purchase in the past year.<sup>8</sup>

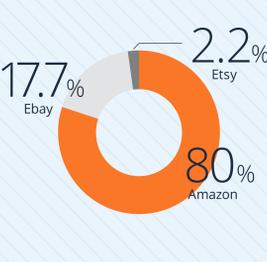
**33%**  
of people go to a store only when they need something urgently.<sup>8</sup>

### Where do people shop online?

#### Website vs. marketplace<sup>1</sup>



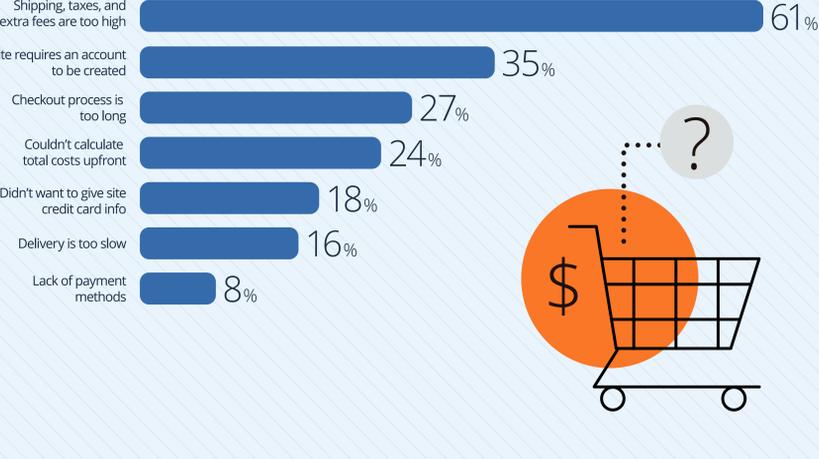
#### Marketplace breakdown<sup>1</sup>



#### New vs. returning shoppers<sup>9</sup>

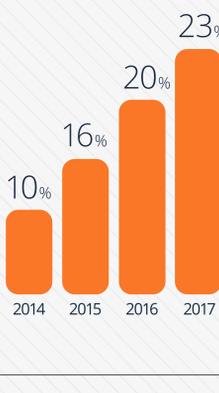


### Why do people abandon shopping carts?<sup>10</sup>



## Customer Delivery Preferences

#### What percentage of orders use two-day shipping?<sup>11</sup>



#### How important are fast delivery options?

**63%**  
consider delivery speed important when selecting products.<sup>11</sup>

**60%**  
have chosen a competitor with more convenient delivery options.<sup>12</sup>

### How important is offering free shipping?

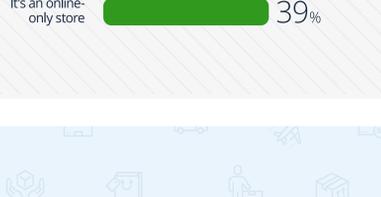
**27%**  
will not pay for shipping, regardless of speed.<sup>13</sup>

**74%**  
rate free shipping as important when checking out.<sup>14</sup>

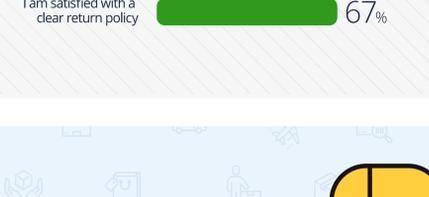


### The state of returns in e-commerce

#### Why do people return online over in-store?<sup>11</sup>



#### What do people think about return policies?<sup>11</sup>



Although consumer preferences continue to evolve, e-commerce is here to stay. These trends can no longer be ignored. Online businesses that strive to meet these expectations will come out on top.

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