



# Ecommerce Facts + Stats

Insights and information about trends in ecommerce, the economic recovery, marketing and more to drive your business forward in the New Roaring 20s.



# Ecommerce Stats + Facts

Ecommerce sales grew 9.3% this year from 2020, from \$193.62 billion to \$211.70 billion.

*Source:*

U.S. Department of Commerce  
<https://www.census.gov/retail/index.html>



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# Ecommerce Stats + Facts

The global ecommerce market is expected to total \$4.89 trillion in 2021.

Source:

eMarketer

<https://www.emarketer.com/content/worldwide-ecommerce-will-approach-5-trillion-this-year>



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# Ecommerce Stats + Facts

In the second quarter of 2021, United States GDP returned to its pre-pandemic level.

*Source:*

Congressional Budget Office  
<https://www.brookings.edu/research/11-facts-on-the-economic-recovery-from-the-covid-19-pandemic/>



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# Ecommerce Stats + Facts

**There were more new business applications and fewer bankruptcies in 2020 and 2021 than in 2018 and 2019.**

*Source:*

US Census Bureau & Epiq AACER  
<https://www.brookings.edu/research/11-facts-on-the-economic-recovery-from-the-covid-19-pandemic/>



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# Ecommerce Stats + Facts

The United States ecommerce market is forecast to reach over \$843 billion in 2021.

*Source:*

OBERLO

<https://www.oberlo.com/statistics/mobile-commerce-sales>



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## Ecommerce Stats + Facts

The pandemic has accelerated the shift away from physical stores to digital shopping by roughly 5 years.

Source:

IBM's U.S. Retail Index

<https://techcrunch.com/2020/08/24/covid-19-pandemic-accelerated-shift-to-e-commerce-by-5-years-new-report-says/>



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# Ecommerce Stats + Facts

In 2021, e-retail sales will account for 19.5% of all retail sales worldwide. This figure is expected to reach 21.8% in 2024.

Source:

Statista

<https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>



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# Ecommerce Stats + Facts

**By 2025, ecommerce is projected to account for nearly 25% of all retail sales globally. That's up from just 13.8% in 2019.**

*Source:*

eMarketer

<https://www.emarketer.com/content/worldwide-ecommerce-continues-double-digit-growth-following-pandemic-push-online>



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# Ecommerce Stats + Facts

At the height of the COVID-19 pandemic, 10 years of ecommerce growth happened in just 90 days.

Source:

Shopify

<https://www.shopify.com/future-of-commerce/2021>



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# Ecommerce Stats + Facts

**9 in 10 companies are making significant investments to improve their supply chain resilience.**

*Source:*

Deloitte

<https://www2.deloitte.com/us/en/pages/consumer-business/articles/consumer-products-industry-outlook.html>



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# Ecommerce Stats + Facts

**35% of salespeople say seasonality is the key reason why they're most successful during a certain period of the year. 26% credit knowing industry trends as a major influence on success.**

*Source:*

PipeDrive

<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

The number of mobile users is currently 5.22 billion and growing.

Source:

eMarketer

<https://www.statista.com/chart/13139/estimated-worldwide-mobile-e-commerce-sales/>



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# Ecommerce Stats + Facts

**3 out of 4 consumers say they buy from their smartphones because it saves time.**

Source:  
OBERLO  
<https://www.oberlo.com/statistics/mobile-commerce-sales>



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# Ecommerce Stats + Facts

Mobile commerce sales are projected to reach \$3.56 trillion in 2021 — 22.3% more than the \$2.91 trillion registered in 2020.

Source:

eMarketer

<https://www.statista.com/chart/13139/estimated-worldwide-mobile-e-commerce-sales/>



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## **Ecommerce Stats + Facts**

**Nearly 3 out of every 4 dollars spent on online purchases today is done through a mobile device.**

*Source:*  
eMarketer  
<https://www.statista.com/statistics/1045353/mobile-device-daily-usage-time-in-the-us/>



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## Ecommerce Stats + Facts

The amount of time consumers spend on mobile devices daily has increased from 188 min in 2016 to 234 min in 2021 — up 24.5% in just 5 years.

Source:

eMarketer

<https://www.statista.com/chart/13139/estimated-worldwide-mobile-e-commerce-sales/>



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## Ecommerce Stats + Facts

The share of mobile ecommerce sales has increased 39.1% — from its 52.4% market share in 2016 to its current 72.9% market share.

Source:  
eMarketer  
<https://www.statista.com/statistics/1045353/mobile-device-daily-usage-time-in-the-us/>



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## Ecommerce Stats + Facts

The average order value of online shopping orders via smartphone and tablet devices still lags behind traditional online orders via desktop.

Source:

Statista

<https://www.statista.com/statistics/239247/global-online-shopping-order-values-by-device/>



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# Ecommerce Stats + Facts

Although retail had a tough year in 2020, every national market covered by eMarketer saw double-digit ecommerce growth.

*Source:*

eMarketer, InsiderIntelligence.com  
<https://www.shopify.com/enterprise/global-ecommerce-statistics>



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# Ecommerce Stats + Facts

In 2020, Latin America saw incredible ecommerce growth (36.7%), despite a 3.4% drop in overall retail sales.

*Source:*

eMarketer, InsiderIntelligence.com  
<https://www.shopify.com/enterprise/global-ecommerce-statistics>



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## Ecommerce Stats + Facts

**China is anticipated to produce \$2.779 trillion in ecommerce sales in 2021 (56.8% of the global total).**

*Source:*

eMarketer, Insider Intelligence  
<https://www.insiderintelligence.com/insights/ecommerce-industry-statistics/>



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# Ecommerce Stats + Facts

**China has the largest number of digital buyers at 792.5 million (33.3% of the global total).**

*Source:*

eMarketer, Insider Intelligence

<https://www.insiderintelligence.com/insights/e-commerce-industry-statistics/>



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## Ecommerce Stats + Facts

This year, China is projected to become the first country in history to transact more than half of its retail sales digitally.

*Source:*

eMarketer, Insider Intelligence

<https://www.insiderintelligence.com/insights/e-commerce-industry-statistics/>



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# Ecommerce Stats + Facts

**85% of consumers prefer free shipping over fast shipping.**

*Source:*

Deloitte

<https://www2.deloitte.com/us/en/pages/about-deloitte/articles/press-releases/deloitte-study-holiday-shoppers-hooked-on-fast-and-free-shipping.html>



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# Ecommerce Stats + Facts

**75% of consumers surveyed expect delivery to be free — even on orders under \$50.**

*Source:*

National Retail Federation  
<https://nrf.com/insights/consumer-trends/consumer-view>



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## Ecommerce Stats + Facts

**Baby Boomers demand free shipping the most, with 88% expecting it. That compares with 77% of Gen X, 61% of Millennials & 76% of Gen Z.**

*Source:*

National Retail Federation  
<https://nrf.com/insights/consumer-trends/consumer-view>



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## Ecommerce Stats + Facts

**65% of consumers say they look up free-shipping thresholds before adding items to their online shopping carts.**

*Source:*

National Retail Federation

<https://nrf.com/insights/consumer-trends/consumer-view>



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# Ecommerce Stats + Facts

Ecommerce sites have a median conversion rate of 1.84%. Top performers average 5x higher at 6.25%.

Source:

WordStream

<https://www.wordstream.com/blog/ws/2014/03/17/what-is-a-good-conversion-rate> (Updated Oct 12th 2021)



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# Ecommerce Stats + Facts

The average documented shopping cart abandonment rate is 69.8%.

Source:  
Baymard Institute  
<https://baymard.com/lists/cart-abandonment-rate>



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# Ecommerce Stats + Facts

**Shopping cart abandonment rates are highest from 8-9 PM and on weekends.**

*Source:*

EY Studios & Formisomo

<https://eystudios.com/2016/09/2016-state-ecommerce-cart-abandonment-recapture-statistics-infographic/>

<https://www.formisimo.com/blog/shopping-cart-abandonment-rate/>



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# Ecommerce Stats + Facts

Shopping cart abandonment rate is highest among mobile shoppers, at 85.6%. This is compared to 80.7% for tablet shoppers and 73.1% for desktop shoppers.

Source:

Forbes

<https://www.forbes.com/sites/paultalbot/2018/06/27/why-cart-abandonment-rates-arent-falling/#6b094d207bb6>



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## Ecommerce Stats + Facts

**58.6% of US online shoppers have abandoned a cart within the last 3 months because “I was just browsing/not ready to buy”. Most will abandon even before initiating checkout.**

*Source:*

Baymard Institute

<https://baymard.com/lists/cart-abandonment-rate>



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## Ecommerce Stats + Facts

**18% of US online shoppers have abandoned an order in the past quarter solely due to a “too long/complicated checkout process”.**

*Source:*

Baymard Institute

<https://baymard.com/lists/cart-abandonment-rate>



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## Ecommerce Stats + Facts

The average ecommerce site has 39 potential areas for checkout improvement.

Source:

Baymard Institute

<https://baymard.com/lists/cart-abandonment-rate>



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## Ecommerce Stats + Facts

The average large-sized ecommerce site can boost conversion rate 35.26% though better checkout design. This translates to \$260B worth of revenue gains in the US and EU.

*Source:*

Baymard Institute

<https://baymard.com/lists/cart-abandonment-rate>



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## **Ecommerce Stats + Facts**

**An ideal checkout flow can be as short as 12-14 form elements. The average US checkout flow contains 23.48 form elements displayed to users by default.**

*Source:*

Baymard Institute

<https://baymard.com/lists/cart-abandonment-rate>



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# Ecommerce Stats + Facts

**34% of online shoppers said they've abandoned their carts because the site required them to make an account. Conversion rates can increase by 45% if you offer guest checkout.**

*Sources:*

Inc.com & Baymard Institute

<https://www.inc.com/jeff-haden/7-simple-ways-to-decrease-shopping-cart-abandonment.html>

<https://baymard.com/lists/cart-abandonment-rate>



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## Ecommerce Stats + Facts

**Cart abandonment rate can be increased by 75% if your site loads slowly. 26% of customers said they dropped off from the checkout process before making a purchase because it took too long.**

*Source:*

Design Advisor & Baymard Institute

<https://truelist.co/blog/shopping-cart-abandonment-stats/>

<https://baymard.com/lists/cart-abandonment-rate>



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# Ecommerce Stats + Facts

8AM-9AM is the peak time for online sales.

Source:

SalesCycle

<https://www.salecycle.com/blog/stats/when-are-people-most-likely-to-buy-online/>



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## Ecommerce Stats + Facts

**52% of consumers say over half of their purchases are influenced by convenience. 97% have backed out of a purchase because it was inconvenient for them.**

*Source:*

National Retail Federation  
<https://nrf.com/insights/consumer-trends/consumer-view>



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## Ecommerce Stats + Facts

Today's shoppers are always busy. Over one-third say they feel they have less time now compared to 5 years ago.

Source:

National Retail Federation

<https://nrf.com/insights/consumer-trends/consumer-view>



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# Ecommerce Stats + Facts

**Monday is the most active day for online shopping, followed by Sunday.**

*Source:*  
Workarea  
<https://blog.workarea.com/trends-when-do-people-shop-online>



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# Ecommerce Stats + Facts

**67% of customers “window-shop” online just for fun. 77% of these digital window-shoppers make impulse purchases.**

*Source:*

PayPal & Marketing Dive

<https://www.paypal.com/au/brc/topics/mcommerc>

[e-reports](#)

<https://www.marketingdive.com/>



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# Ecommerce Stats + Facts

**70% of mobile window-shoppers will come back and make a purchase from their device within an hour of seeing the product. It takes a full month for the same percentage of desktop users to catch up.**

*Source:*

Marketing Dive

<https://www.marketingdive.com/>



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## Ecommerce Stats + Facts

**70% of consumers say the convenience of Buy Online/Pickup In Store has improved their experience.**

*Source:*

National Retail Federation  
<https://nrf.com/insights/consumer-trends/consumer-view>



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# Ecommerce Stats + Facts

In 2020, close to half of B2B buyers were Millennials — nearly double the amount from 2012.

*Source:*

BigCommerce

<https://www.bigcommerce.com/articles/b2b-ecommerce/b2b-ecommerce-trends/#b2b-sector-is-evolving>



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# Ecommerce Stats + Facts

**Today's B2B buyer conducts approximately 12 online searches before making a purchase from a specific brand.**

*Source:*

Business2Community

<https://www.business2community.com/b2b-marketing/b2b-digital-marketing-trends-in-2020-02291086>



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## **Ecommerce Stats + Facts**

**The global B2B ecommerce market is projected to reach \$13.63 billion by 2027, up from \$7.66 billion in 2020, at a CAGR of 8.5% during 2021-2027.**

*Source:*

Precision Reports

<http://www.precisionreports.co/global-and-japan-business-to-business-b2b-e-commerce-market-18683470>



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# Ecommerce Stats + Facts

**35% of LinkedIn members around the world, including 44% of senior-level decision-makers, say they listen to podcasts.**

*Source:*

LinkedIn

<https://www.linkedin.com/business/marketing/blog/linkedin-ads/who-listens-to-podcasts-and-why-they-matter-to-marketers>



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## Ecommerce Stats + Facts

**64% of businesses said in the last 12 months, a video on Facebook resulted in a new client.**

Source:  
Animoto  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**43% of video marketers say video has reduced the number of support calls they've received.**

Source:  
Wyzowl  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**84% of people say they've been convinced to buy a product or service by watching a brand's video.**

Source:  
Wyzowl  
<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

An overwhelming majority of people (94%) report watching explainer videos to learn more about a product.

Source:  
Wyzowl  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service.**

*Source:*

Google

<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

Viewers say they're 2x more likely to buy something they saw on YouTube.

Source:  
Google  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

Online retailers that have at least 1 active social media account make 32% more sales than online retailers that don't use social media platforms.

Source:

BigCommerce

<https://www.bigcommerce.com/blog/5-social-stats-for-online-storeowners/>



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## Ecommerce Stats + Facts

40% of consumers have made a purchase via Facebook, 13% via Instagram, and 12% via Pinterest.

Source:  
Avionos  
<https://www.avionos.com/>



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# Ecommerce Stats + Facts

Instagram is the social channel with the second-highest ROI among marketers.

Source:  
HubSpot  
<https://www.hubspot.com/state-of-marketing>



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## Ecommerce Stats + Facts

**Gen Z (55.2%) & Millennials (50.6%) are most likely to make a fashion purchase influenced by social media, compared to Gen X (38.1%) and Baby Boomers (27.5%).**

*Source:*

Yotpo US Fashion Ecommerce Report  
<https://www.yotpo.com/us-fashion-survey/>



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# Ecommerce Stats + Facts

The paid channels with the highest ROI are Facebook and Google Search advertising.

Source:

HubSpot

<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

The Google Display Network reaches 90% of Internet users worldwide.

Source:  
Google  
<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

Fewer people used ad blockers in 2020 (41%) than four years ago, in 2016 (52%).

Source:  
Audience Project  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**By using Google Ads, Schmidt Naturals saw a 48% uptick in brand awareness for its vegan products on YouTube.**

Source:  
Google  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

By using Google Ads for its mobile advertising, Williams Sonoma has seen a 70% increase in mobile sales.

Source:  
Google  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**Purple (the mattress company) saw a 34.6% boost in brand consideration by using Google Ads audience targeting on YouTube.**

*Source:*  
Google  
<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

**Roughly 80% of marketers have reported an increase in email engagement over the past 12 months.**

Source:  
HubSpot  
<https://www.hubspot.com/state-of-marketing>



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# Ecommerce Stats + Facts

Tuesdays see the highest email open and unsubscribe rates.

Source:

Campaign Monitor

<https://www.hubspot.com/marketing-statistics>



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## Ecommerce Stats + Facts

Friday is typically the day with the highest email marketing click-through rate potential, at 2.7%.

Source:

Campaign Monitor

<https://www.hubspot.com/marketing-statistics>



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## **Ecommerce Stats + Facts**

**Marketers who use segmented email campaigns note as much as a 760% increase in revenue.**

*Source:*  
Campaign Monitor  
<https://www.hubspot.com/marketing-statistics>



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# Ecommerce Stats + Facts

**Apparel and Accessories is the fastest growing retail sales category in 2021, at 28.7%.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

Retail sales in the Furniture and Home Furnishings category will grow by 11.4% in 2021.

Source:  
eMarketer  
<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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## Ecommerce Stats + Facts

**Retail sales in the Office Equipment and Supplies category will grow by 9.3% in 2021.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

**Retail sales in the Toys and Hobby category will grow by 7.1% in 2021.**

*Source:*  
eMarketer  
<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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## Ecommerce Stats + Facts

Retail sales in the Health, Personal Care and Beauty category will grow by 6% in 2021.

Source:

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

**Retail sales in the Auto and Parts category will grow by 4.9% in 2021.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

Retail sales in the Computer and Consumer Electronics category will grow by 4.2% in 2021.

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

**Retail sales in the Food and Beverage category will grow by 3.3% in 2021.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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## Ecommerce Stats + Facts

**Retail sales in the Books, Music and Video category will grow by 3.1% in 2021.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

Online consumer packaged goods (CPG) sales in the United States increased \$63 billion in 2020 vs. 2019.

Source:

NielsenIQ

<https://nielseniq.com/global/en/insights/analysis/2021/online-cpg-sales-in-the-u-s-are-booming-but-theres-still-room-for-growth/>



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# Ecommerce Stats + Facts

For the first time, food and beverages overtook health and beauty in 2020 as the leader of CPG sales online.

Source:

NielsenIQ

<https://nielseniq.com/global/en/insights/analysis/2021/online-cpg-sales-in-the-u-s-are-booming-but-theres-still-room-for-growth/>



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# Ecommerce Stats + Facts

**In 2021, 45.1M people will use a Buy-Now-Pay-Later platform, up 81.2% over 2020 — more than 1/5 (21.5%) of digital buyers in the US.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

**By 2025, the number of people using Buy-Now-Pay-Later platforms will grow to more than one-third.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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# Ecommerce Stats + Facts

**Millennials account for 42.7% of Buy-Now-Pay-Later users, followed by Gen Z at 30.3%.**

*Source:*

eMarketer

<https://www.emarketer.com/content/us-ecommerce-forecast-revised-upward-18-growth-expected-2021>



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