

INDUSTRIES & MARKETS

E-commerce worldwide

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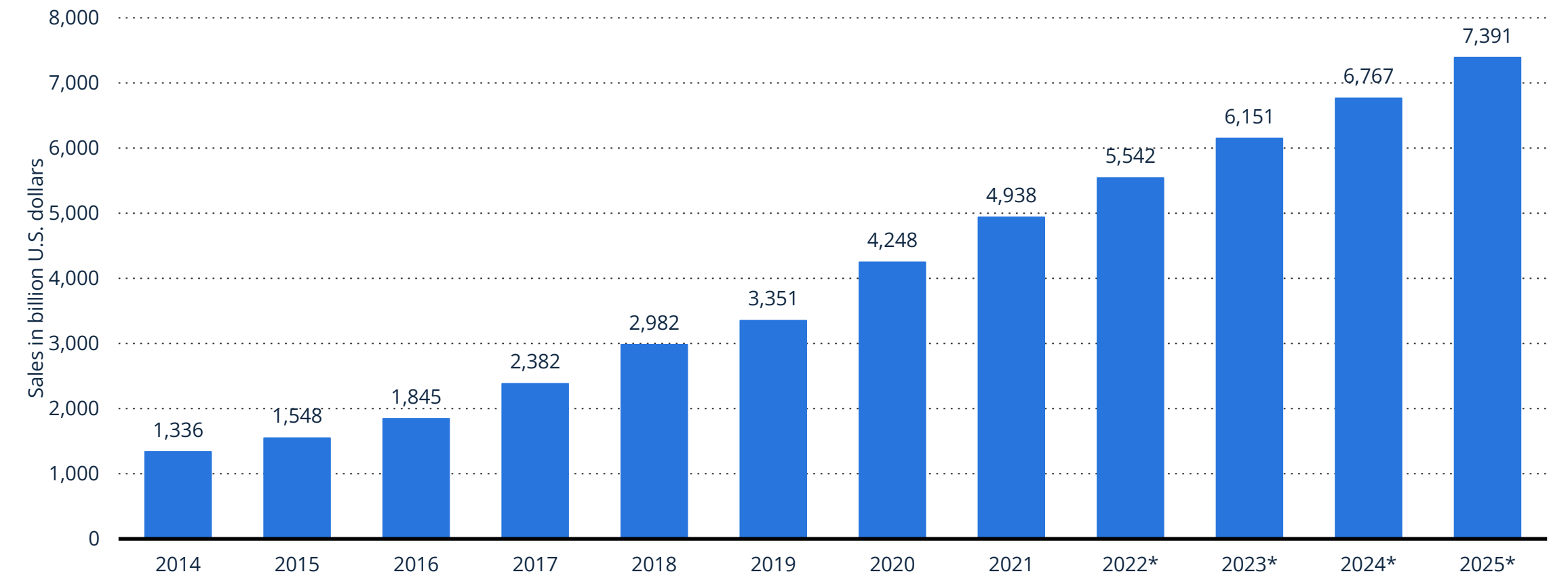
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CHAPTER 01

Overview

Retail e-commerce sales worldwide from 2014 to 2025 (in billion U.S. dollars)

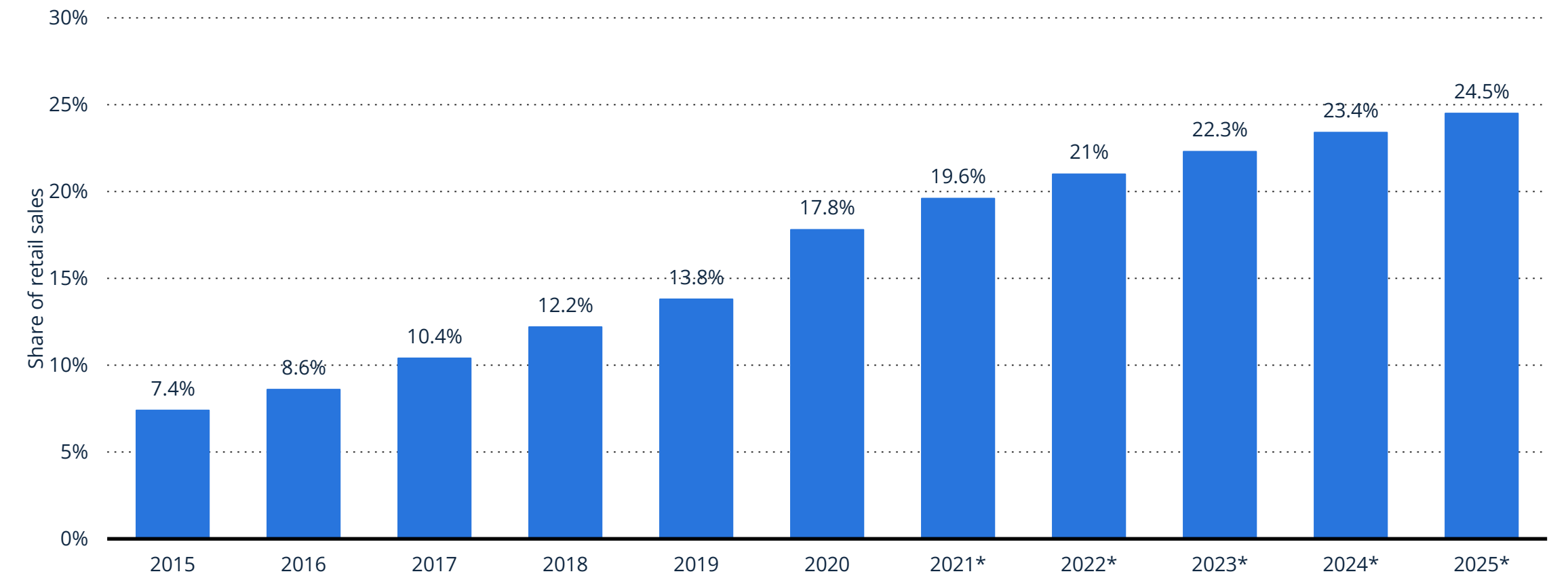
Global retail e-commerce sales 2014-2025



4 **Description:** In 2021, retail e-commerce sales amounted to approximately 4.9 trillion U.S. dollars worldwide. This figure is forecast to grow by 50 percent over the next four years, reaching about 7.4 trillion dollars by 2025 [Read more](#)
Note(s): Worldwide; 2014 to 2021; * Forecast. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets. 2014 to 2019 data are from earlier reporting [Read more](#)
Source(s): eMarketer

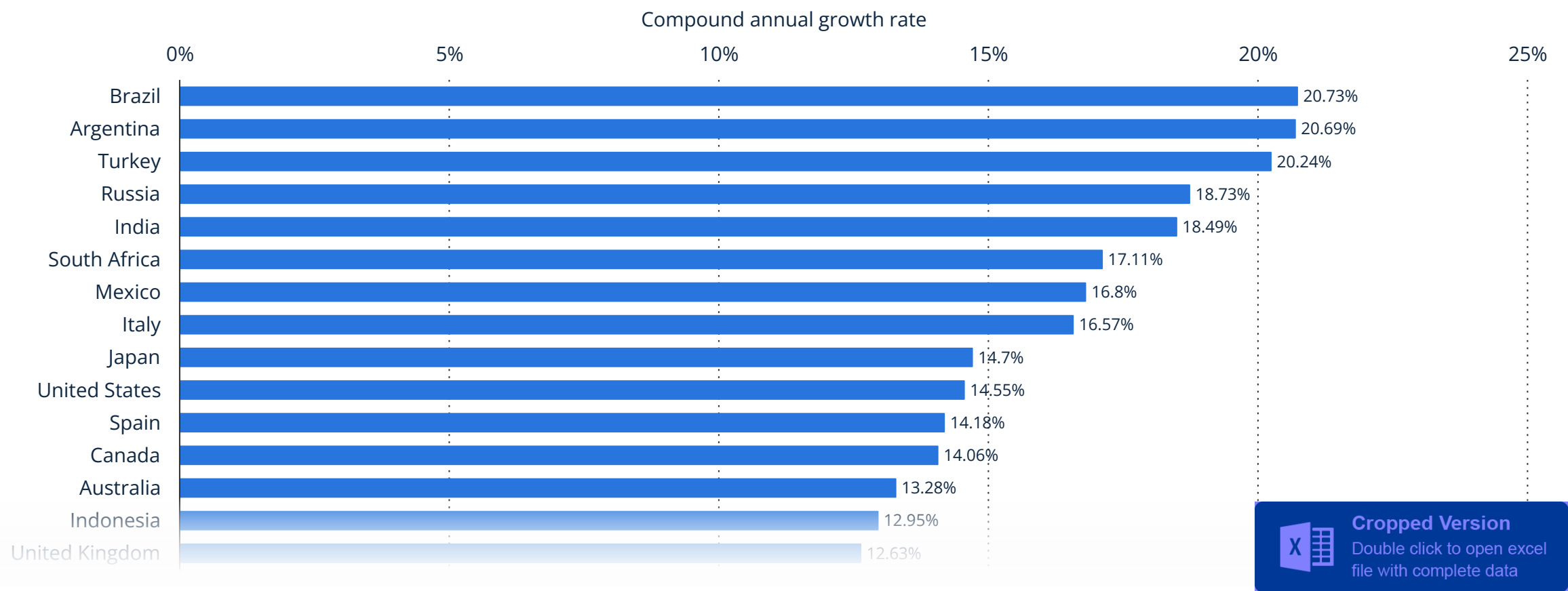
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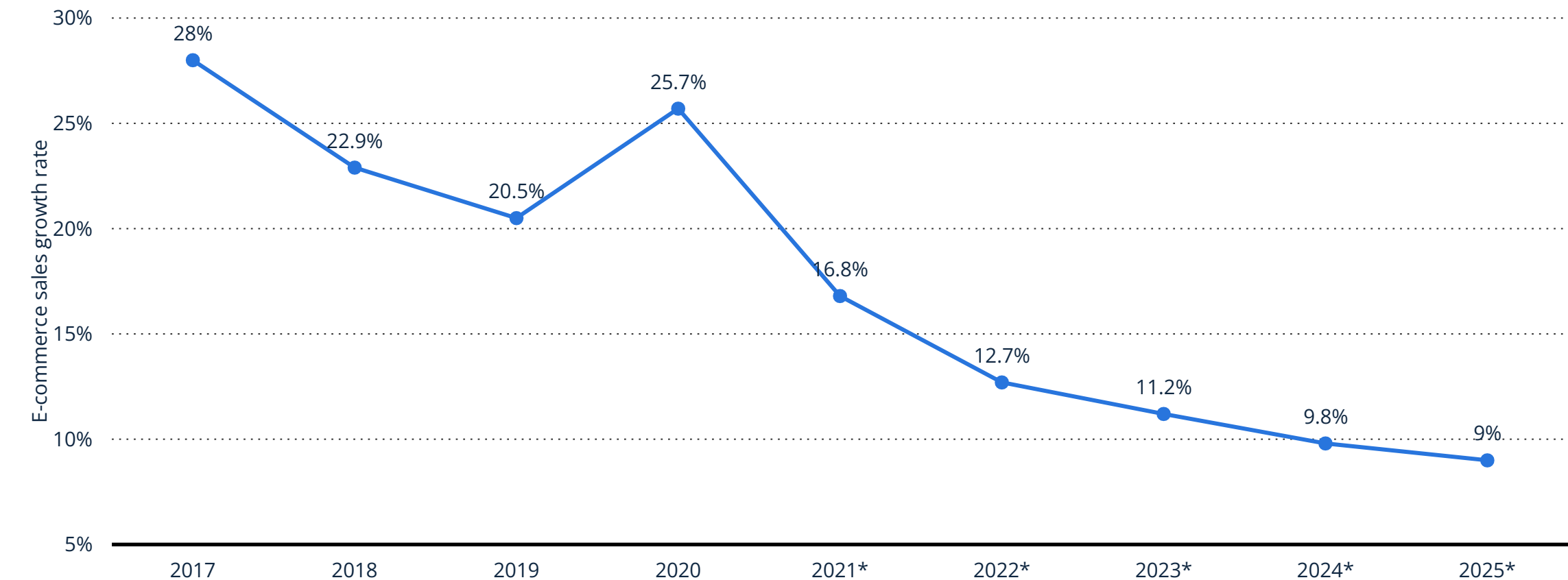
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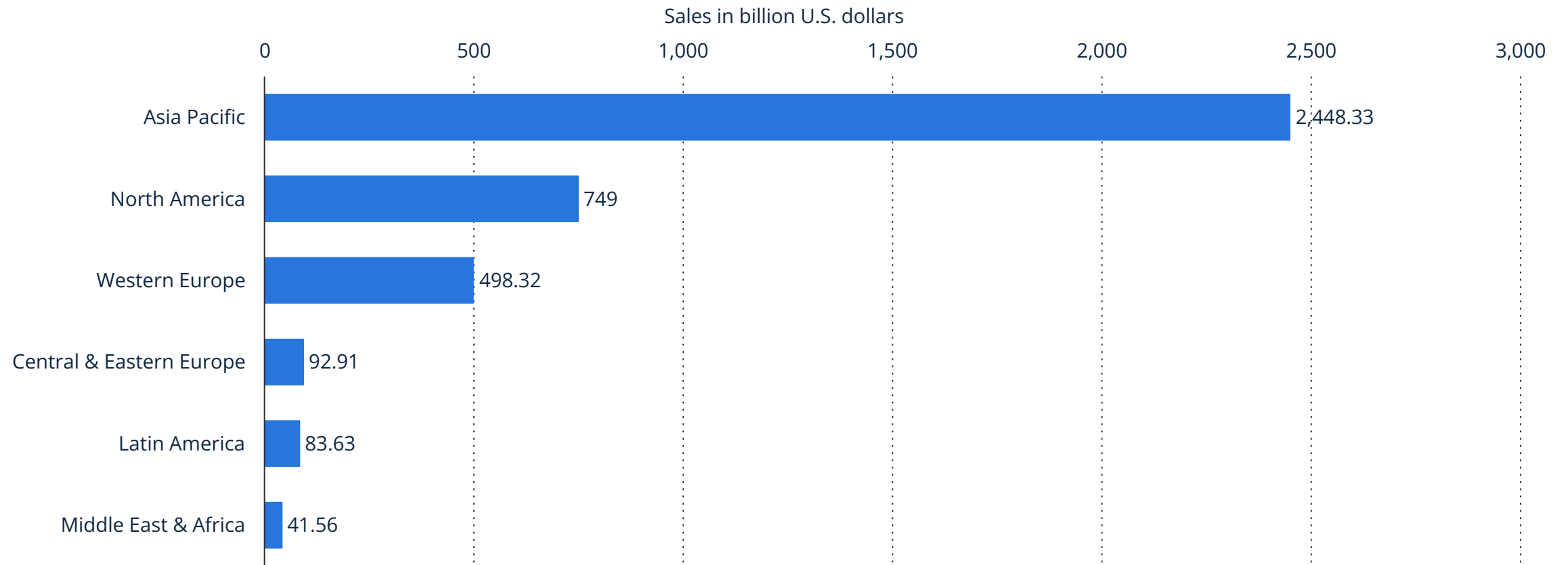
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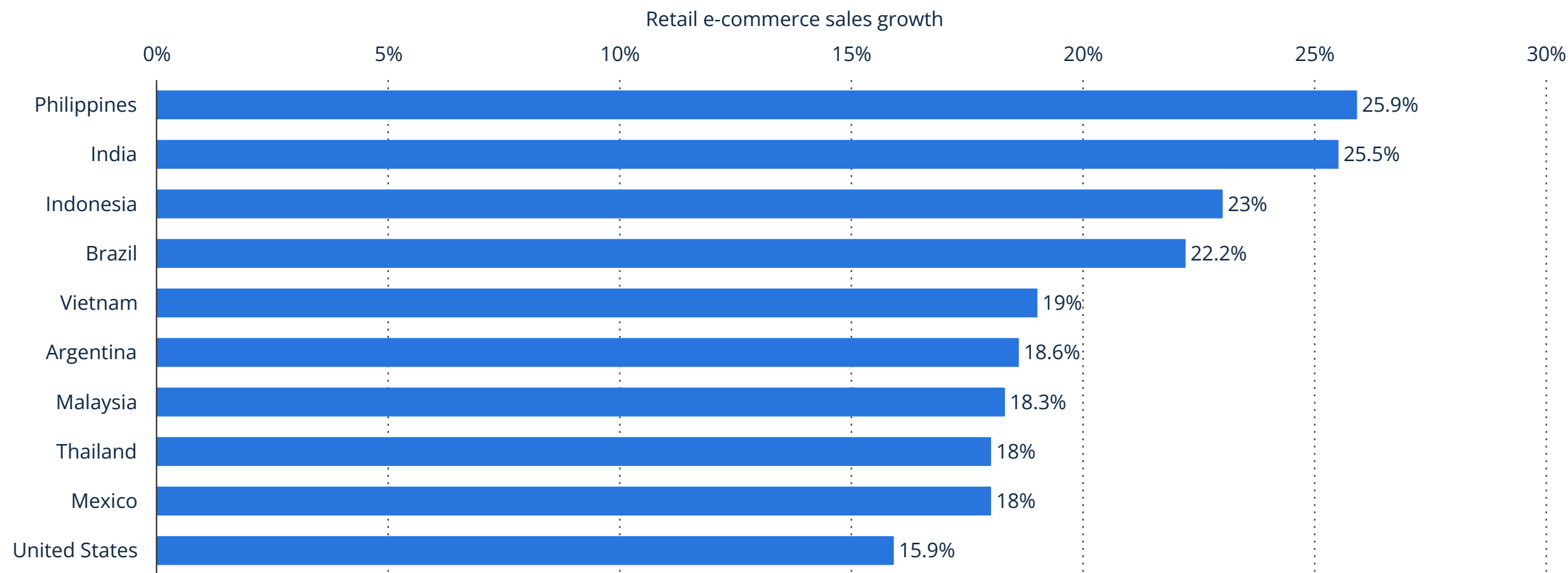
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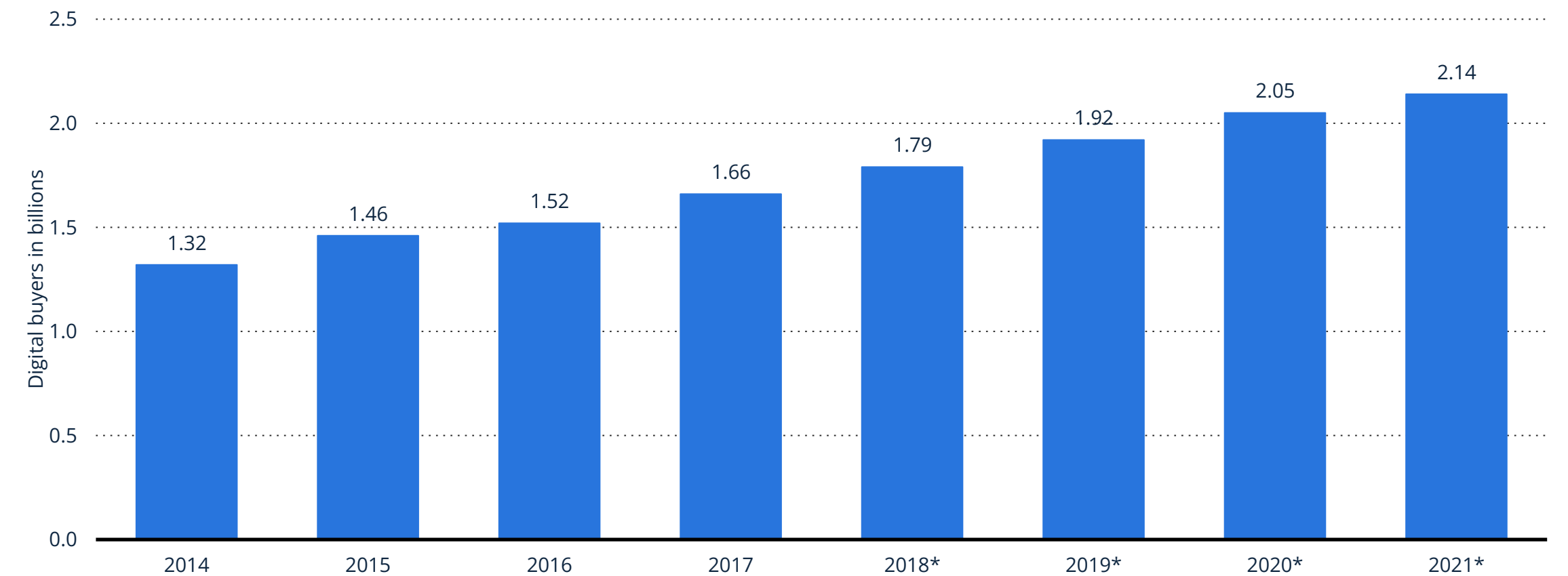
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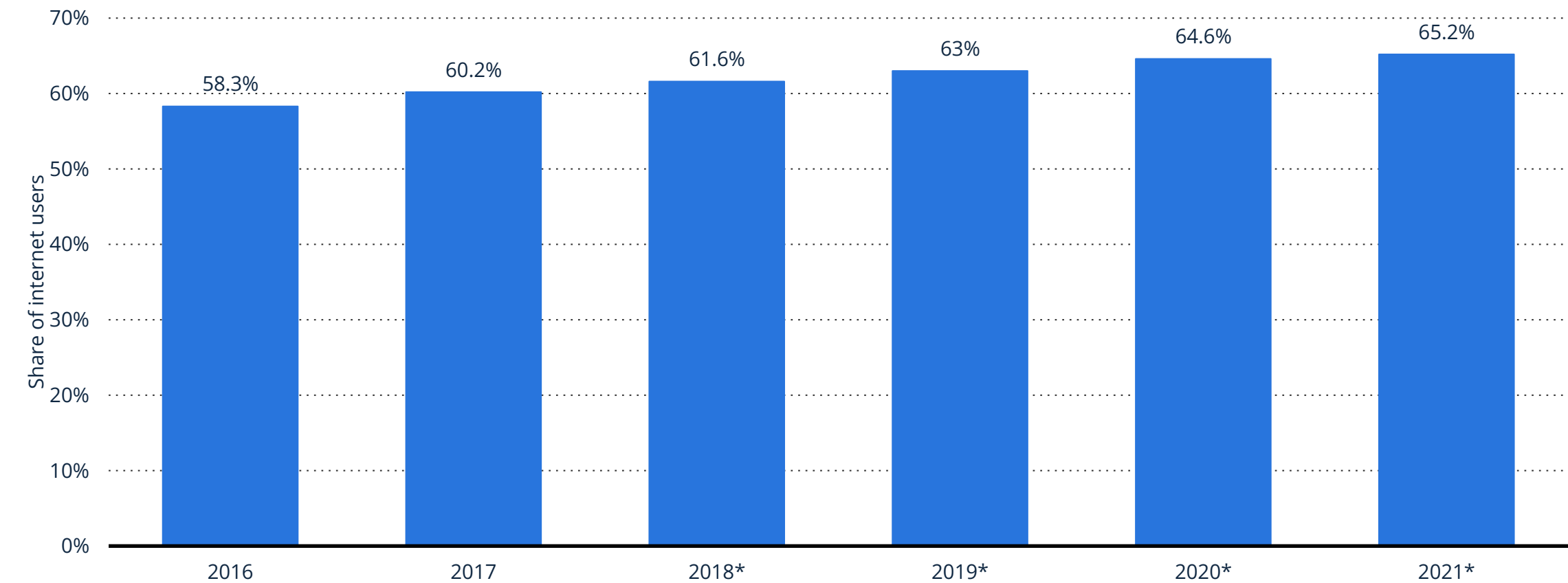
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Digital buyer penetration worldwide 2016-2021

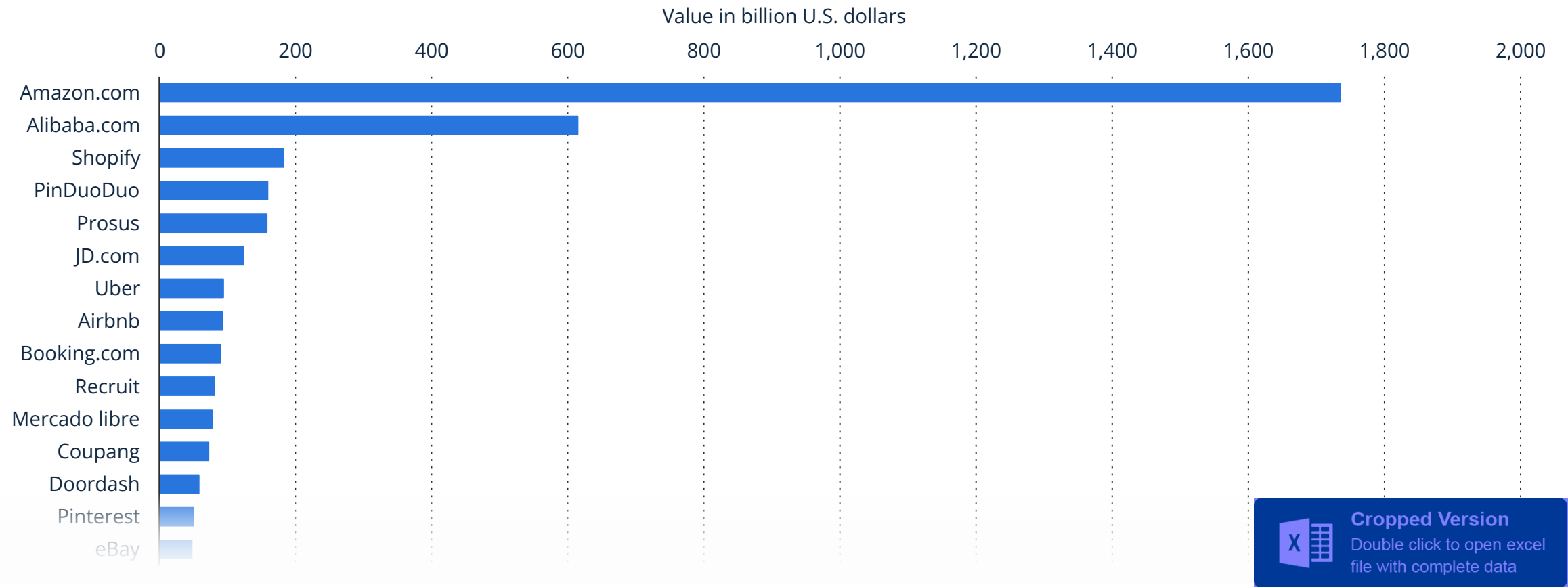


CHAPTER 02

Benchmark

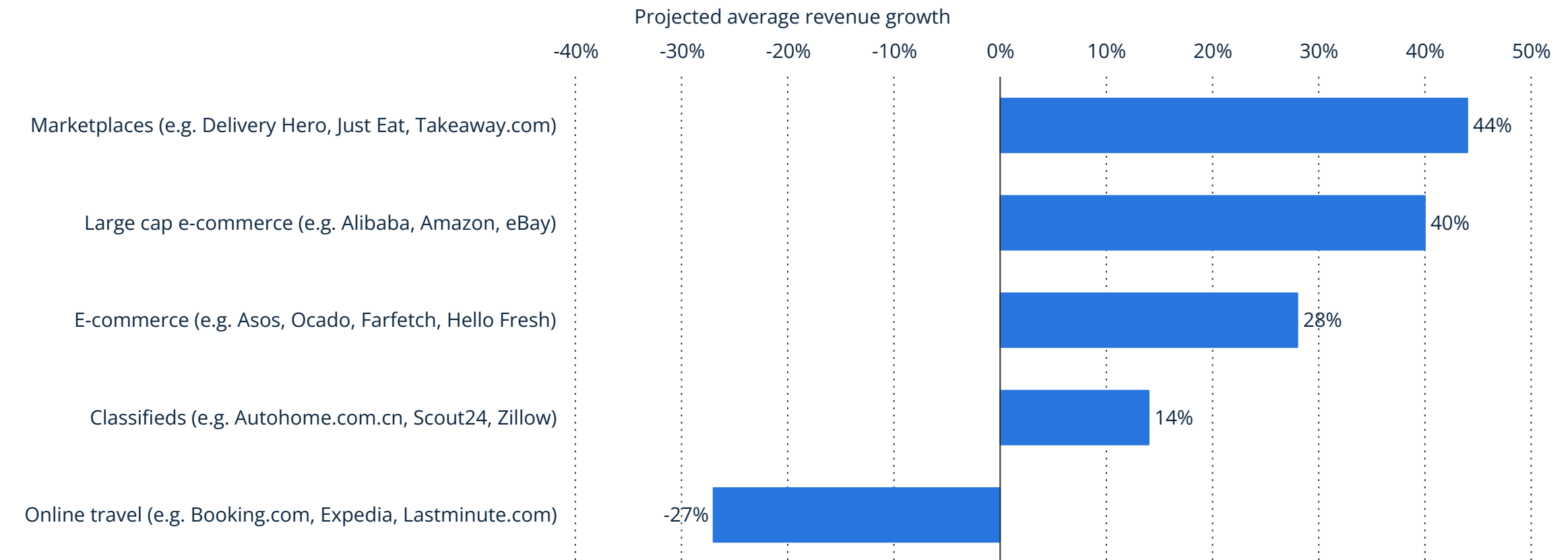
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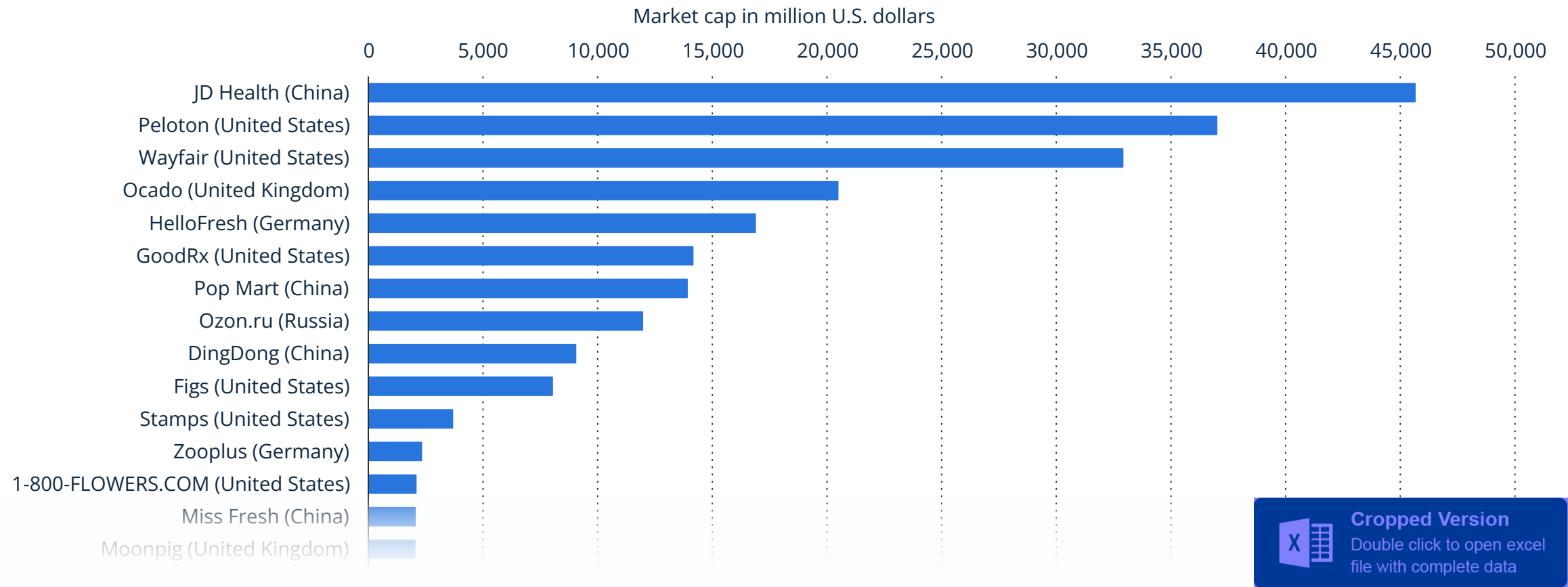
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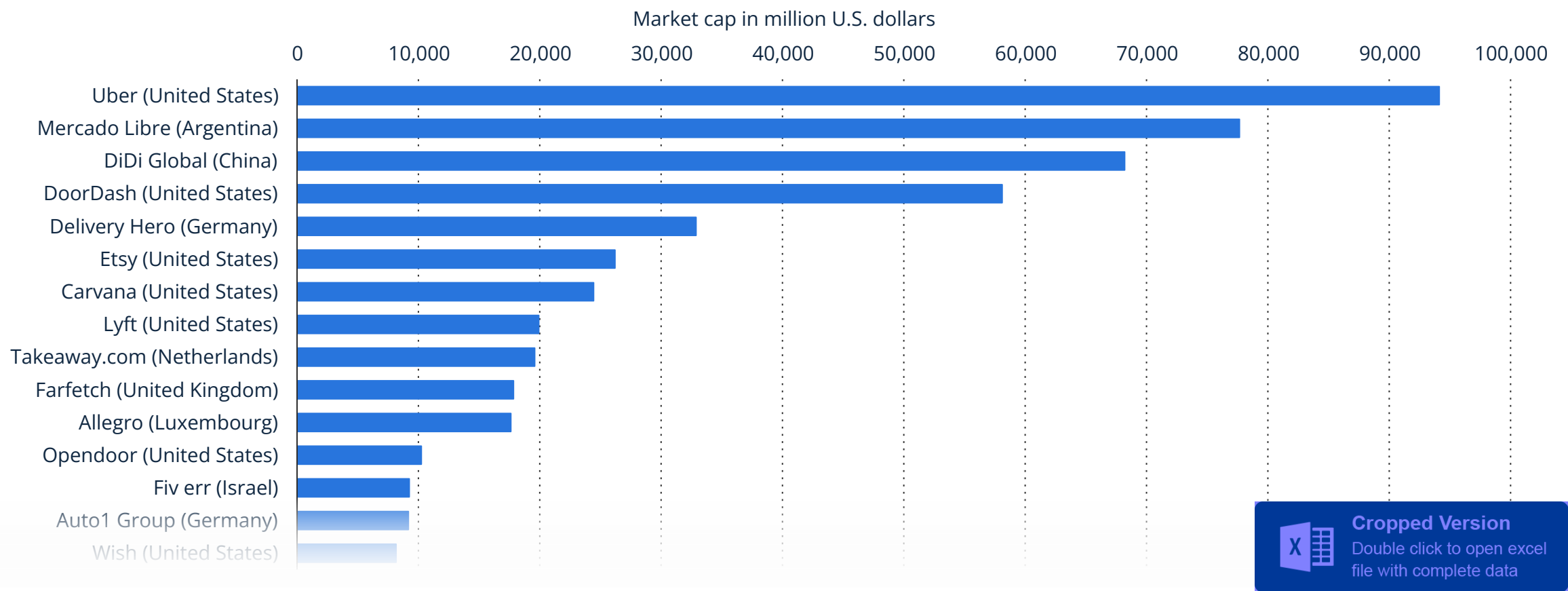
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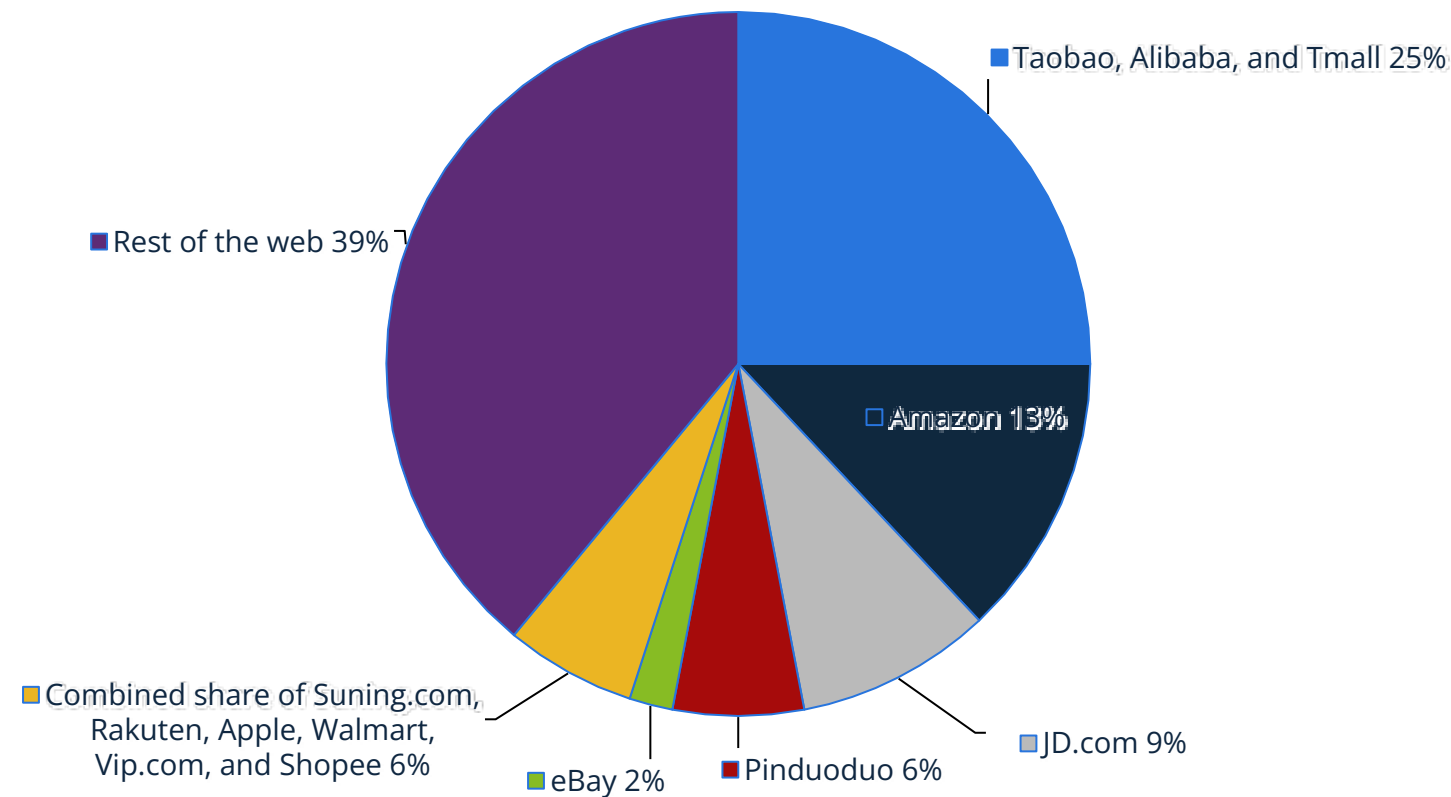
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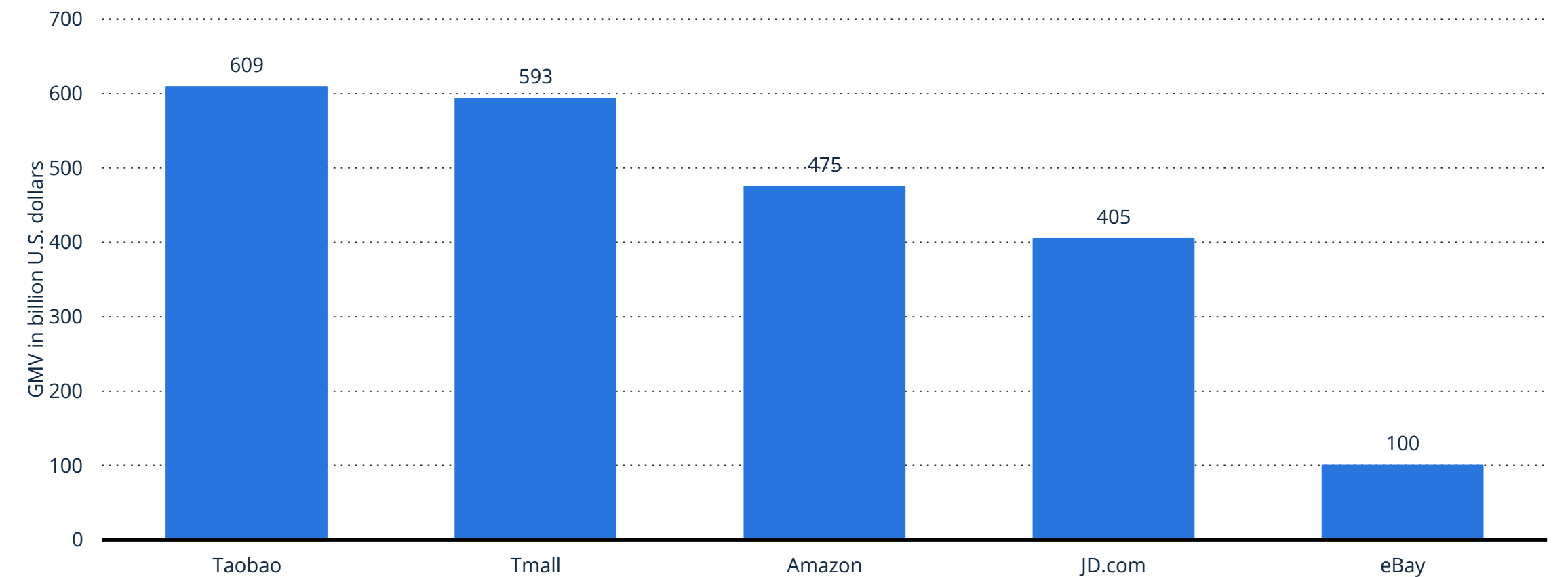
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Leading global online marketplaces 2020, by GMV



CHAPTER 03

Shopping traffic and sessions

Distribution of global e-commerce sessions as of October 2019, by source and medium

Share of e-commerce traffic worldwide 2019, by source and medium

	Organic search	Paid search	Direct	Email	Social	Display	Referral	Other
Retail	32%	33%	12%	9%	8%	2%	1%	2%
Multi-channel	38%	24%	13%	13%	8%	1%	1%	2%
Online only	24%	46%	10%	4%	9%	5%	2%	1%
Travel	47%	19%	17%	1%	4%	2%	7%	2%
Travel - Hotels	34%	20%	21%	2%	3%	5%	12%	3%
Travel - Tickets & Tours	54%	19%	15%	1%	5%	1%	4%	1%
Overall	33%	32%	12%	9%	8%	2%	2%	2%

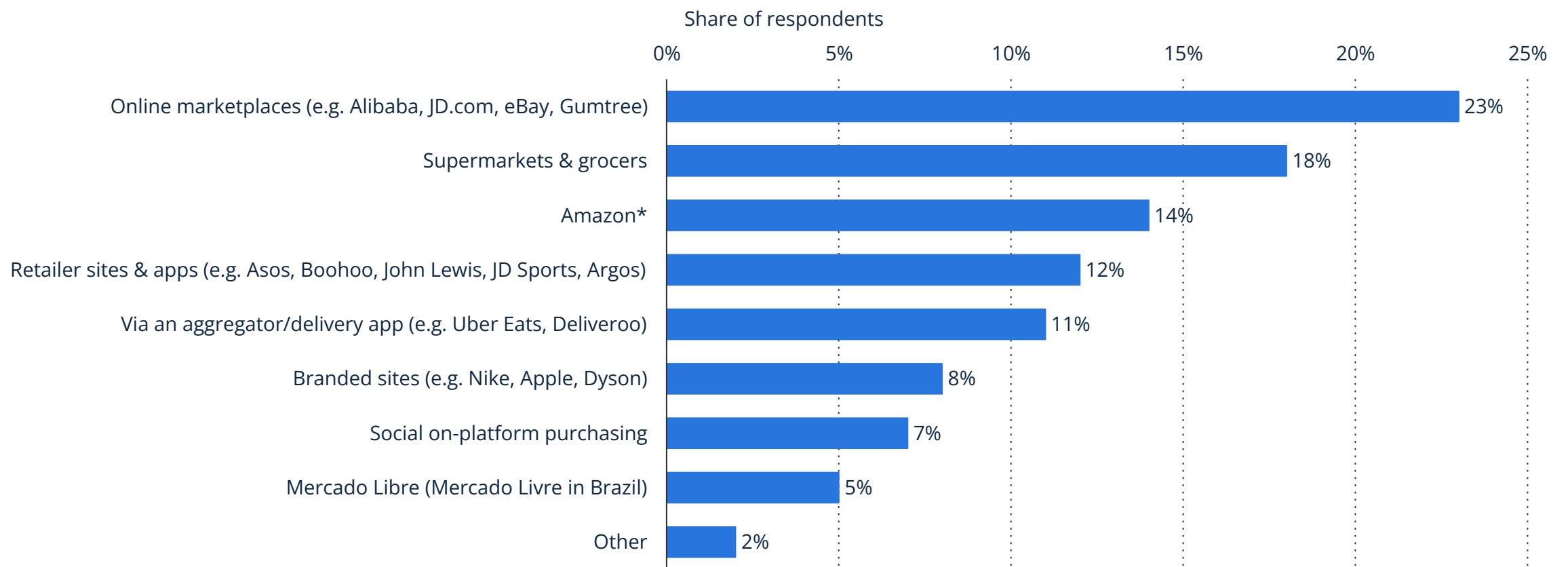
Distribution of global e-commerce sessions revenue as of October 2019, by source and medium

Share of e-commerce session revenue worldwide 2019, by source and medium

	Organic search	Paid search	Direct	E-mail	Social	Display	Referral	Other
Retail	31%	36%	13%	7%	4%	2%	3%	4%
Multi-channel	36%	23%	15%	11%	4%	0%	3%	8%
Online only	27%	46%	11%	4%	4%	4%	4%	1%
Travel	47%	23%	18%	0%	1%	0%	9%	2%
Travel - Hotels	25%	31%	19%	1%	0%	0%	16%	7%
Travel - Tickets & Tours	55%	20%	18%	0%	1%	0%	6%	1%
Overall	33%	34%	13%	6%	4%	2%	4%	4%

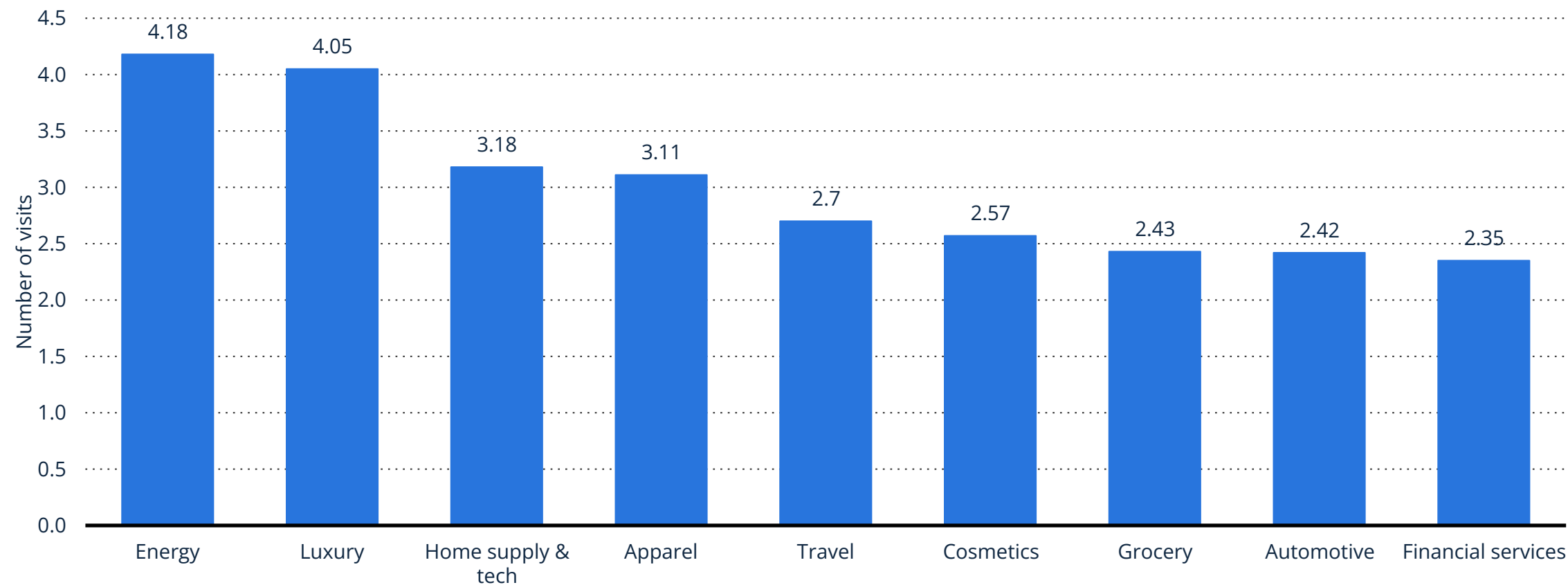
Distribution of online purchases worldwide as of April 2021, by channel

Distribution of online purchases worldwide 2021, by channel



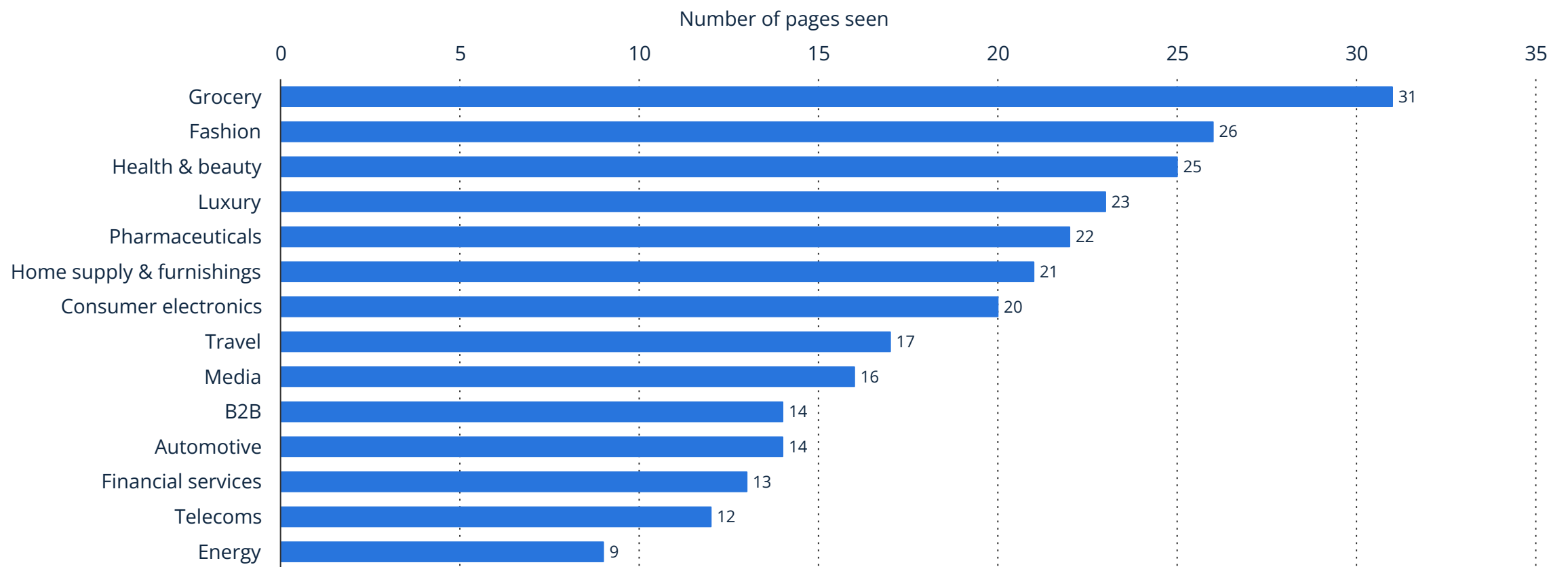
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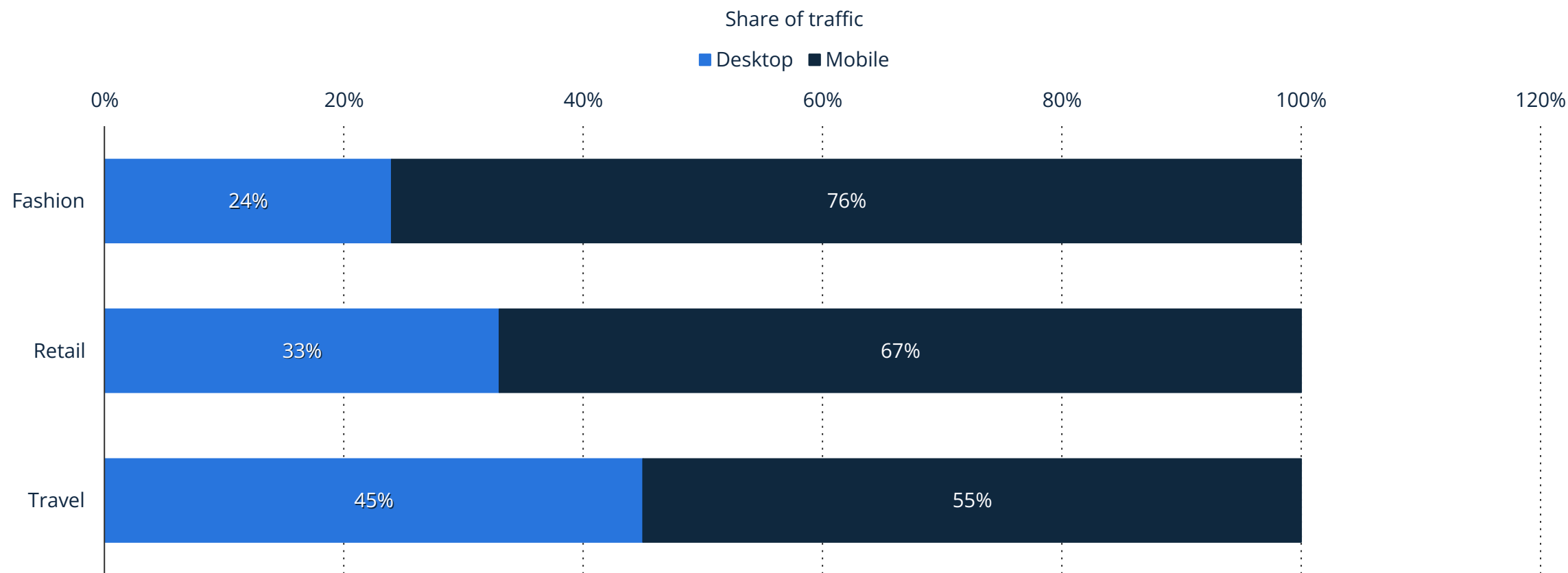
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Pages seen at buying session 2021, by vertical



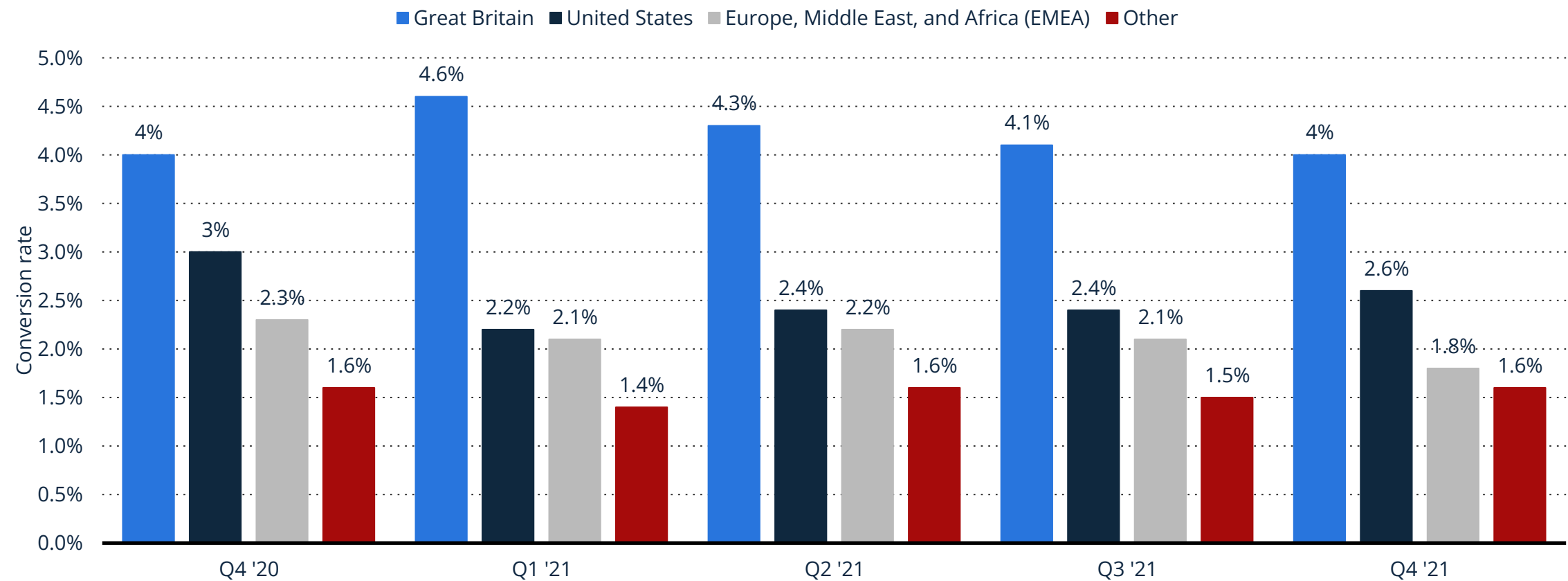
Distribution of online shopping traffic worldwide in 2020, by device and vertical

Share of online traffic worldwide 2020, by device



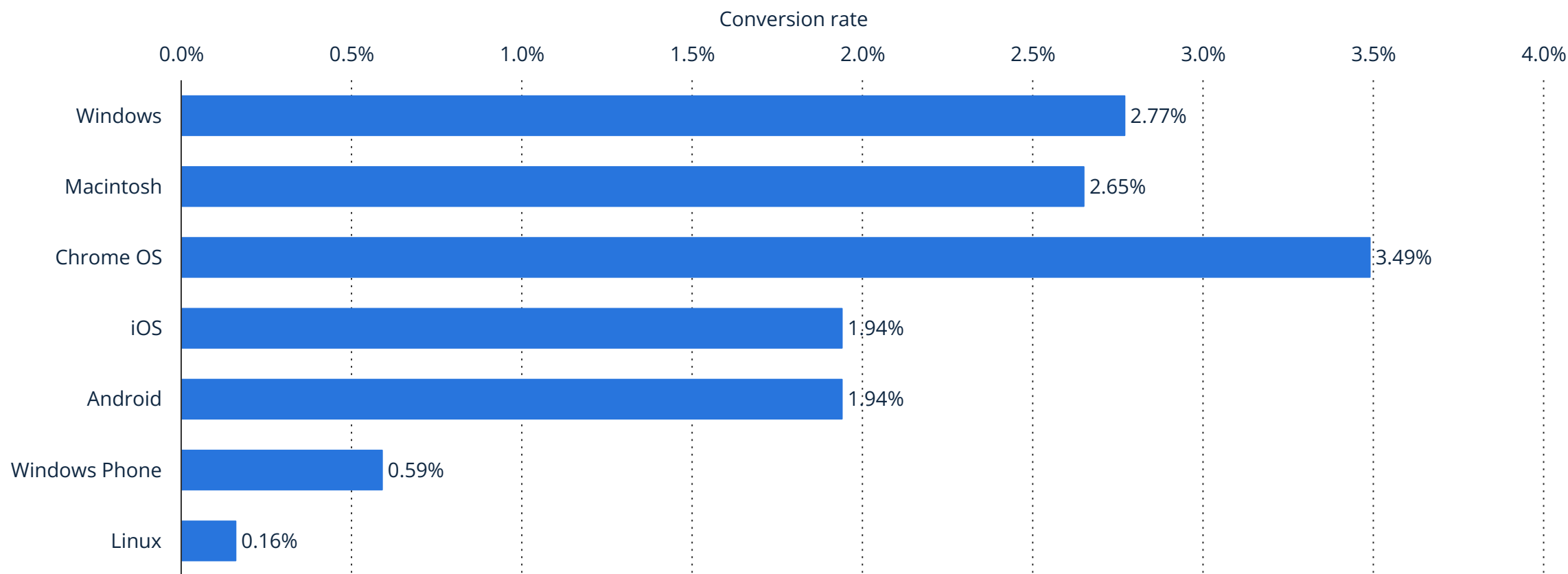
Conversion rate of online shoppers worldwide from 4th quarter 2020 to 4th quarter 2021, by region

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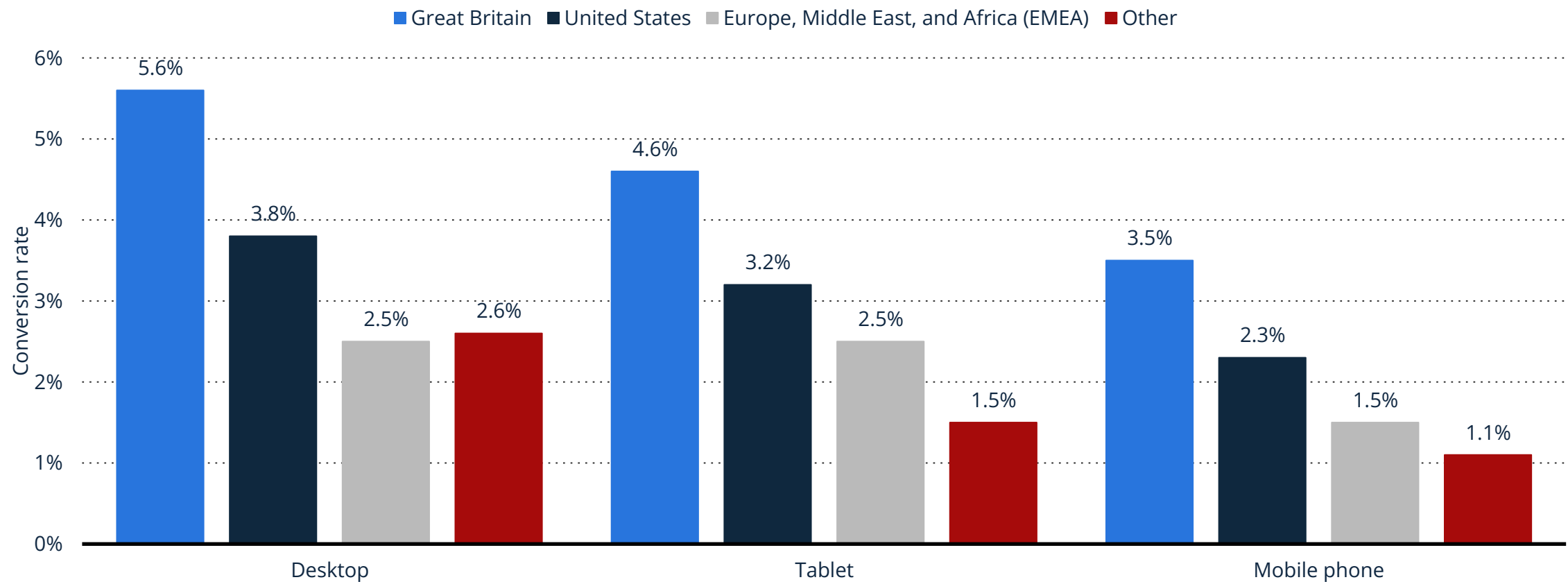
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Global online shopper conversion rate 2020, by platform



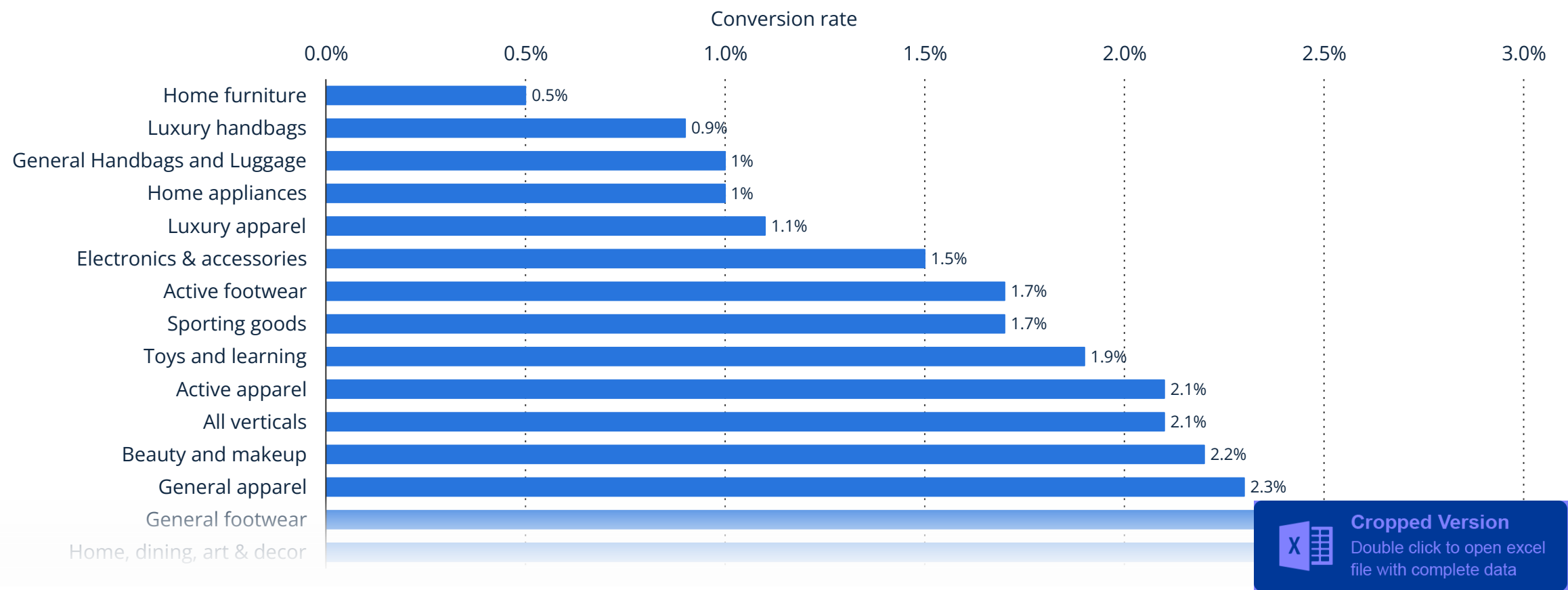
Conversion rate of online shoppers worldwide as of 4th quarter 2021, by region and device

Global online shopper conversion rate 2021, by region and device



Online shopping conversion rate in selected verticals worldwide in 2022

Global conversion rates in selected verticals 2022

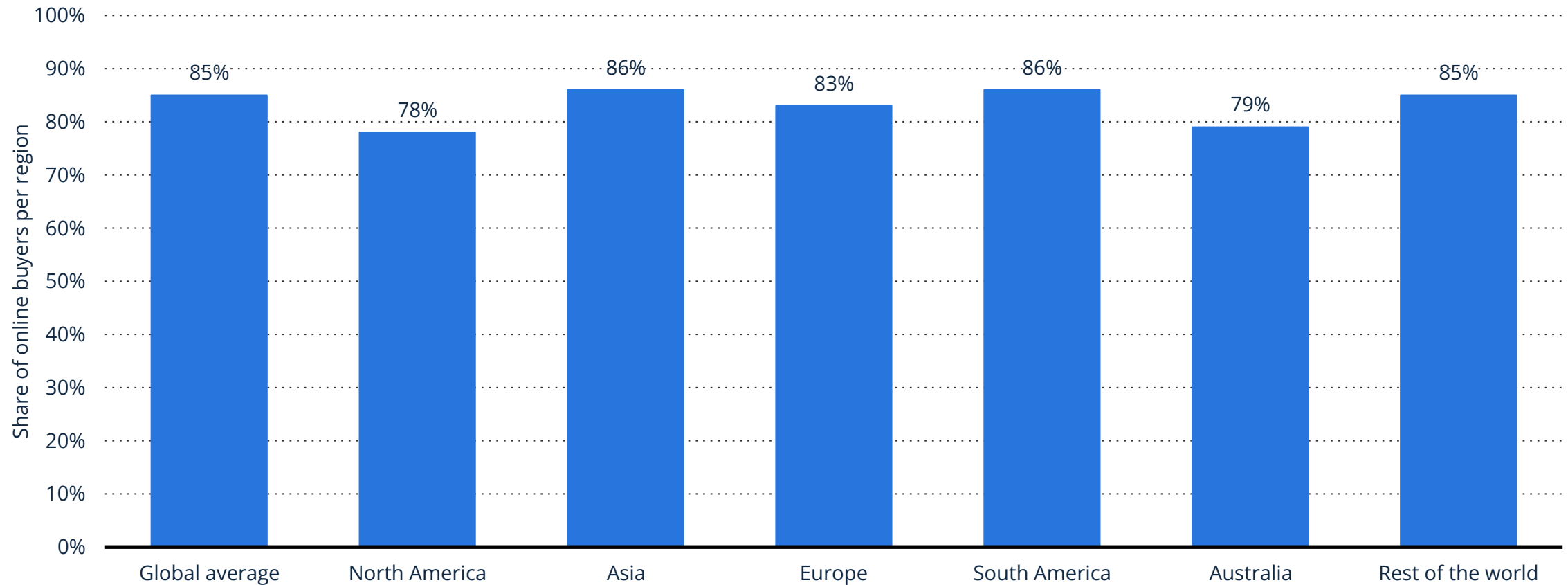


CHAPTER 04

Shopping behavior

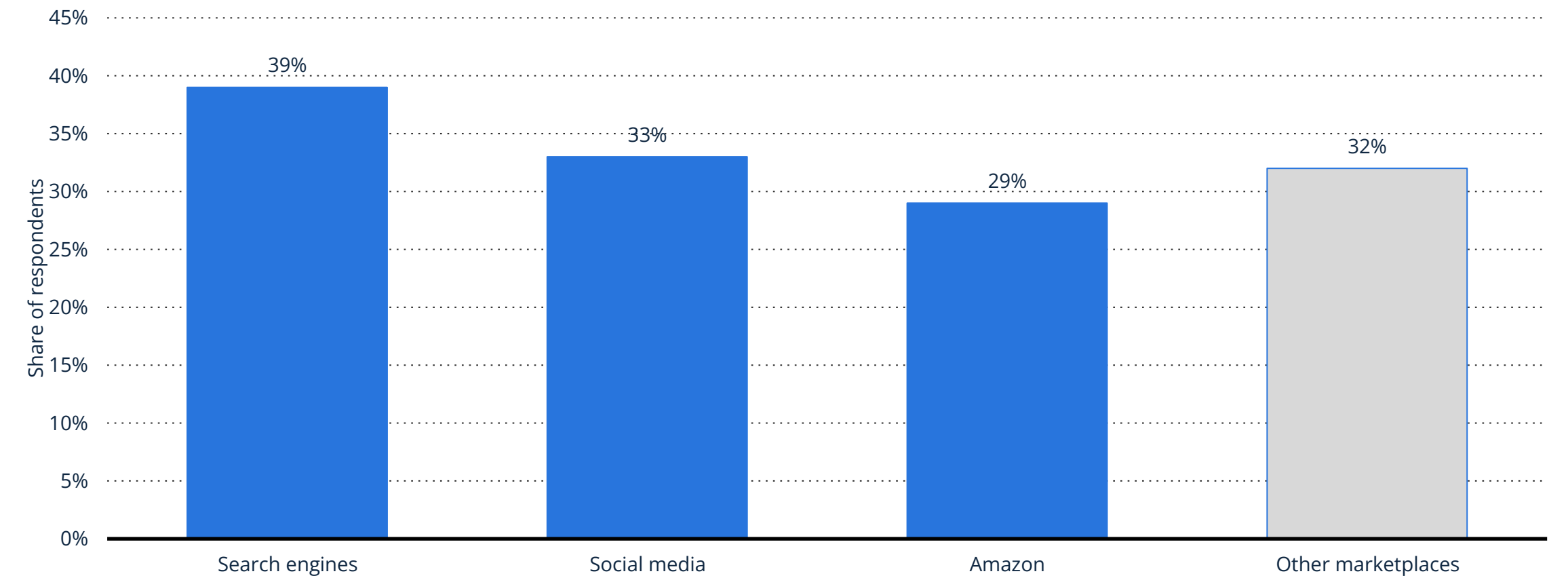
Total global share of consumers who shopped online in 2020, by region

Worldwide share of consumers that shop online 2020



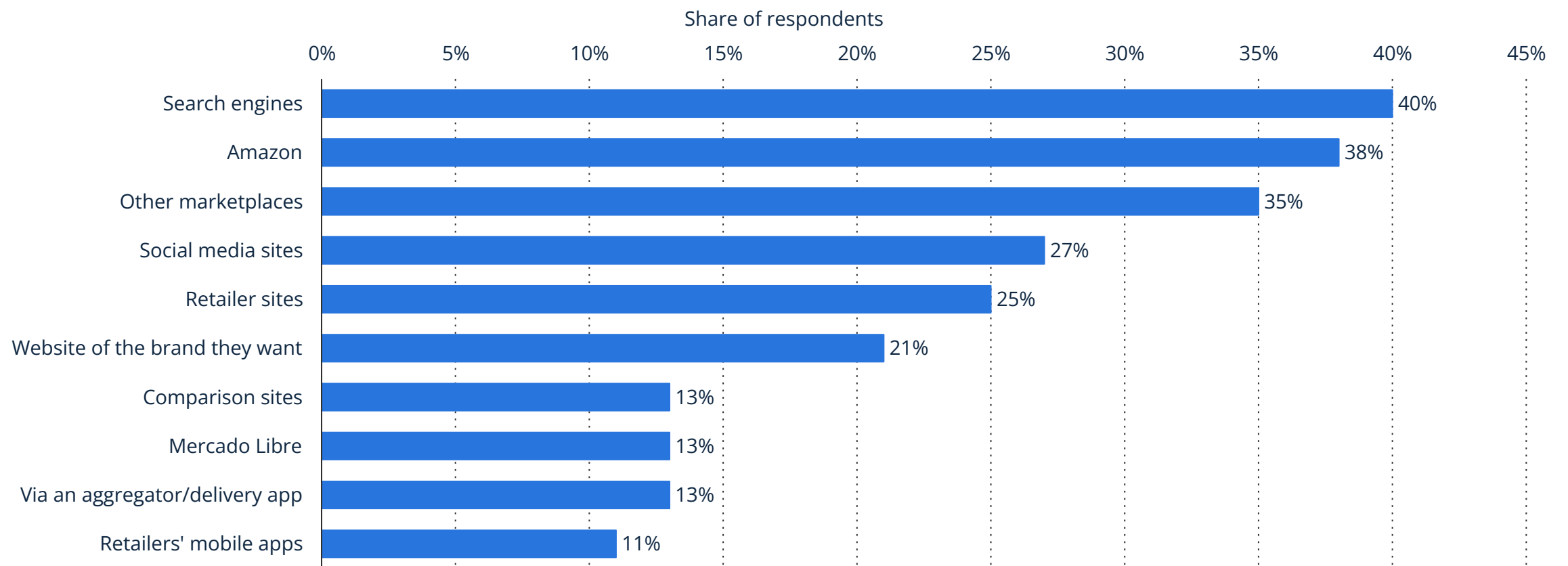
Leading sources of inspiration for online shoppers worldwide as of April 2021

Leading sources of shopping inspiration for digital buyers worldwide 2021



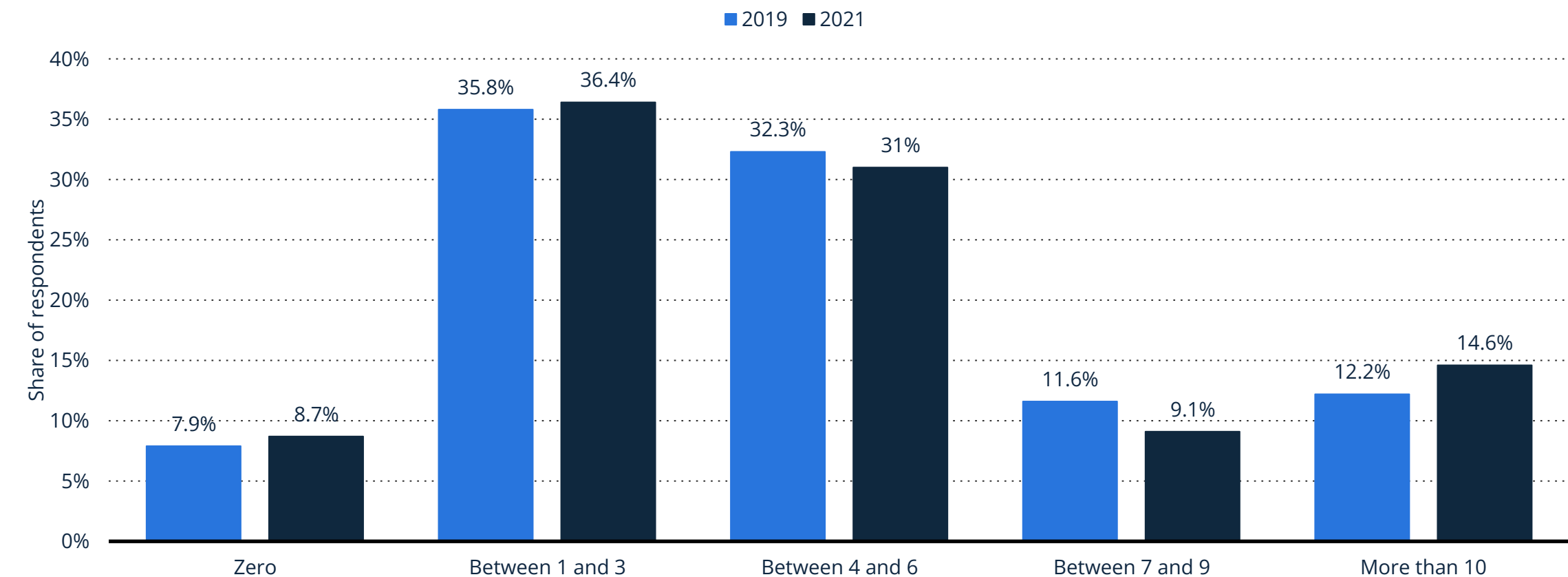
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Leading online sources for product searches worldwide 2021



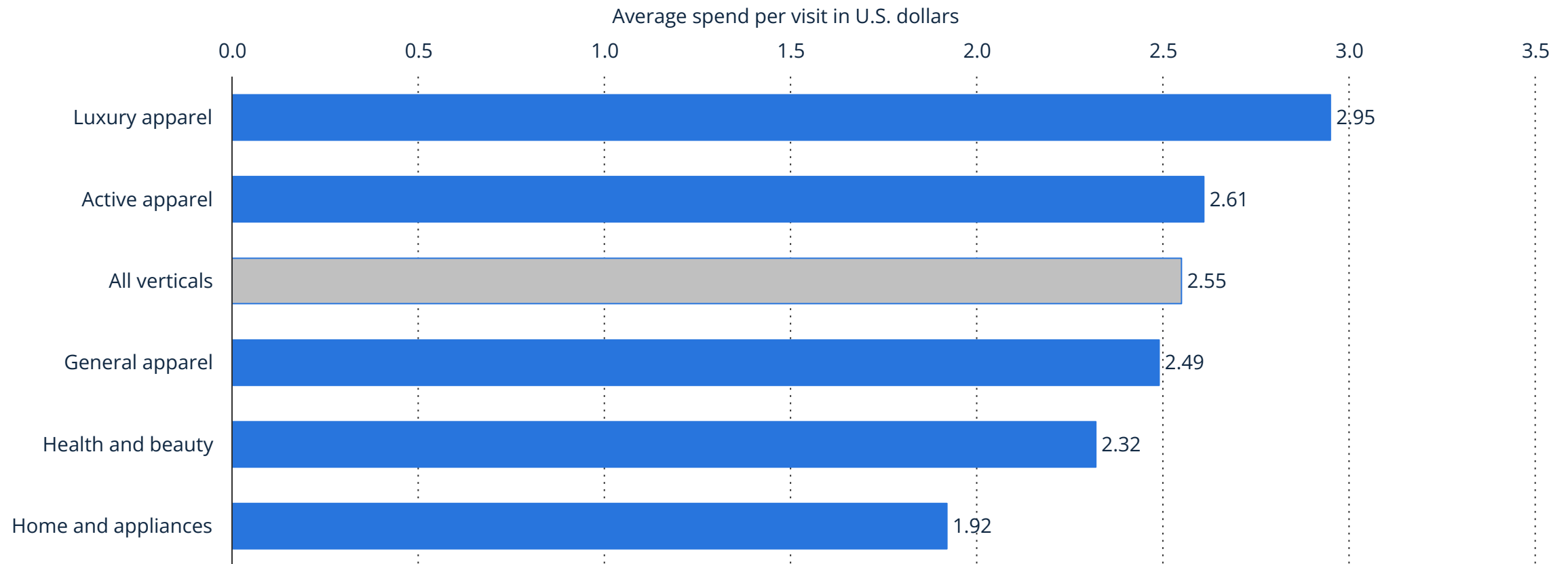
How many reviews do you typically read before you make a decision to purchase?

Number of reviews online shoppers read before making a purchasing decision 2019-2021



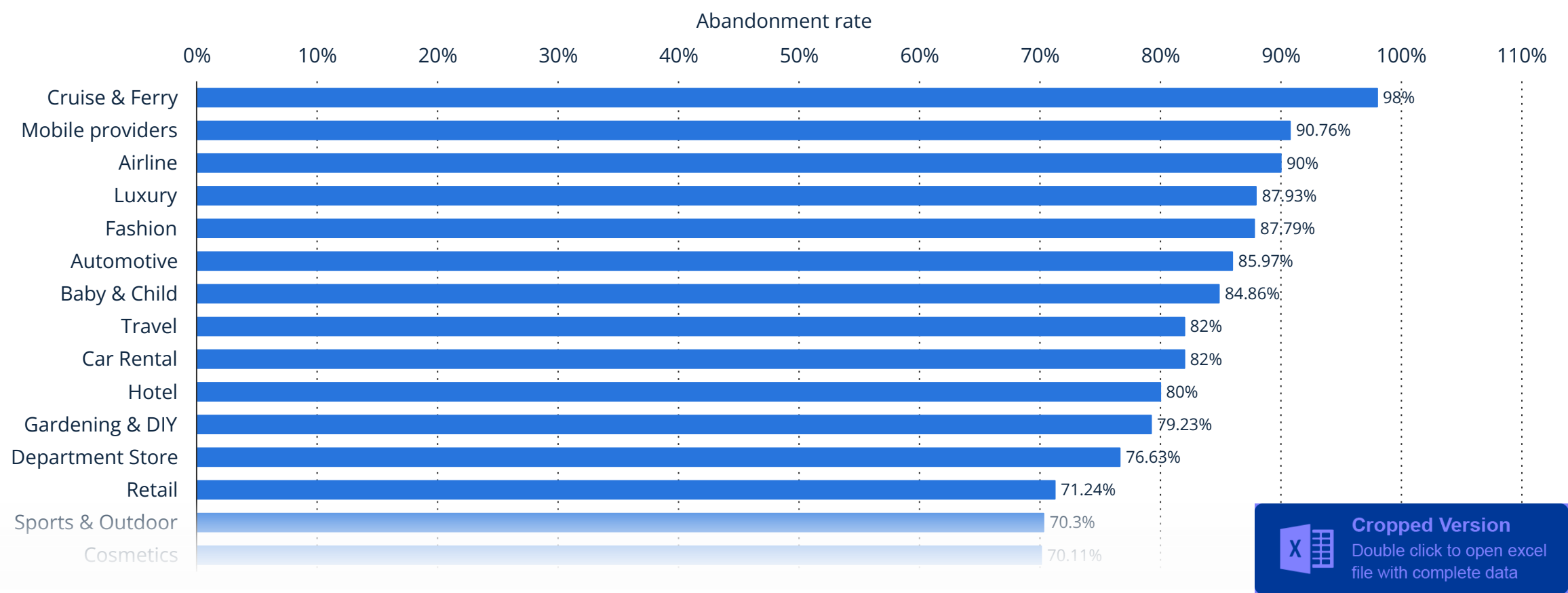
Average e-commerce spending per online shopper worldwide per visit as of 1st quarter 2022, by category (in U.S. dollars)

Global online shopper per visit spend 2022, by category



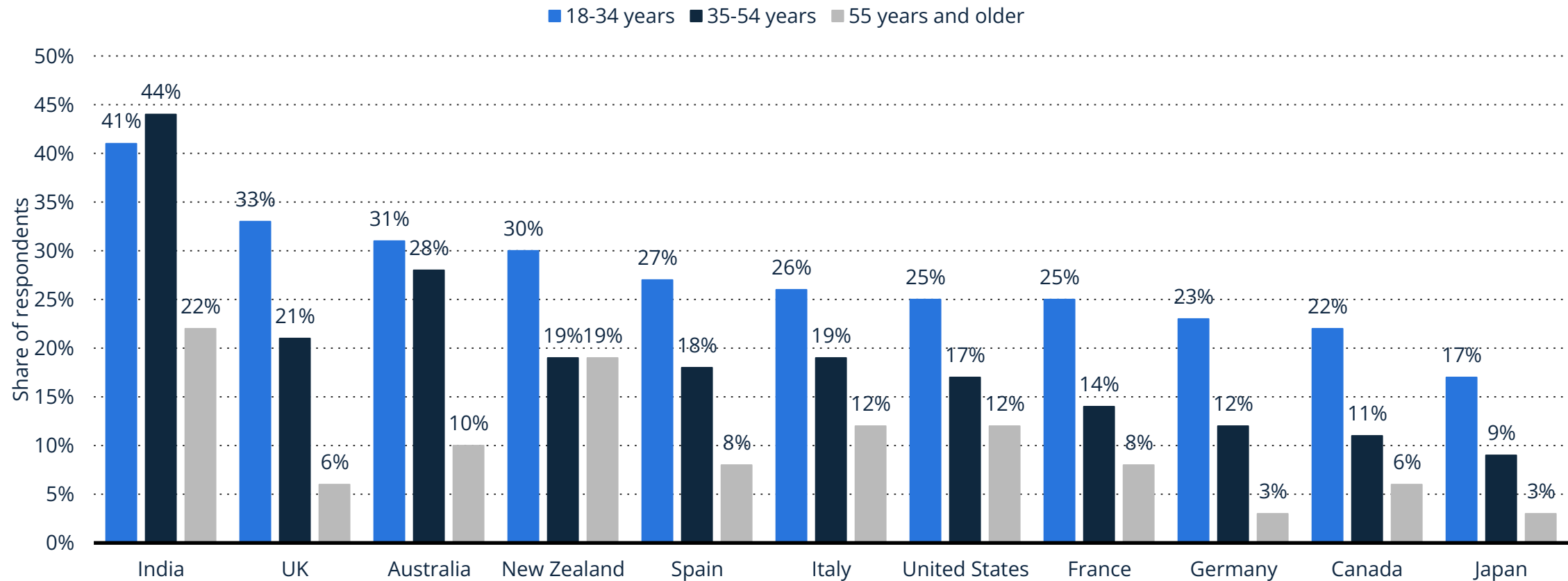
Online shopping cart abandonment rate in selected industries in 2022

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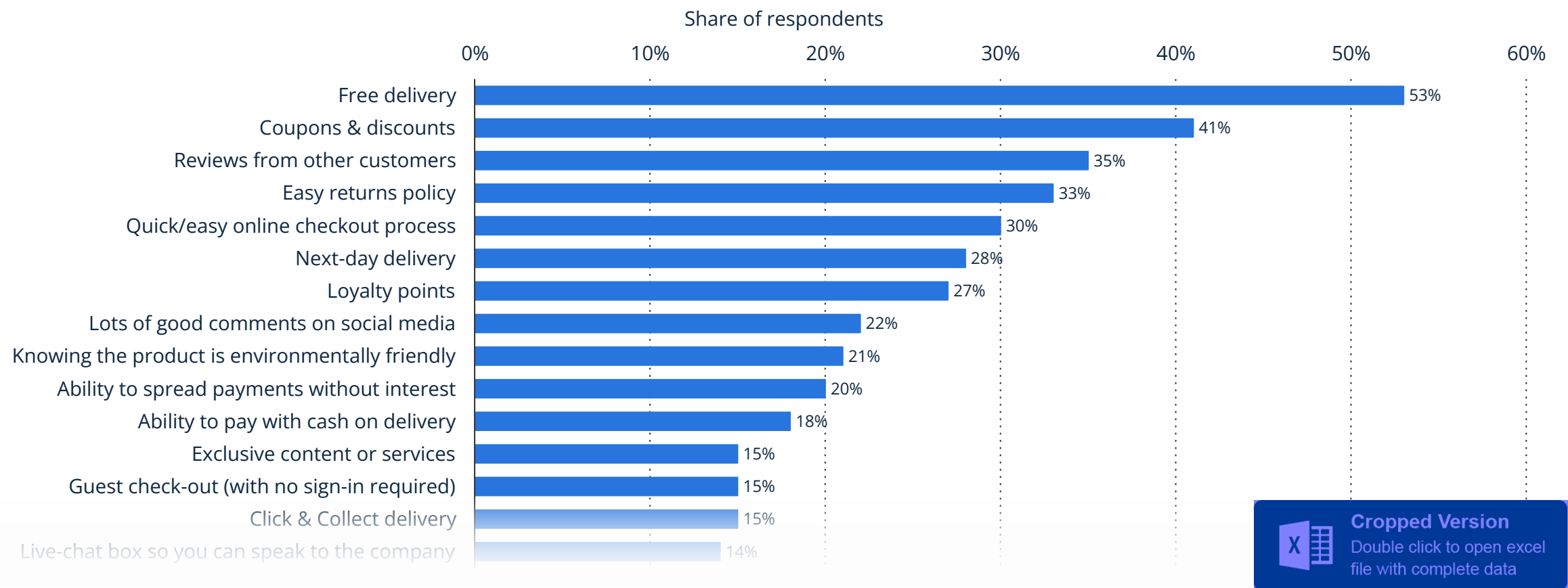
Share of online shoppers who have made a purchase via social media in the past six months in selected countries worldwide in 2020, by age group

Share of social buyers in selected countries worldwide 2021, by age group



Leading reasons among internet users for purchasing a product when shopping online worldwide in 2020

Leading incentives driving purchases among internet users shopping online 2020



CHAPTER 05

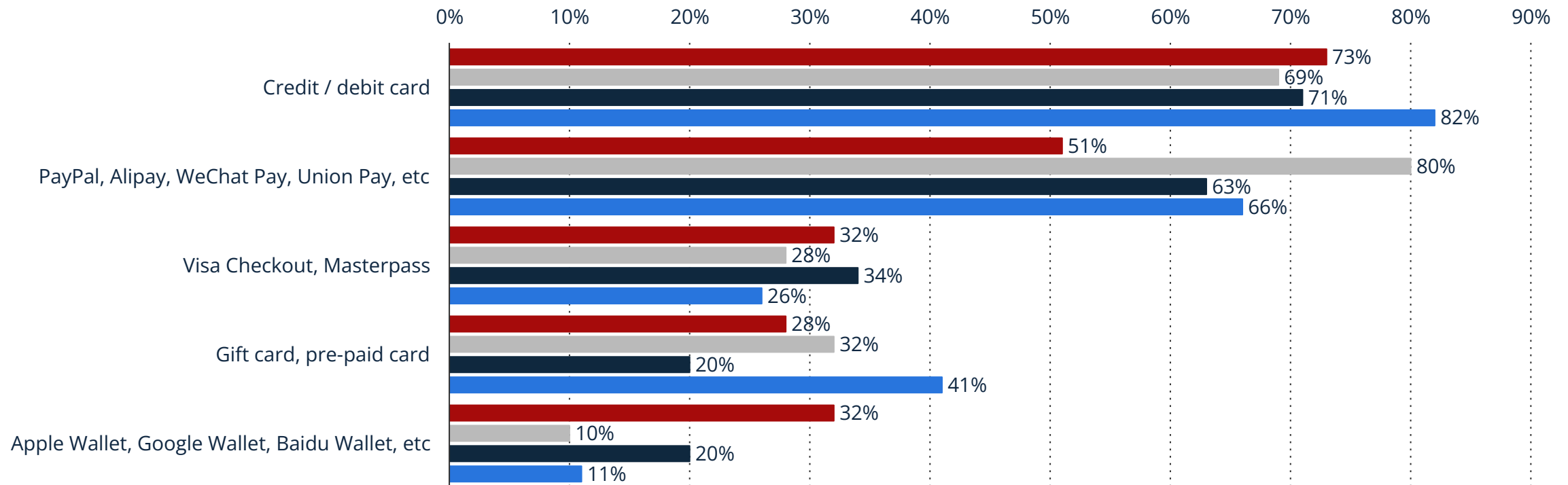
Digital payment

Most popular payment methods of online shoppers in selected regions as of January 2019

Most used payment methods for e-commerce worldwide 2019, by region

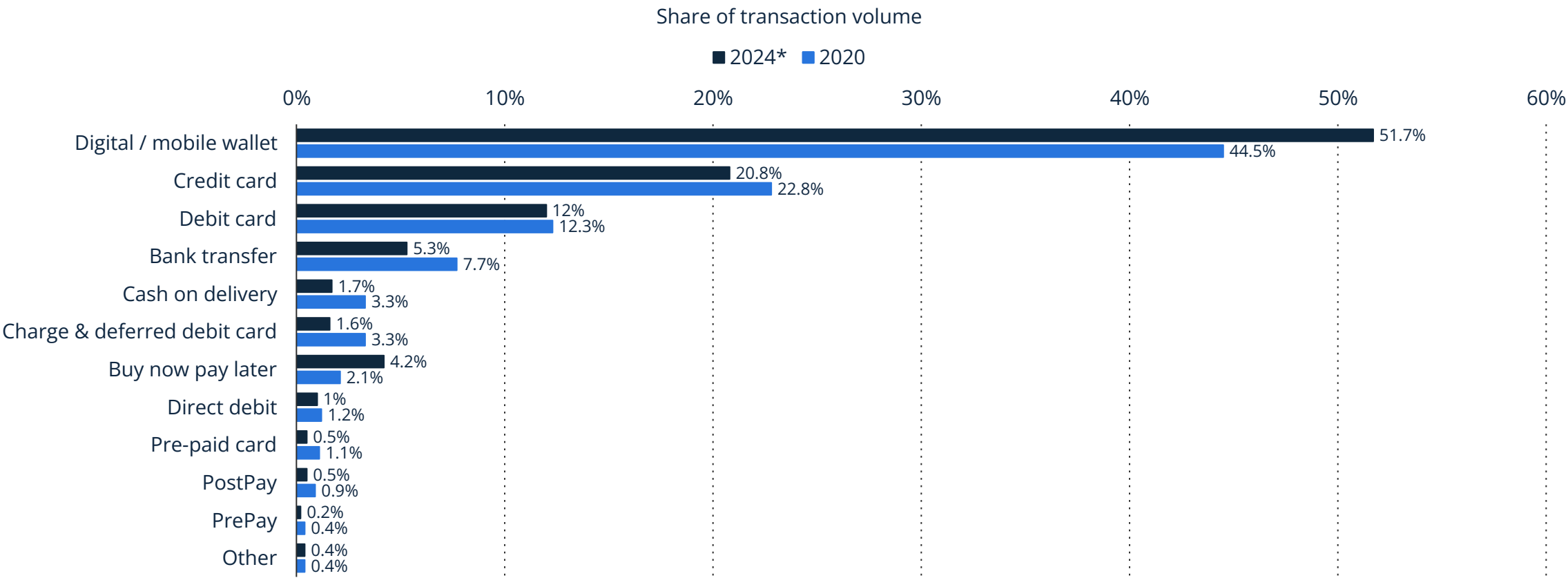
Share of online shoppers

■ India ■ Europe ■ Asia Pacific ■ Americas



Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2020, with a forecast for 2024

Global e-commerce payment methods 2020 & 2024, by share of transaction volume



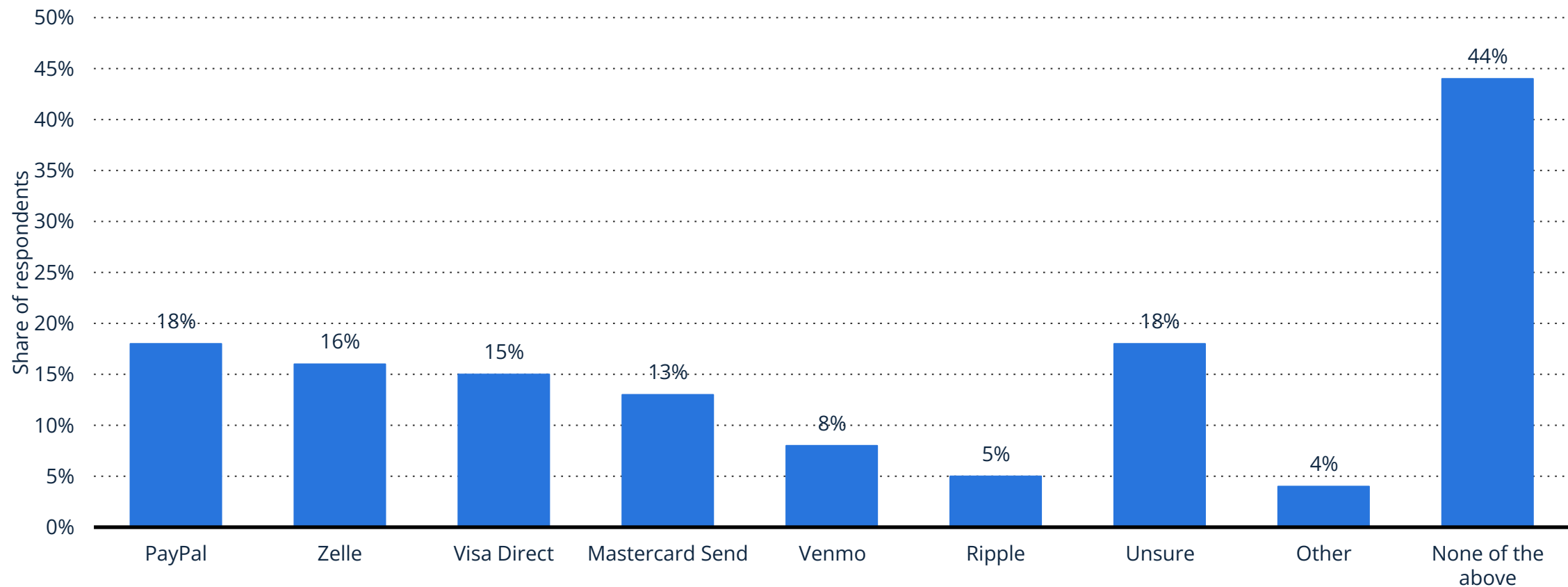
Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2020, by region

Global e-commerce payment methods 2020, by share of transaction volume

	Worldwide	North America	Latin America	Europe	Asia Pacific	Middle East and Africa
Digital / mobile wallet	44.50%	29.30%	19.80%	26.40%	60.20%	14.40%
Credit card	22.80%	32%	36.50%	18.90%	19.10%	28%
Debit card	12.80%	20.10%	16.30%	18.80%	5.80%	13.80%
Bank transfer	7.70%	5.80%	9.50%	13%	6.50%	15%
Cash on delivery	3.30%	0.70%	5.50%	3.30%	4.10%	16.40%
Charge & deferred debit card	3.30%	7.40%	2.60%	4.60%	0.80%	3.40%
Buy now pay later	2.10%	1.60%	0%	7.40%	0.60%	-
Direct Debit	1.20%	0.80%	1.30%	4%	0.30%	1.80%
Pre-paid card	1.10%	0.90%	1.40%	1.20%	1.10%	4%
PostPay	0.90%	0.90%	5.40%	0.10%	1%	-
PrePay	0.40%	0.40%	0.80%	1.10%	0.20%	1.80%
Other	0.40%	-	0.80%	1.20%	0.30%	1.30%

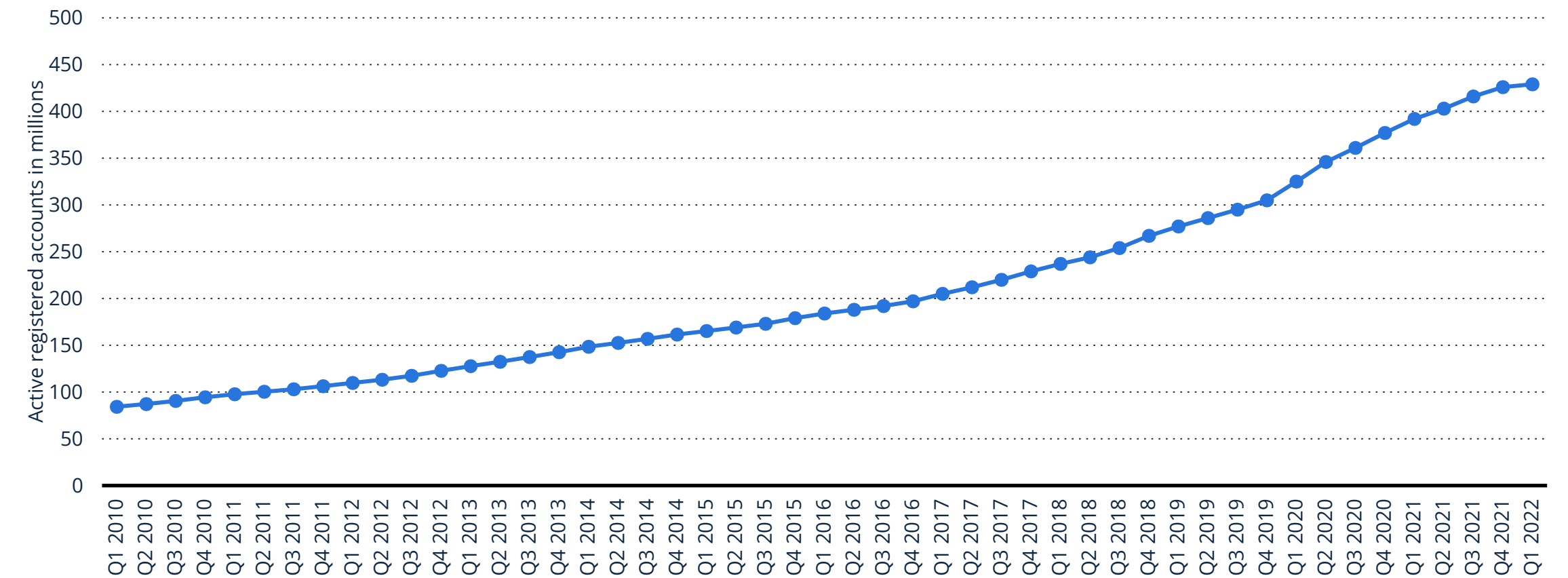
Share of companies that are either using or interested in selected B2C payments services worldwide in 2019

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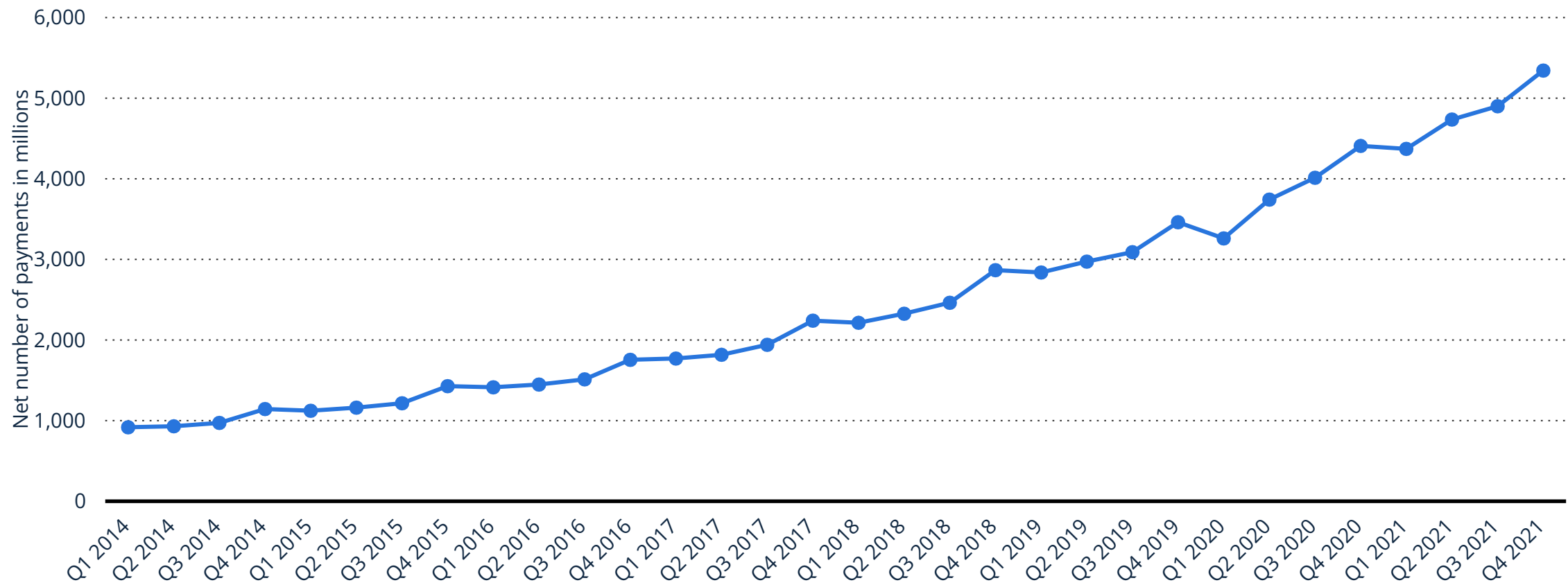
Number of PayPal's total active user accounts from 1st quarter 2010 to 1st quarter 2022 (in millions)

Quarterly number of active PayPal accounts worldwide 2010-2022



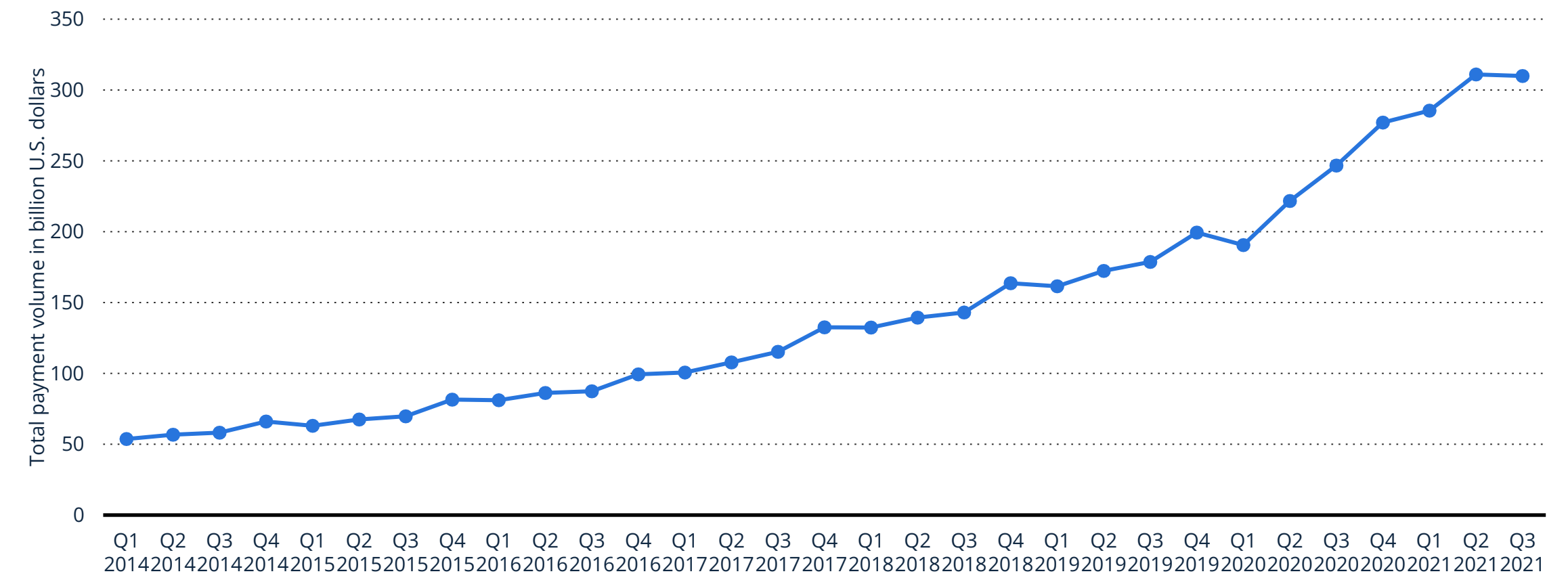
PayPal's net number of payments from 1st quarter 2014 to 4th quarter 2021 (in millions)

Quarterly PayPal transaction volume 2014-2021



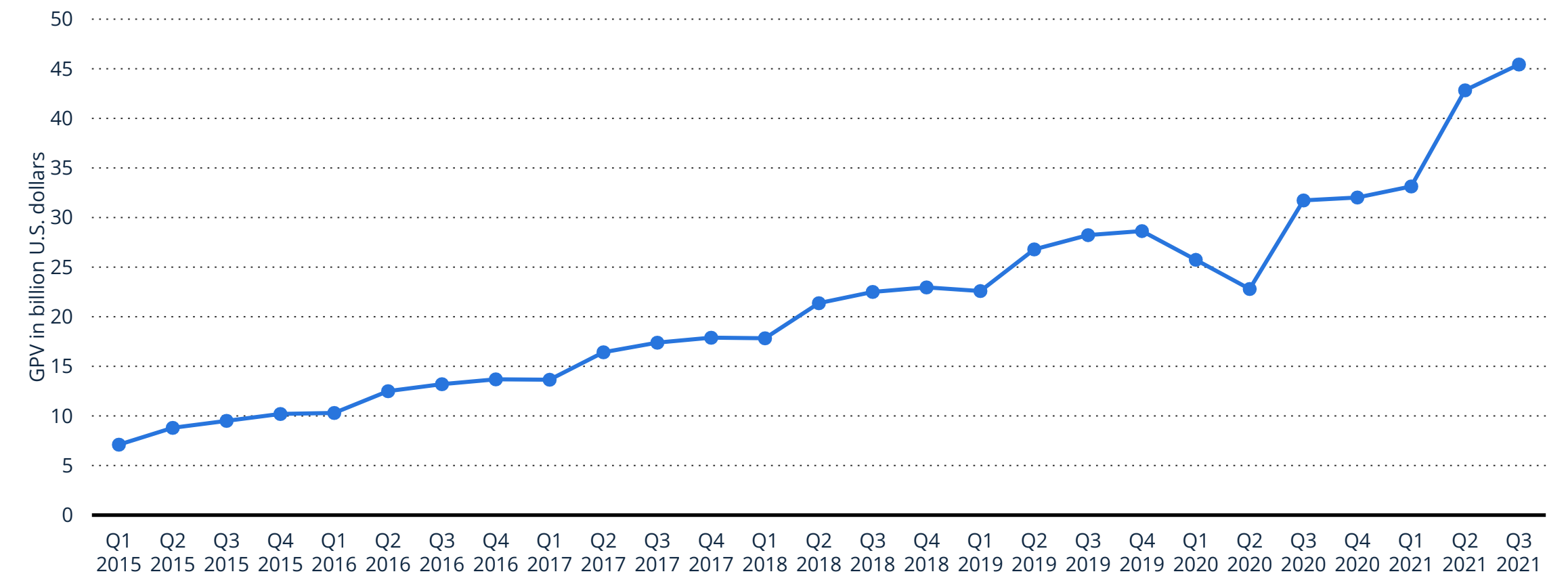
PayPal's total payment value (TPV) from 1st quarter 2014 to 3rd quarter 2021 (in billion U.S. dollars)

Quarterly transaction volume in USD of PayPal 2014-2021



Gross payment volume (GPV) of Square Inc. from 1st quarter 2015 to 3rd quarter 2021 (in billion U.S. dollars)

Square quarterly gross payment volume 2015-2021

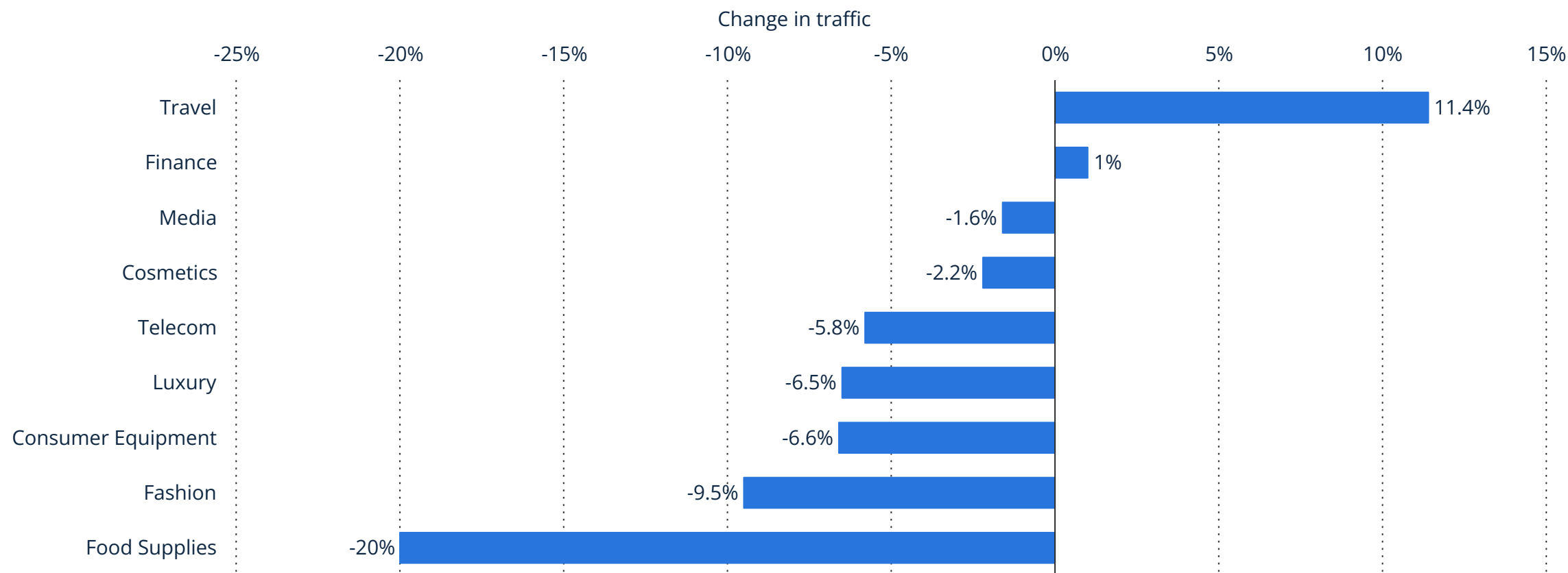


CHAPTER 06

Spotlight: impact of COVID-19

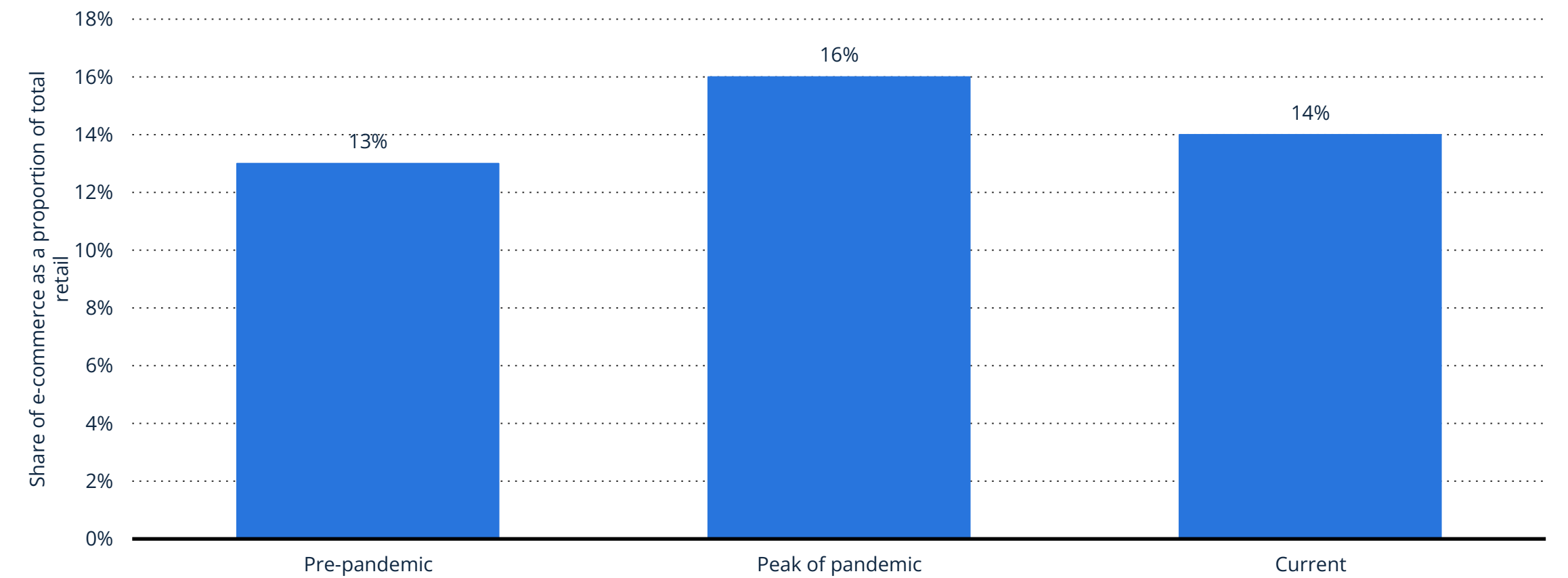
Change in online traffic of selected industries worldwide as of May 2021

Online traffic change YTD 2021, by industry



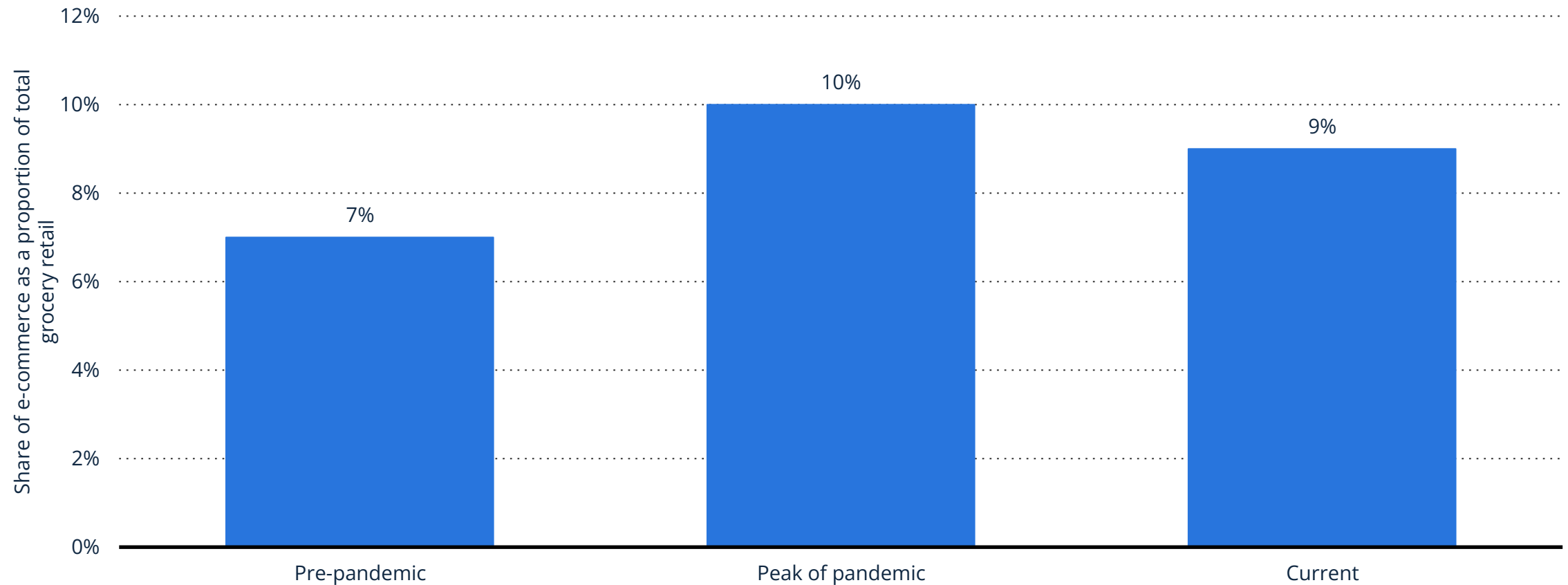
Global development of e-commerce shares in drug store sales before and after the coronavirus (COVID-19) pandemic

Drug stores e-commerce sales worldwide before and after COVID-19



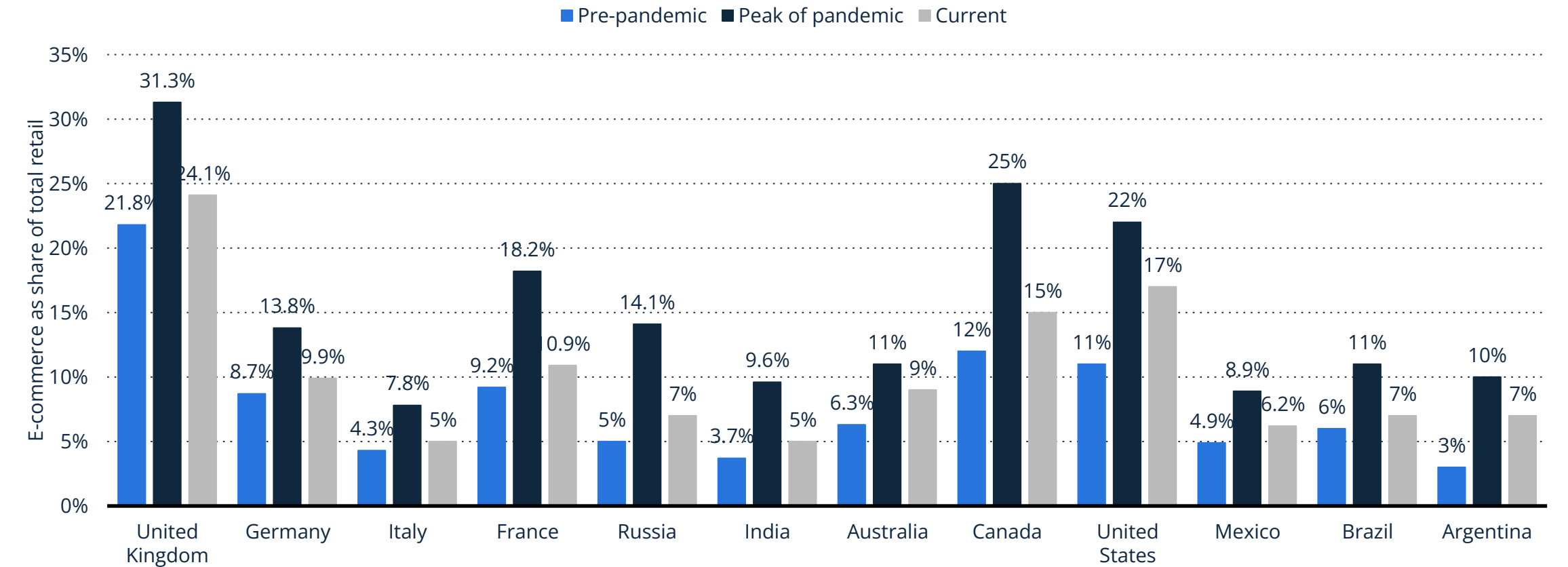
Global development of e-commerce shares of grocery stores before and after the coronavirus (COVID-19) pandemic

Grocery e-commerce sales worldwide before and after COVID-19



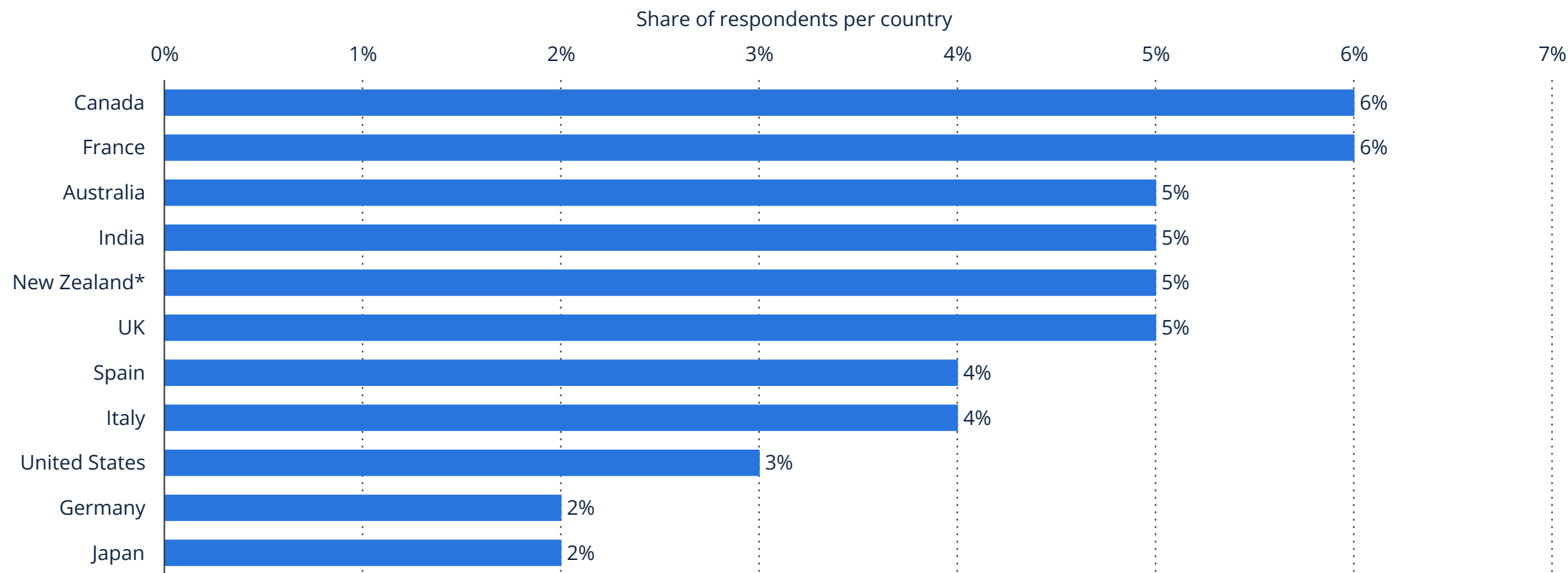
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Development of e-commerce shares pre and post COVID-19, by country



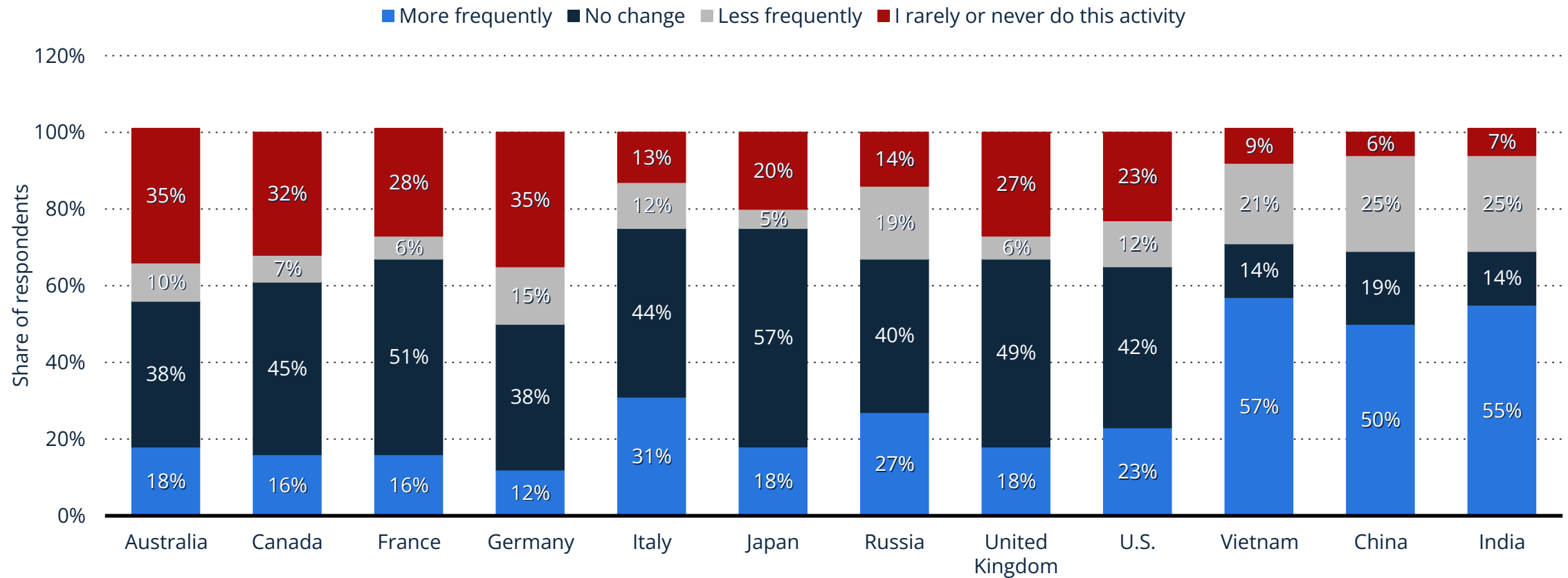
Share of consumers that shopped online for the first time since the coronavirus pandemic was declared in 2020, by country

First-time online shoppers since COVID-19 2020, by country



Change in e-commerce usage to purchase products normally bought in-store due to coronavirus (COVID-19) worldwide as of March 15, 2020, by country

E-commerce purchase frequency change due to the coronavirus outbreak 2020, by country



Sources

Activate
Bizrate Insights
Bottomline Technologies
Censuswide
ContentSquare
Digital Commerce 360
eMarketer
eMarketer (@eMarketer)
eMarketer (@matteo_ceurvels)
GP Bullhound
GWI
Ipsos
Kibo
magazine media
Mastercard Economics Institute
PayPal
S&P Capital IQ
SaleCycle
Salesforce Research
Semrush
Shopify
Sponsorpulse

Square
Statista
Statista Digital Market Outlook
Strategic Treasurer
UPS
Various sources
Various sources (Company findings, press releases, Digital Commerce 360, and eMarketer)
Wolfgang Digital
Worldpay
Wunderman Thompson
Wunderman Thompson Commerce