

## Key Statistics about Online Shopping

### Current state

**2.14 bil**

online shoppers  
as of 2020<sup>1</sup>



**40%**

of US consumers  
are Gen Z<sup>2</sup>

Users form an opinion  
about your website in

**0.05 secs**<sup>3</sup>



### The top 3 biggest eCommerce companies<sup>4</sup>

**amazon**

**京东**  
JD.COM

**Alibaba Group**  
阿里巴巴集团



**92%**

of online shoppers  
have bought an item  
through Amazon<sup>5</sup>

**78%**

prefer online  
shopping because  
no long queues<sup>6</sup>

**295 mil**

predicted online  
shoppers in US  
by 2025<sup>7</sup>

#### SOURCE

- <https://www.oberlo.com/statistics/how-many-people-shop-online>
- <https://www.fastcompany.com/3045317/what-is-generation-z-and-what-does-it-want>
- <https://www.tandfonline.com/doi/abs/10.1080/01449290500330448>
- <https://axiomq.com/blog/8-largest-e-commerce-companies-in-the-world>
- <https://www.npr.org/about-npr/617470695/npr-marist-poll-amazon-is-a-colossus-in-a-nation-of-shoppers?t=1658917258827>
- <https://www.statista.com/statistics/273957/number-of-digital-buyers-in-the-united-states>

### Online shopping behaviors

**49%**



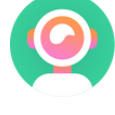
of online consumers  
shop from their  
mobile phone<sup>1</sup>

**85%**



of adults think a website should  
be as good or better on mobile  
as it is on desktop<sup>2</sup>

**60%**



of online shoppers  
have interacted with a  
chatbot to find answers<sup>3</sup>

**~70%**



of consumers have  
downloaded a  
retailer's app<sup>4</sup>

**36%**



of consumers  
actively try new  
product brands<sup>5</sup>

**68%**

of online shoppers  
research a product on  
Google before buying<sup>6</sup>



#### SOURCE

- <https://99firms.com/blog/mcommerce-statistics>
- <https://www.invisionapp.com/inside-design/statistics-on-user-experience>
- <https://www.convinceandconvert.com/digital-marketing/6-critical-chatbot-statistics-for-2018>
- <https://99firms.com/blog/mcommerce-statistics>
- <https://www.mckinsey.com/business-functions/growth-marketing-and-sales/our-insights/the-great-consumer-shift-ten-charts-that-show-how-us-shopping-behavior-is-changing>
- <https://www.statista.com/forecasts/997051/sources-of-information-about-products-in-the-us>

### Shopping cart abandonment

**69.57%**

of online shopping  
carts are abandoned<sup>1</sup>



**56%**

of cart abandonment is a  
result of unexpected costs<sup>2</sup>

**18%**

of cart abandonment stems from long  
and complicated checkout process<sup>3</sup>

A large-sized e-commerce site can have a

**35.26%** better conversion rate through  
better checkout design<sup>4</sup>

#### SOURCE

- <https://baymard.com/lists/cart-abandonment-rate>
- <https://www.shopify.com/blog/shopping-cart-abandonment>

### Product return rate

2020

**10.6%**

retail returns



2021

**16.6%**

retail returns<sup>1</sup>



**92%**

of customers will buy again from an  
online store if the return process is easy<sup>2</sup>



**67%**

of shoppers check the returns  
page on a website before buying<sup>3</sup>

**49%**

of e-commerce stores offer free-return shipping<sup>4</sup>

#### SOURCE

- <https://www.cnbc.com/2022/01/25/retailers-average-return-rate-jumps-to-16point6percent-as-online-sales-grow-.html#:~:text=The%20average%20rate%20of%20returns,%25%20last%20year%2C%20NRF%20found.>
- <https://www.invespcro.com/blog/e-commerce-product-return-rate-statistics>
- <https://www.social.com/e-commerce-return-statistics>