

eCommerce is a dynamic space. To survive and thrive here, you need to constantly adapt to the change. Here are the key upcoming eCommerce trends that'll help you stay ahead in the game.

## Growing popularity of m-Commerce

Mobile commerce offers a true omnichannel experience with exceptional growth potential.



Around **73%** of eCommerce sales will take place on a mobile device by 2021.

Integrated user experience and ease of payment in mobile apps are opening newer business opportunities.





Digital purchase (mobile app shopping) 

Location-based services (GPS tracking for contextual engagement)

net banking)

Contactless payments

(online wallets,

# **Selling Through Social Media**

Consumers are increasingly engaging with branded and shoppable content on social media.



Young consumers are discovering brands and making buying decisions straight from their feed. **113 million** users tap on shopping posts to learn more about the product each month on Instagram alone.





Product catalog (clickable products in images) Video (how-to and promotional videos)



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Voice shopping is creating a significant impact on online shopping, making it an effective alternative to text.



Consumers are preferring smart shopping with individualized recommendations from voice assistants like Alexa and Siri.

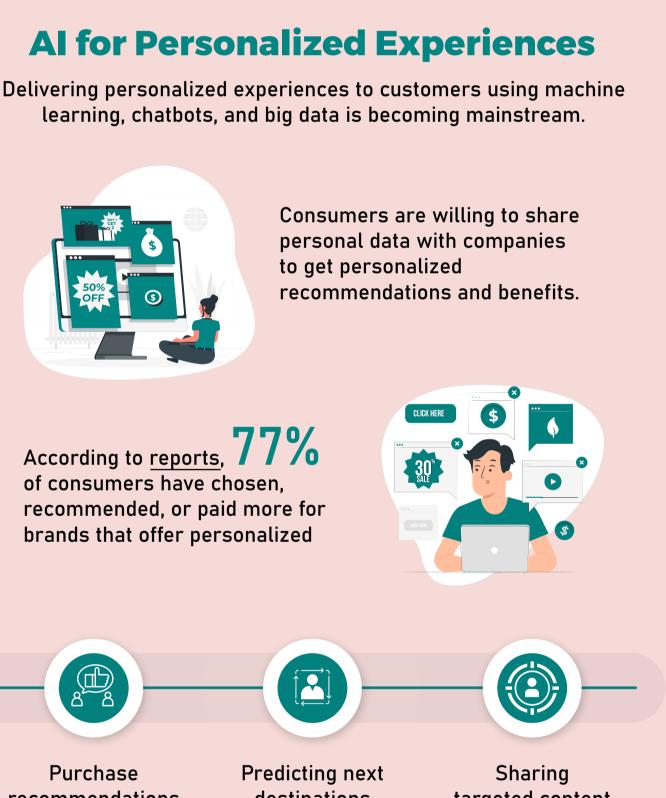
Voice search is enabling faster checkout, reduced screen time, and ease of giving feedback to businesses.





Time reduction (speedy inputs) Faster checkouts (increased speed)

Customer satisfaction (automating tasks)



recommendations (subconscious buying preferences) Predicting next destinations (seamless next steps transitions) Sharing targeted content (appropriate messaging)

# **Expansion of B2B eCommerce**

Gone are the days when eCommerce was mainly B2C. Today, B2B eCommerce is growing and is estimated to reach \$1.1 trillion by 2021.



The focus is on engaging customers to up-sell and cross-sell products and services. The B2B sector is shifting away from heavy dependence on sales reps to self-service options.





Cloud adoption (improved technologies) Business process integration (execution specifications) Personalized approach (tailored actions)

# Support to Independently Owned Business

Consumers are leaning towards supporting independent businesses on a variety of principles.



According to <u>Salesforce</u>, **56%** of consumers say they spend more on a small business now than they did last year.

Supporting entrepreneurship, buying unique products, and experiencing good customer service are the key motivations behind this shift.





Remote operations (globalized business)

Boost local economy (jobs creation)

\$

Local pickups and delivery (user-friendly options)

## **Buying Experiences**

The quality of digital payment experiences is becoming a key factor for both consumers and businesses alike.



Good online banking and mobile app experience are among the top 3 considerations of merchants when choosing a bank for business.

Buy now, pay later model is rapidly growing with high-income consumers using it the most.





Mobile wallets (UPI, PayPal) QR code (app-to-app payments)

00 08 Mobile-pointof-sale (portable POS systems)

The world of eCommerce has never been more exciting. As technology and consumers continually evolve, there is a rewarding journey ahead for businesses that know how to keep up with the trends.



Want to Scale Your eCommerce Business? <u>We Can Hel</u>p.

Get in touch or simply drop an email at info@grazitti.com and we'll take it from there.

#### Grazitti Interactive Marketing for Digital Natives

#### References:

https://www.bigcommerce.com/articles/ecommerce/ecommerce-trends/#14-ecommerce-trends-leading-the-way https://www.coredna.com/blogs/ecommerce-trends https://www.shopify.com/future-of-commerce/2021