



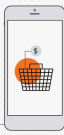
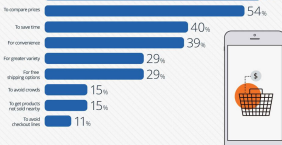
If you have an online store, you need to stay on top of the latest trends in e-commerce. From shopping cart abandonment to delivery preferences, ShipBob created this infographic to show you where the industry is, where it's going, and how to navigate the e-commerce landscape.

The Rise of E-Commerce

23%
YoY Growth¹



Why do people shop online instead of in-store?²



What are the biggest online shopping days?

Sales from 2017



Online Shopping Behaviors



How frequently do people shop online?⁶



Where do people shop online?

Website vs. marketplace¹⁰



Marketplace breakdown¹¹



New vs. returning shoppers¹²

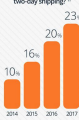


Why do people abandon shopping carts?¹⁰



Customer Delivery Preferences

What percentage of orders use two-day shipping?¹³



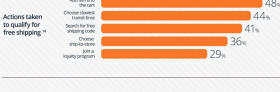
How important are fast delivery options?¹⁴



How important is offering free shipping?

27%
will not pay for shipping, regardless of speed.¹⁶

74%
rate free shipping as important when checking out.¹⁶



The state of returns in e-commerce

Why do people return online over in-store?¹⁷



What do people think about return policies?¹⁸



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.