

The Buy Button's Evolving ROLE IN eCOMMERCE



33,700

Square footage of Walmart's South China Fresh Food Distribution Center.

70%

Share of eCommerce sites supporting at least one buy button.

21%


Share of eCommerce sites offering more than one buy button.

15%

Portion of eTailers offering the Amazon Pay buy button.

\$1.2B

Amount by which Walmart plans to increase its investment in supply chain logistics in China.



Buy buttons are almost a given in 2019, with a majority of eCommerce sites offering at least one and a small percentage offering two or more. As the feature has an evolving role in the eCommerce industry, how do buy button options relate indicators such as average annual revenues and average ticket price of items sold?