



Millennial Online Shopping Habits

Statistics and Trends



30%

Millennial Spending in US is estimated to account for 30% of total retail sales by 2020



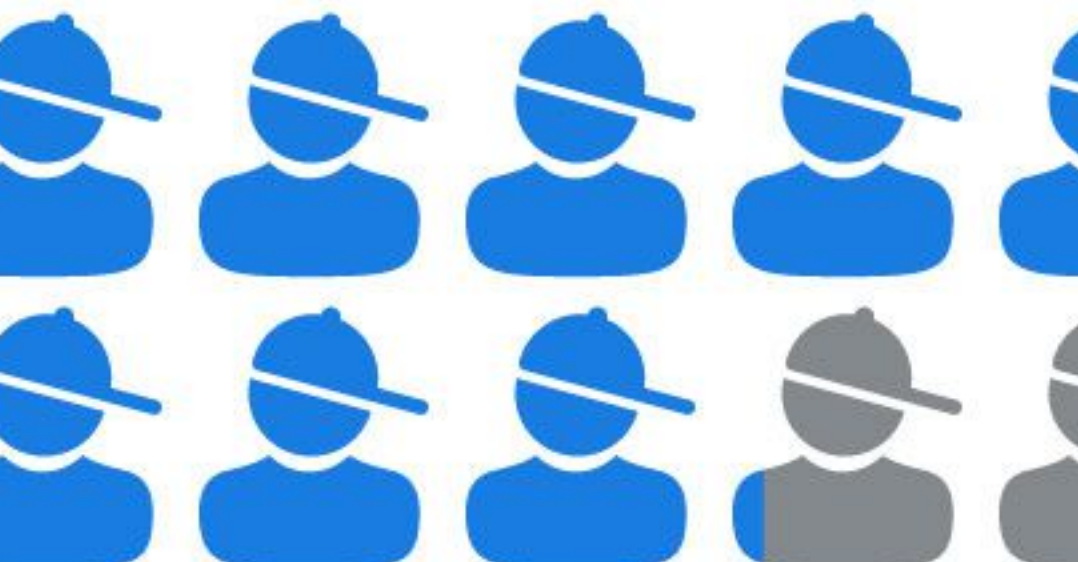
54%

Millennials now make more than 54% of their purchases online



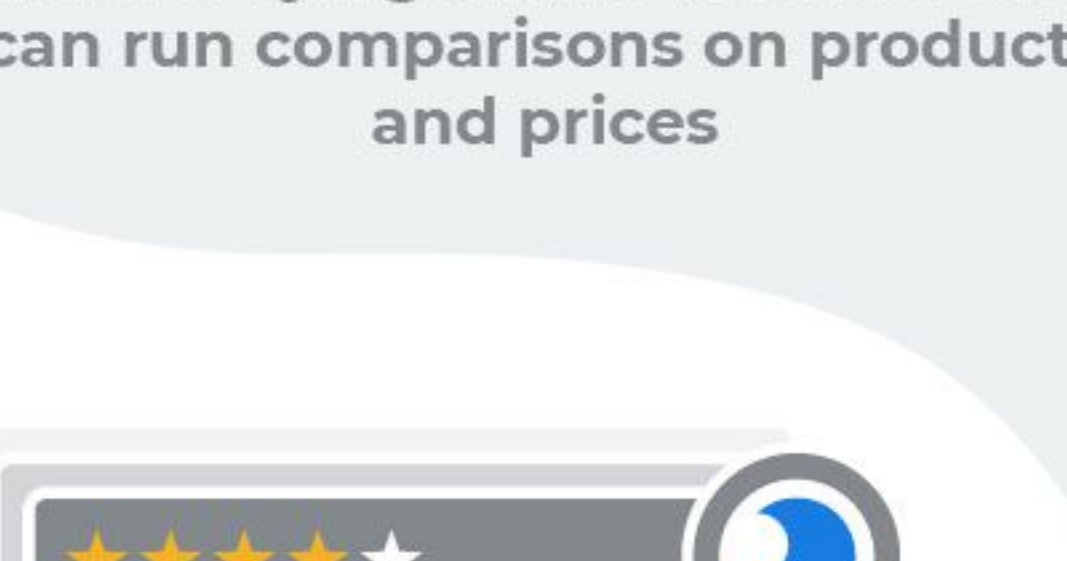
67%

of Millennials prefer to shop online rather than in-store



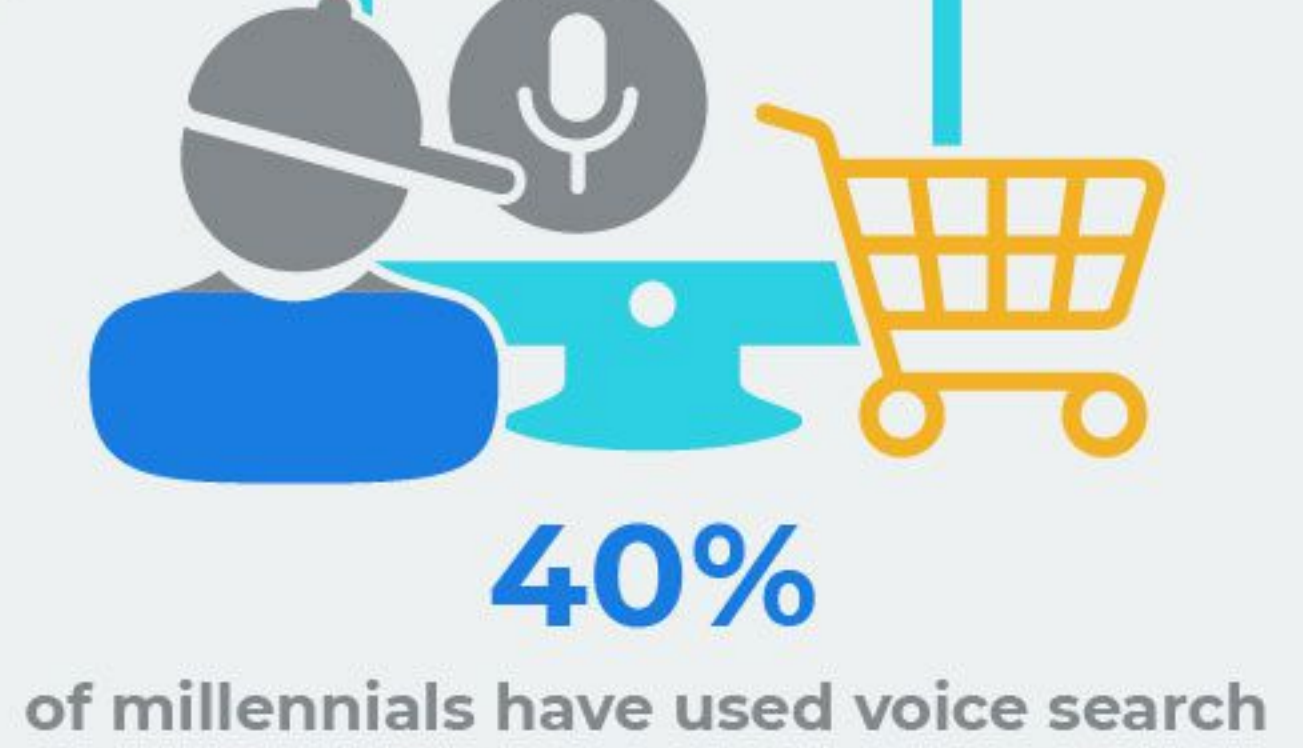
81.3%

of millennials said they shop online at least once a month



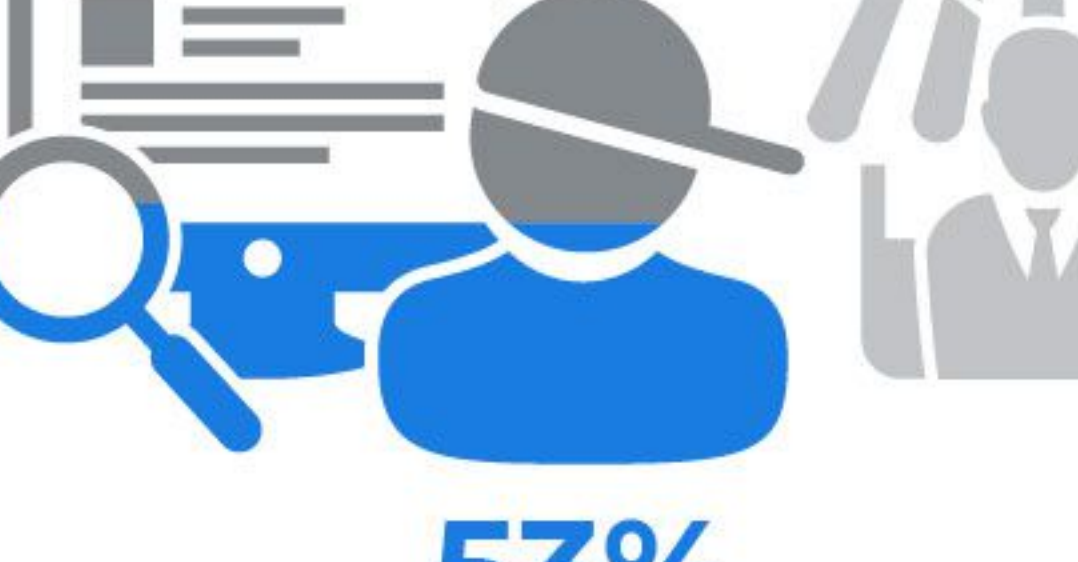
45%

of millennials admitted they prefer buying online because they can run comparisons on products and prices



8 out of 10

Millennials never buy anything without first reading a review



40%

of millennials have used voice search before making a purchase online



53%

of millennials prefer to seek out details online rather than talk to store staff when they are in a shop



61%

of the millennial find it easier to chat to a retailer via digital communication channels such as text, online chat or messaging applications as opposed to visiting a physical location

Estimated frequency with which US millennial users use coupons when shopping online



Compiled & Designed by:



Source Links:

<https://www.v12data.com/blog/50-statistics-about-retail-marketing-and-consumer-shopping-trends/>

<https://retail.emarketer.com/article/five-things-keep-mind-about-millennial-shoppers-2018/5a3c5282ebd40008a852a260>

<https://www.lexingtonlaw.com/blog/credit-cards/millennial-spending-habits.html>

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<https://www.disruptiveadvertising.com/ppc/ecommerce/2018-ecommerce-statistics/>

<https://www.independent.co.uk/news/business/millennial-online-review-products-research-internet-trusted-recommendations-a8245781.html>

<https://www.finder.com/uk/millennial-money-statistics>

<https://www.entrepreneur.com/slideshow/304271>

<https://www.mytotalretail.com/article/how-millennials-are-changing-the-retail-industry/>