

eCommerce Trends to Consider in 2019

The **eCommerce Trends Survey** carried out by 2Checkout with almost **1,000 companies across the world** has revealed their latest digital commerce priorities, challenges and plans. The participating companies – B2B as well as B2C small and medium enterprises (SMEs) selling mostly online services, downloadable software, mobile apps and physical products – span a wide spectrum of industries, yet they all report similar concerns and approaches around ecommerce.

Upcoming priorities for eCommerce companies

Offering a great customer experience and content marketing are top of mind for online vendors. Conversely, implementing a review & recommendation engine in their online stores is a priority for only 8% of merchants. This is a flag raiser, as product reviews are a very important factor influencing the decision to buy for 72% of online shoppers.



Main challenges for eCommerce companies at the end of 2018

Technology, partnerships and customer support are seen as the biggest challenges online merchants need to deal with, while reducing customer acquisition cost is among the lowest challenges.



Will automation & machine learning be used in eCommerce?

Most online vendors are planning to invest in marketing automation, as it allows for more efficiency and effectiveness in obtaining leads and growing conversions, respectively.



How do online vendors want to grow their sales?

Vendors are interested in expanding to new global markets and new buyer demographics more so than in their own domestic market or existing demographics. This may be a reaction to saturated domestic markets or simply an attempt to diversify and grow the customer pool.

Planning to grow...



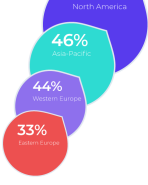
Focus on technology

Personalization, mobile optimization and video marketing are considered essential. Those very same areas have already benefitted from significant investment in many companies – especially video (38% already doing it) – and those trends are set to continue.



Regions targeted for expansion

Even with survey respondents coming from all over the world, the target destinations for expansion are global.



How will marketing budgets be spent?

Digital marketing is set to receive the bulk of the spending, while PR and market research get the least investment. Overall, eCommerce companies are expected to increase their marketing budgets by ~5% in 2019.



Payment methods that online vendors are most interested in adopting

While **65%** of merchants already accept payments via credit/ debit cards, and **53%** via PayPal, mobile payments and credit/debit cards with installments are some of the hottest trends being considered right now.



How do eCommerce merchants plan to improve their customer support?

Efficiency and localization are the main priorities for customer service.



Compliance standards and certifications

While most businesses have focused on achieving GDPR compliance in 2018, the ongoing state of data breaches and ransomware attacks worldwide have convinced many online vendors to pursue compliance with stricter information security, cloud privacy and data protection standards.



Who manages eCommerce in companies that sell online?

Marketing seems to be the most frequent owner of eCommerce, while, surprisingly, a dedicated eCommerce department can be found in only 10.69% of cases.

