

20 Must-Know Statistics About Today's Consumer Shopping Trends

With so many changes in the world of retail and the ways consumers shop, here are some amazing statistics on the state of retail today.

2018

1) More than half (54%) of retailers said the customer experience is their most important area of focus, way ahead of cross-channel marketing (16%), data-driven marketing (14%), mobile (11%), and programmatic buying/optimization (4%).

Retailer Focus



2) 51% of Americans prefer to shop online and 96% of Americans have made an online purchase in their life.

3) Millennials and Gen Xers spend nearly 50% as much time shopping online each week (six hours) than their older counterparts (four hours).

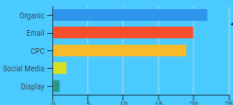
While ecommerce is growing at staggering speeds, the importance of brick-and-mortar retail shouldn't be ignored.

4) 49% cite not being able to touch, feel or try a product as one of their least favorite aspects of online shopping.

5) 75% of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, OR knows their purchase history.

6) The top reason consumers shop online is the ability to shop 24/7

Bonus: 53% of buyers say Facebook informs their purchase decisions



7) The top three traffic sources driving sales for eCommerce are organic (22%), email (20%) and CPC (19%), with display and social accounting for just 1% and 2% respectively.

8) Email marketing accounts for 20 percent of traffic driving ecommerce sales.

9) Mobile sessions account for 59 percent of all sessions on ecommerce sites.

10) Google says 61% of users are unlikely to return to a mobile site they had trouble accessing and 40% visit a competitor's site instead.

Shopping Cart Behavior

11) 23% is the online shopping cart abandonment rate on average.

12) The top reason for cart abandonment is extra high costs (61%).



Increasing Conversions

13) Offering free delivery encourages 9 out of 10 users to purchase.



14) The top trait that drives customer loyalty for online consumers is an exceptional customer experience.



15) 57 percent of consumers cited price as a top factor in deciding which website to buy from. The next key attributes were enhanced delivery options and easy return policies.



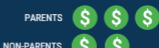
16) After websites, shops or online advertising, the most common sources of product awareness were online reviews (cited by 15%), talking with friends (15%), social media (13%) or seeing a friend with it (12%).

Who Is Buying?

17) Men reported spending 28% more online than women.



18) Parents spend more of their budget online in comparison to non-parents (40% vs. 34%)



19) Female respondents cited that they enjoy online shopping (51% vs. 37% of male respondents), invest more time (60% vs. 46% for male counterparts) to find the best deals and often search for coupon codes to get discounts (48% vs. 29% for males).



American's Online Shopping Stats

20) 95% of Americans shop online at least yearly, 80% of Americans shop online at least monthly, 30% of Americans shop online at least weekly, 5% of Americans shop online daily.



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SOURCES:

1 - Adobe
2, 3, 4, 17, 18, 19, 20 - Big Commerce
5 - Accenture
6, 14, 15, 16 - KPMG

7 - Social Media Today
8 - Wolfgang Digital
9 - Smart Insights
10 - McKinsey & Company

11, 12 - Baymard Institute
13 - Walker Sands Communications
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