



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 Growth <sup>1</sup>

36% Online  
64% In-store  
Shopping budget spend by location <sup>1</sup>

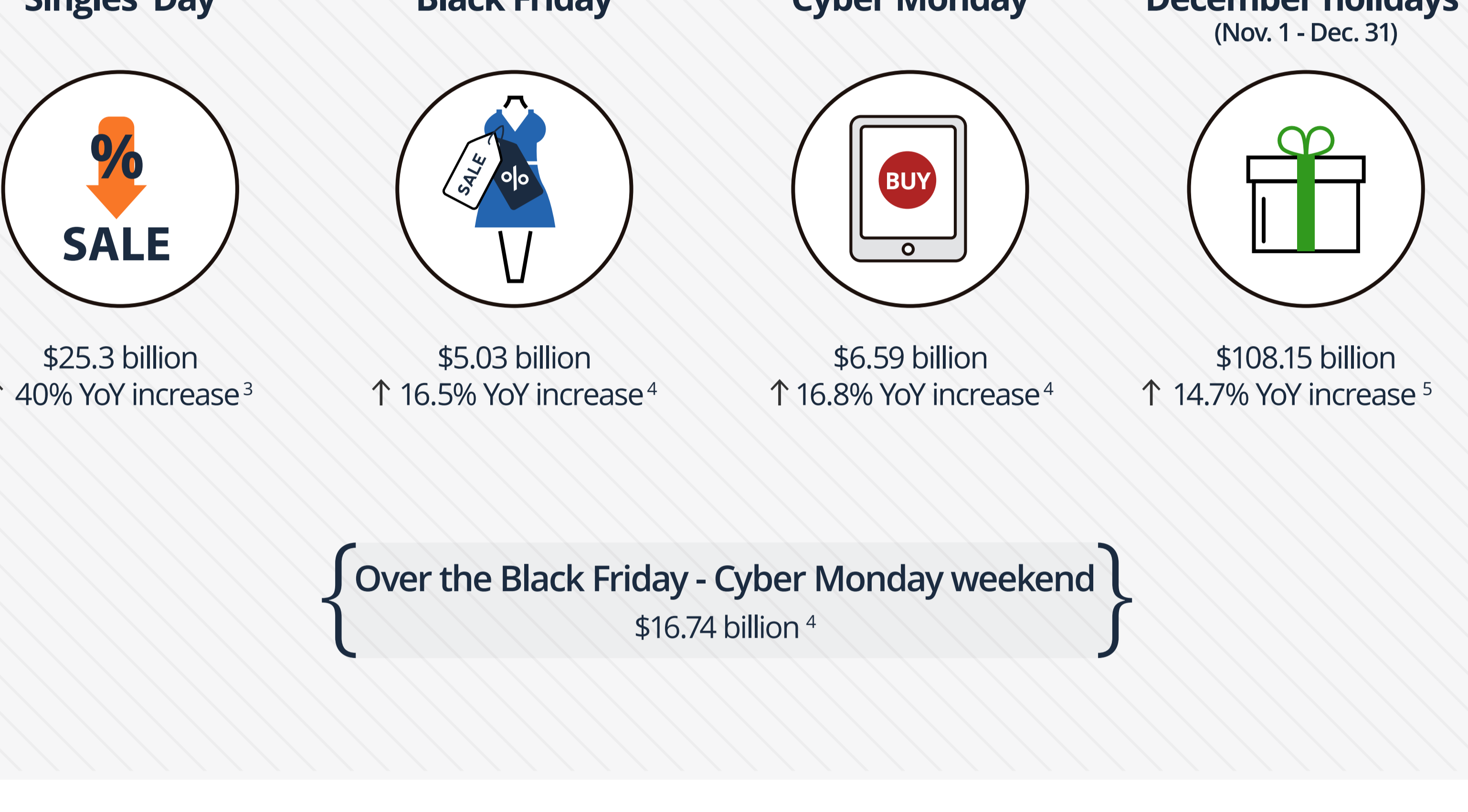
51% Online  
49% In-store  
Shopping location preferences <sup>1</sup>

### Why do people shop online instead of in-store? <sup>2</sup>



### What are the biggest online shopping days?

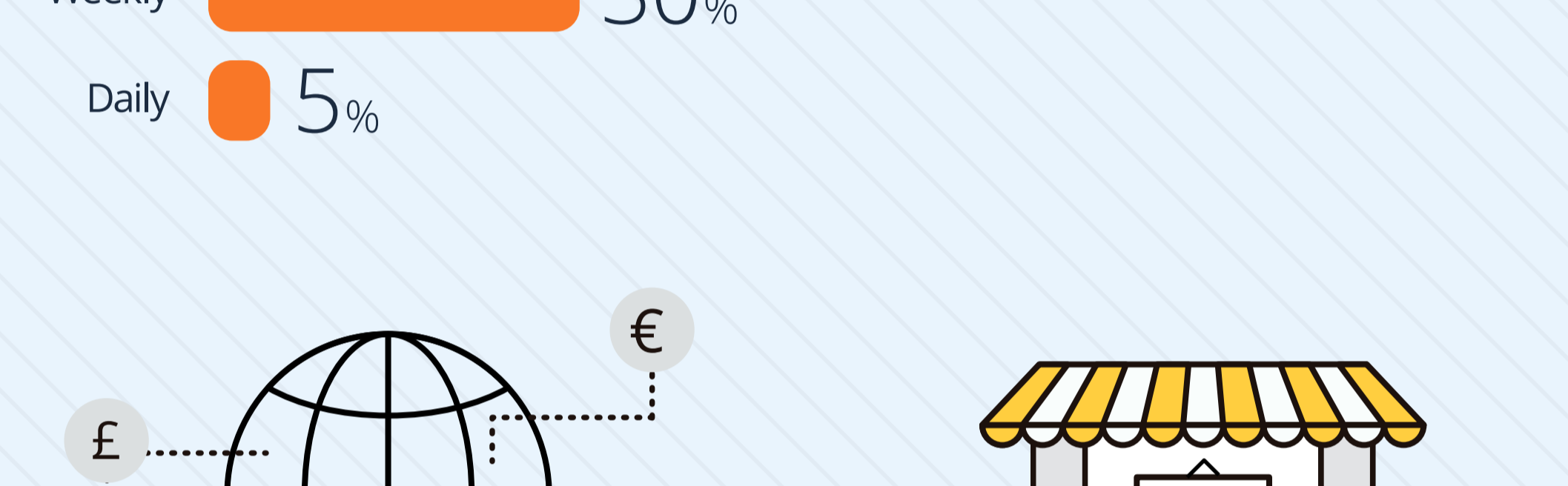
Sales from 2017



## Online Shopping Behaviors

**96%**  
of consumers have made a purchase online. <sup>6</sup>

### How frequently do people shop online? <sup>1</sup>



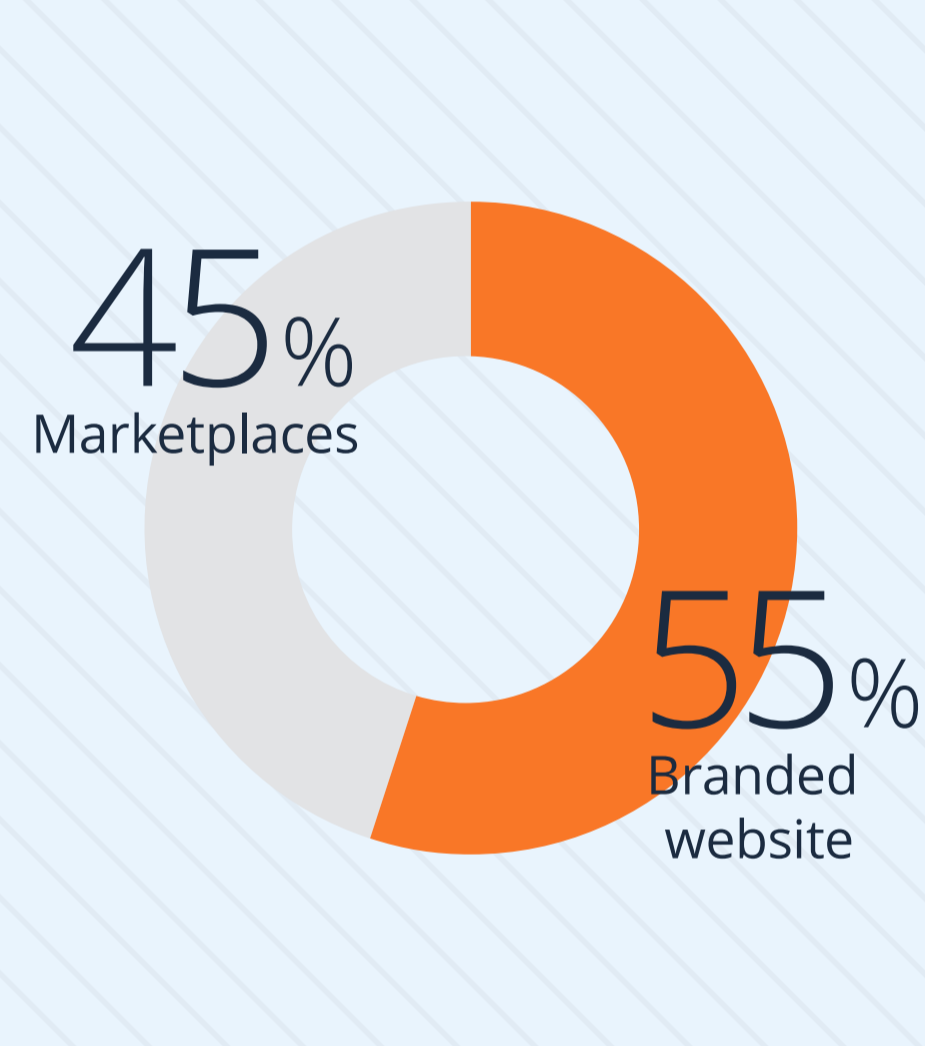
**35%**  
of online purchases are made on a phone or tablet. <sup>7</sup>

**47%**  
of online shoppers made an international purchase in the past year. <sup>8</sup>

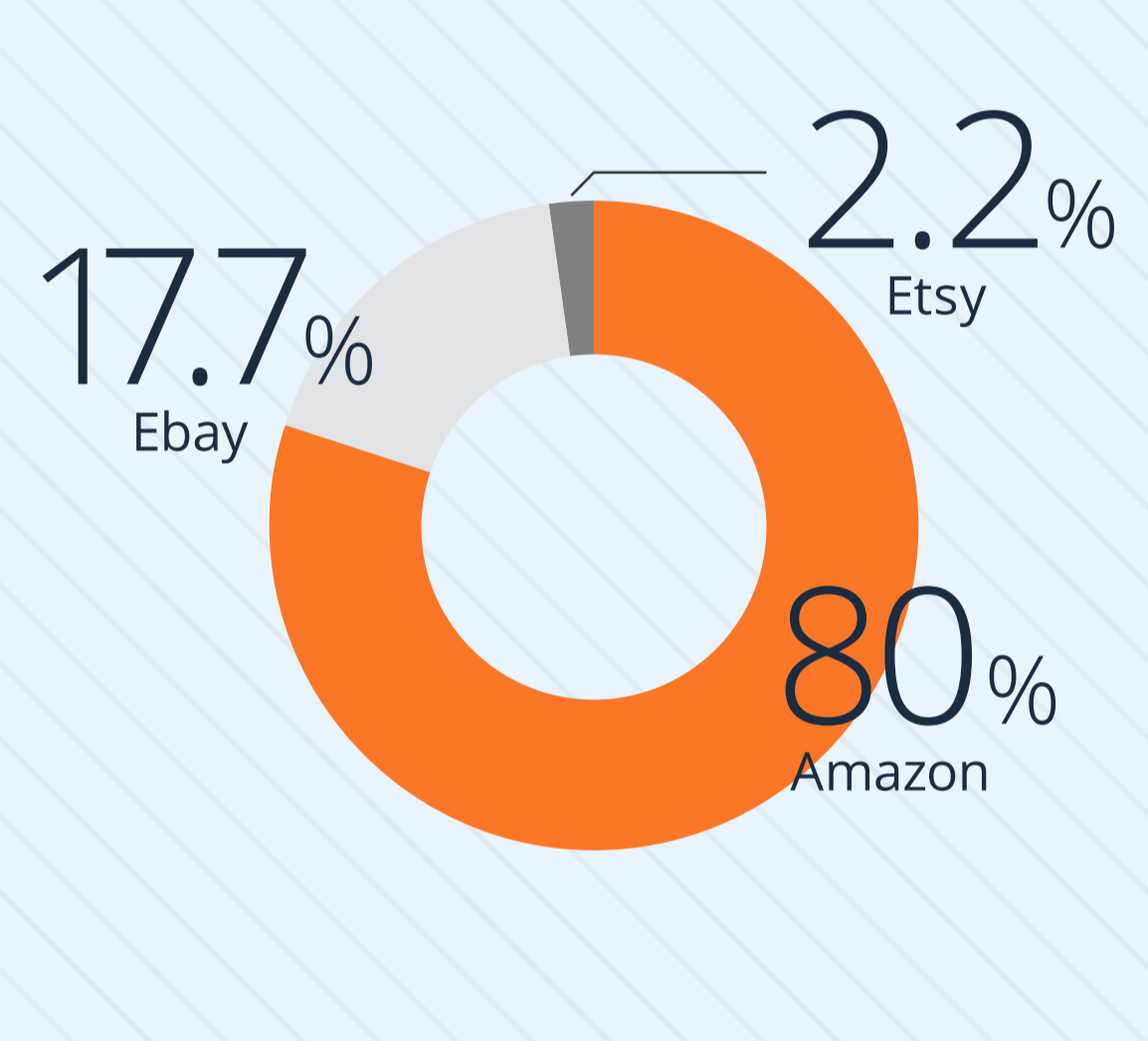
**33%**  
of people go to a store only when they need something urgently. <sup>8</sup>

### Where do people shop online?

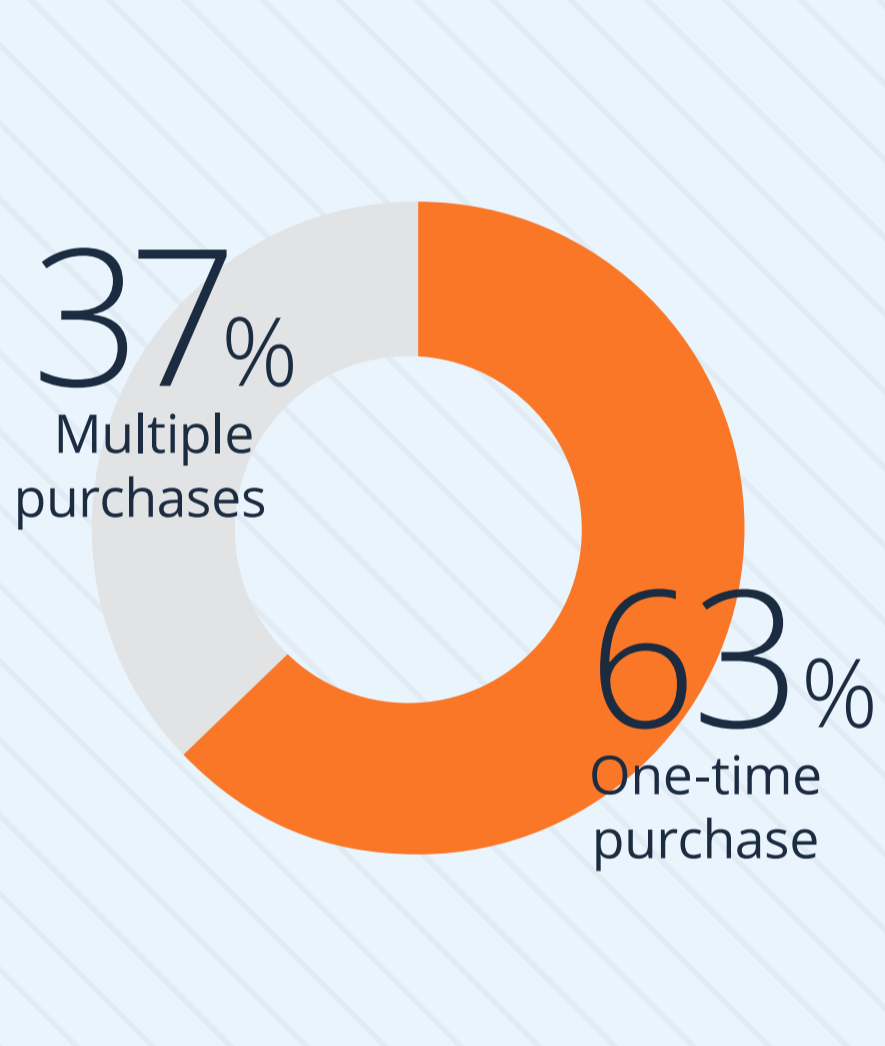
#### Website vs. marketplace <sup>1</sup>



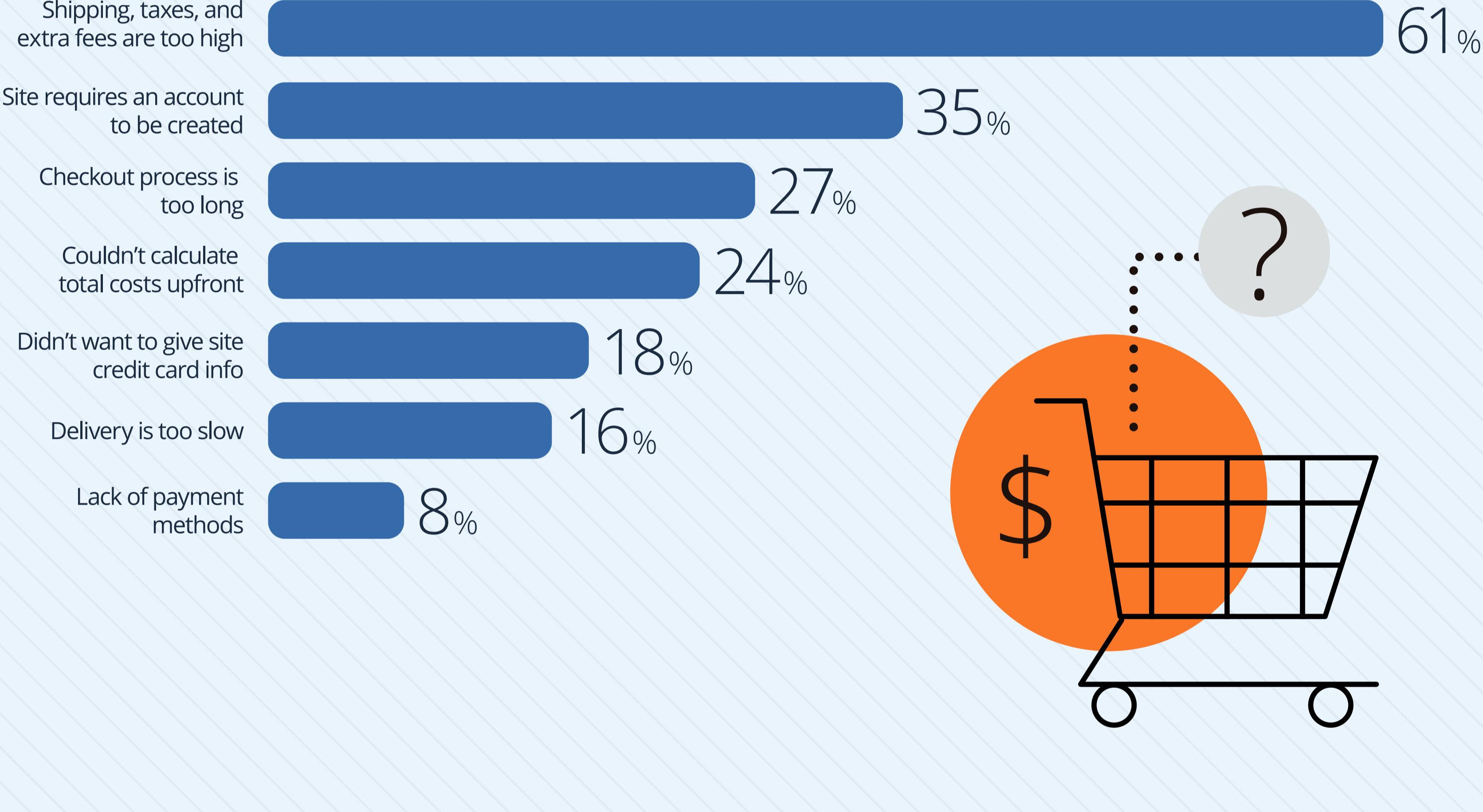
#### Marketplace breakdown <sup>1</sup>



#### New vs. returning shoppers <sup>9</sup>

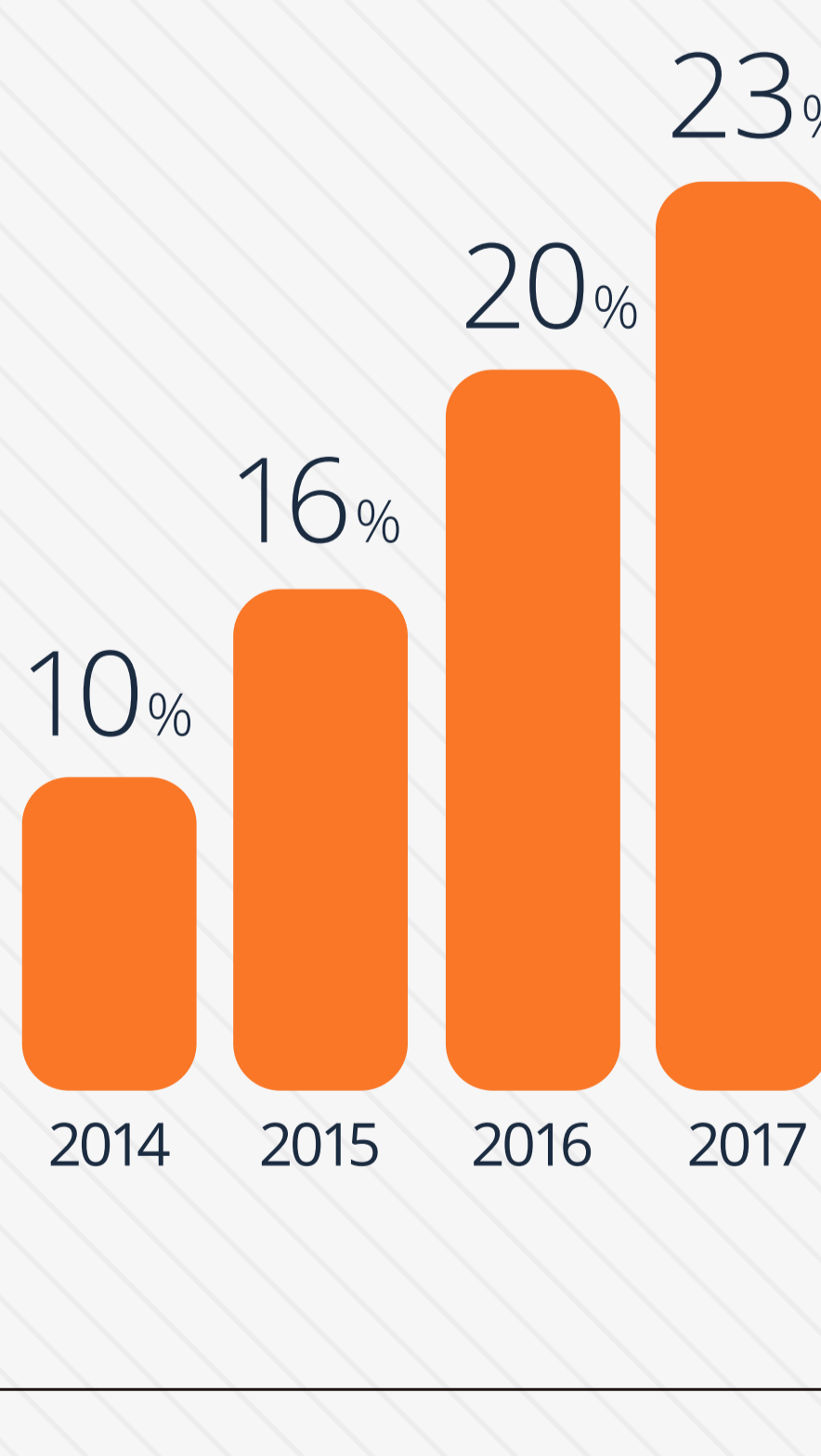


### Why do people abandon shopping carts? <sup>10</sup>



## Customer Delivery Preferences

#### What percentage of orders use two-day shipping? <sup>11</sup>



#### How important are fast delivery options? <sup>11</sup>

**63%**  
consider delivery speed important when selecting products. <sup>11</sup>

**60%**  
have chosen a competitor with more convenient delivery options. <sup>12</sup>

### How important is offering free shipping?

**27%**  
will not pay for shipping, regardless of speed. <sup>13</sup>

**74%**  
rate free shipping as important when checking out. <sup>14</sup>

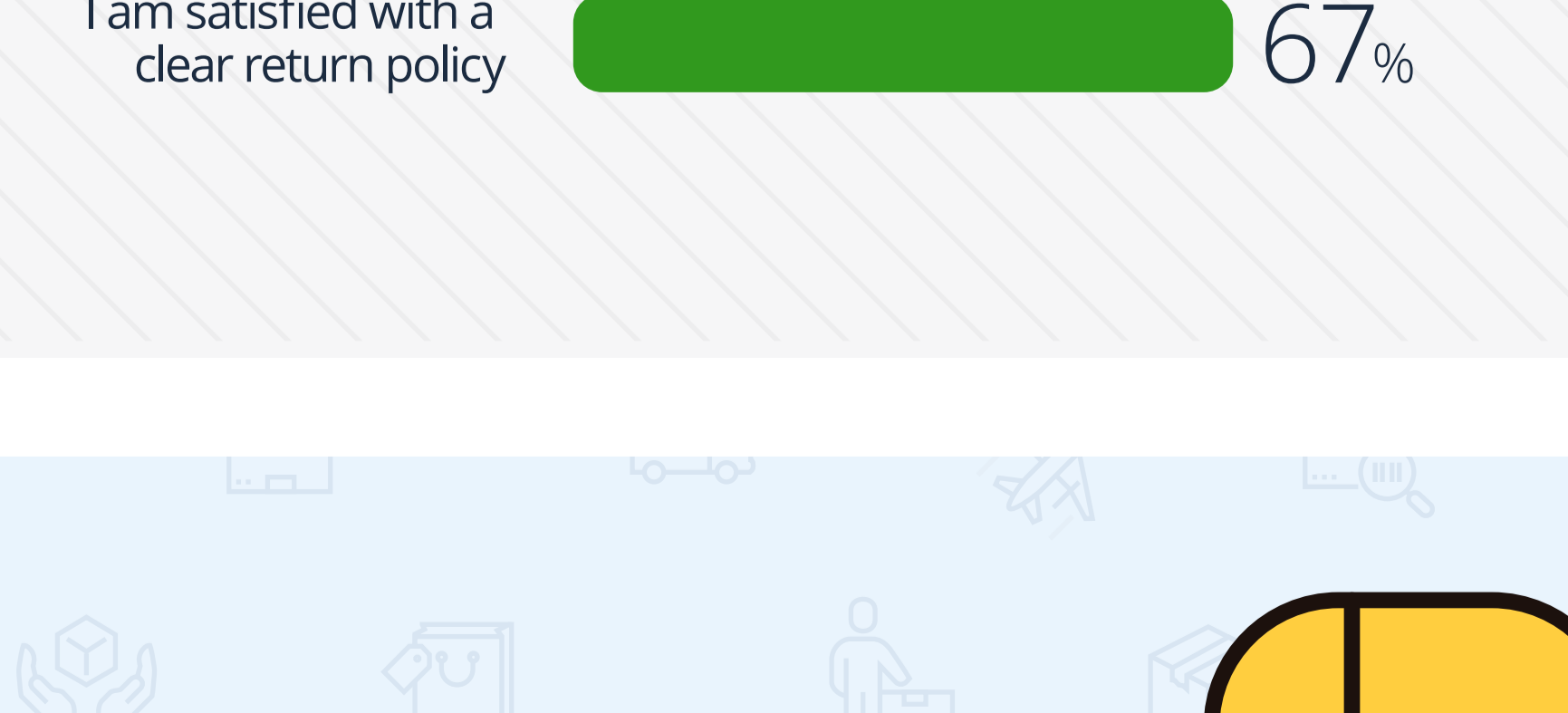


### The state of returns in e-commerce

#### Why do people return online over in-store? <sup>11</sup>



#### What do people think about return policies? <sup>11</sup>



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.

To view our sources, click here.