




# Insanely Powerful eCommerce News You Should Know About

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A hand is pointing towards the right side of the image. The background is dark with several glowing shopping cart icons in various colors (purple, blue, pink, yellow) scattered across it. A semi-transparent black box is overlaid on the left side, containing text.

**THE MOST POPULAR ONLINE  
ACTIVITY TODAY IS-**

**Online Retail**

# WHAT IS THE KIND OF GROWTH WE ARE LOOKING AT IN TERMS OF ONLINE RETAIL REVENUES?

Revenues from e-retail are  
estimated to grow to 4.48  
trillion US dollars by 2021.



# WHAT ARE THE RECENT HIGHLIGHTS OF THE ECOMMERCE INDUSTRY?

THE THREE MOST CRUCIAL HIGHLIGHTS HAVE BEEN -

- GROWTH OF MOBILITY BY 2021
- OPTIMIZATION OF CHECK-OUT PAGE IS CRITICAL
- ECOMMERCE BATTLES WON BY GIANTS IN 2017



# WHAT IS GOING TO BE THE SHARE OF MOBILE ECOMMERCE?

Mobile commerce retail is estimated to account for 28% of the total eCommerce retail sales in 2018.



## ISN'T THERE A GROWTH IN IN-STORE RETAIL AT ALL?

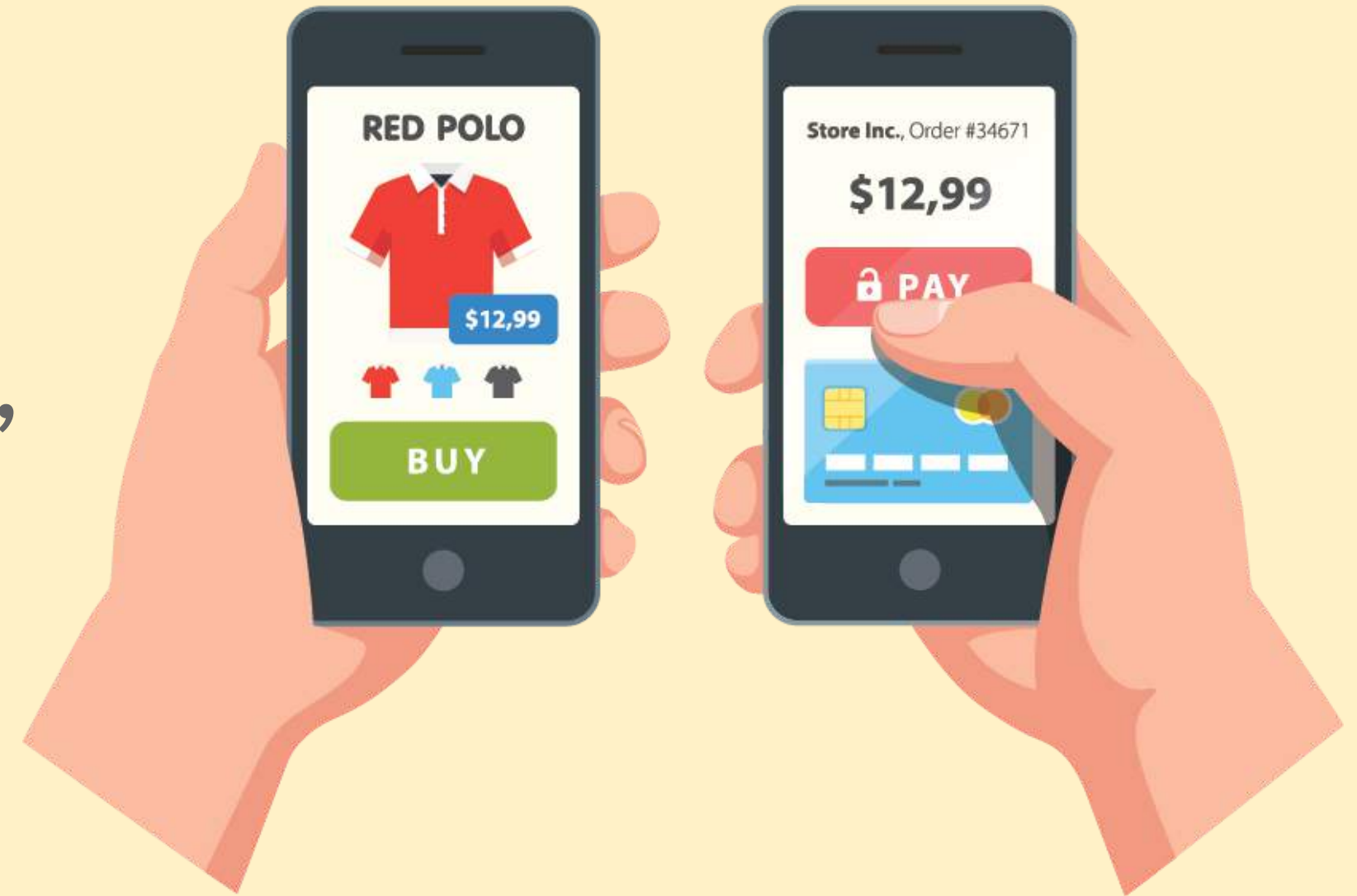
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There is a growth of in-store retail also, the growth in m-commerce is three to four times faster than the physical store.



# ARE PEOPLE USING MOBILE WEB OR SHOPPING APPS FOR SHOPPING?

49% of mobile shopping has been done through mobile web, vis-à-vis 51% which has been done through the shopping app.



# WHY IS CART ABANDONMENT SUCH A HUGE ISSUE?

In 2017, the average cart abandonment was 67%; and what is even shocking is that, most of these e-shoppers abandoned their carts in the check-out page.





# THE TOP THREE REASONS CITED FOR CART ABANDONMENT ARE –

- Unexpected cost (60%),
- Hassle of creating an account (37%) and
- A complex check-out process (28%)

# amazon.com

The Amazon logo, a curved orange arrow pointing from the letter 'a' to the letter 'z', is positioned below the text 'amazon.com'.

## WHAT HAVE BEEN THE HIGHLIGHTS OF AMAZON IN 2017?

After selling around 2 billion products worldwide, in the first half of 2017, Amazon closed the year by starting its operation in Australia, amidst a lot speculation and hype.

# WHICH OTHER RETAIL GIANT CREATED NEWS IN 2017?

In 2017, Walmart went on to become a major  
eCommerce player – competing with Amazon.

THANK YOU

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ON ECOMMERCE?

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