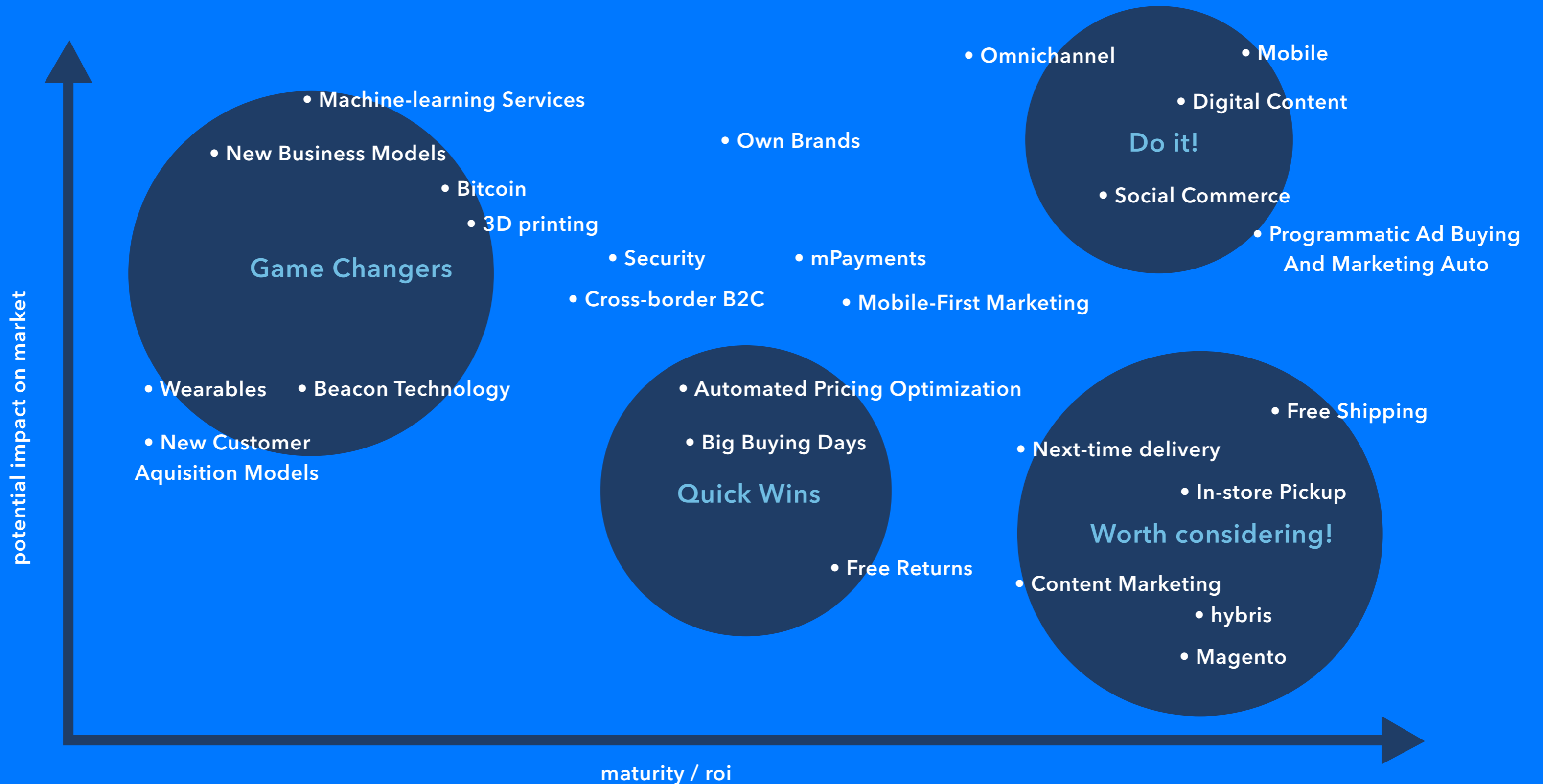


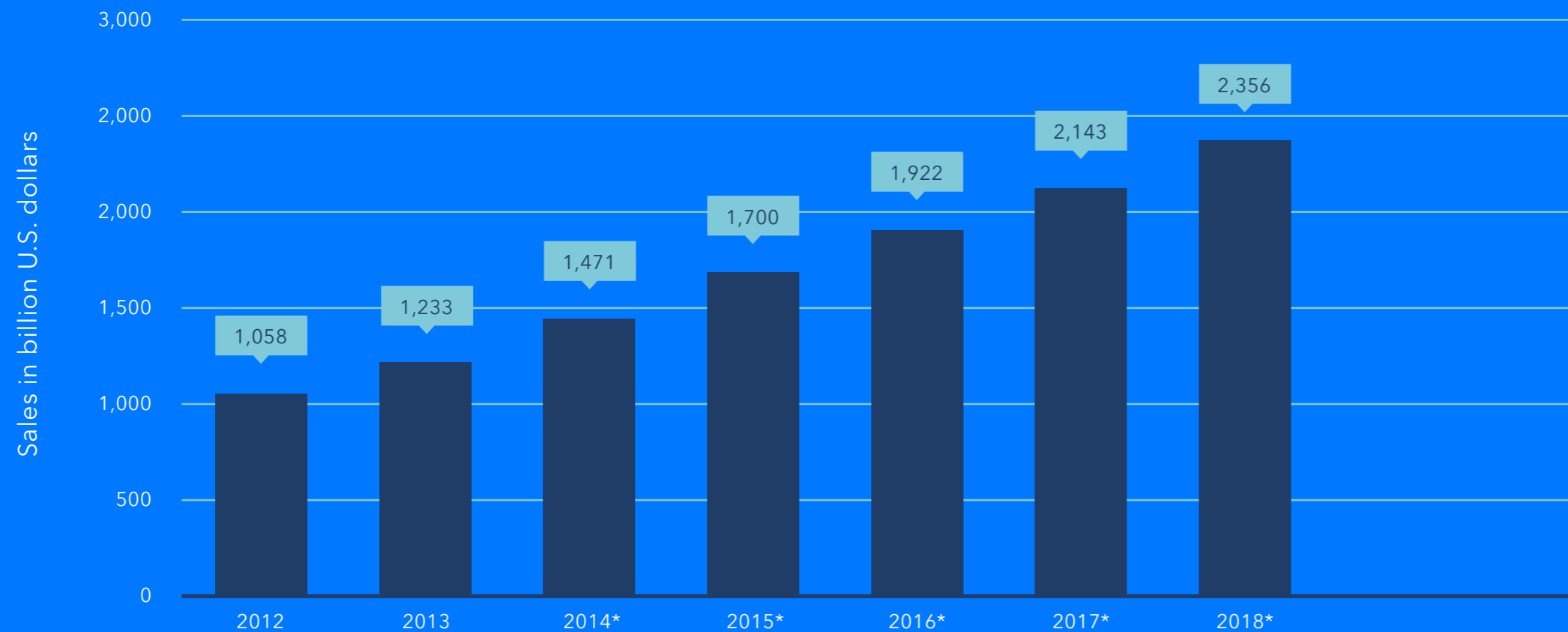


eCOMMERCE TRENDS

from 2015 to 2016



B2C e-commerce sales worldwide from 2012 to 2018 (in billion U.S. dollars)



[B2C e-commerce sales worldwide >](#)

[2015 e-commerce growth benchmark >](#)

- In 2015 retail products and services purchased on the internet will account for 7.3% of the total retail market worldwide.
- Business-to-consumer (B2C) e-commerce sales worldwide increase nearly 16% in 2015.

- Asia-Pacific is the leading region for eCommerce sales in 2015 and represents 33.4% of the total, compared to 31.7% in North America and 24.6% in Western Europe.

- Cross-border B2C – The worldwide leaders in B2C eCommerce export include: USA, UK, Germany, Nordic nations, Netherlands and France. Their overall online retail cross-border export is forecast to top EUR 100 billion by 2020.

emarketer.com >

statista.com forecast of global b2c e-commerce growth >

Where to invest – The 2015 Global Retail E-Commerce Index™

Rank	Change in rank	Country	Online market attractiveness score
1	+2	United States	79.3
2	-1	China	77.8
3	+1	United Kingdom	74.4
4	-2	Japan	70.1
5	+1	Germany	66.6
6	+1	France	59.3
7	-2	South Korea	58.9
8	+5	Russia	48.7
9	+15	Belgium	45.6
10	-1	Australia	43.6
11	-1	Canada	43.1
12	+2	Hong Kong	42.2
13	+6	Netherlands	41.8
14	-3	Singapore	41.5
15	+13	Denmark	41.4
16	0	Sweden	40.9
17	Not ranked	Mexico	40.0
18	Not ranked	Spain	39.9
19	+1	Chile	39.9
20	+6	Norway	39.5

atkearney.com full report >

- Forrester forecasts that US B2B eCommerce will grow from \$780 billion in 2015 to \$1.13 trillion in 2020
 - At which time it will constitute 12.1% of the total US B2B commerce market.

- 30% of today's B2B buyers complete at least half of their work purchases online
 - With that percentage nearly doubling to 56% by 2017, B2B sellers will see a significant volume of offline business move online in the next few years.

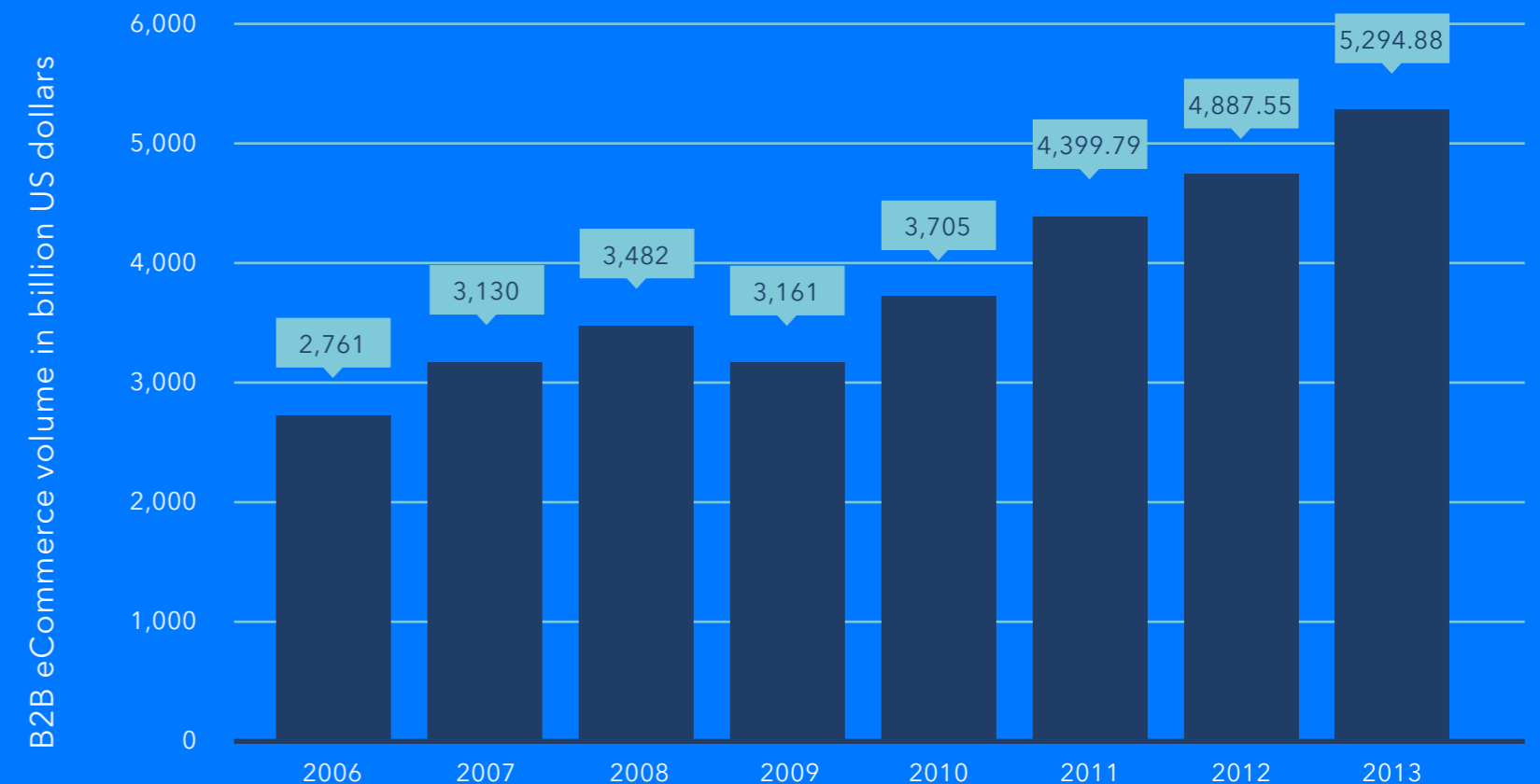
- Today, 74% of B2B buyers research at least one-half of their work purchases online.

60% of B2B companies report that their B2B buyers spend overall more when those customers interact with multiple channels. Omnichannel B2B customers are also more likely to become repeat and long-term customers.

US B2B eCommerce to reach 11 trillion by 2020 >

statista.com >

B2B e-commerce volume in the United States
from 2006 to 2013 (in billion U.S. dollars)



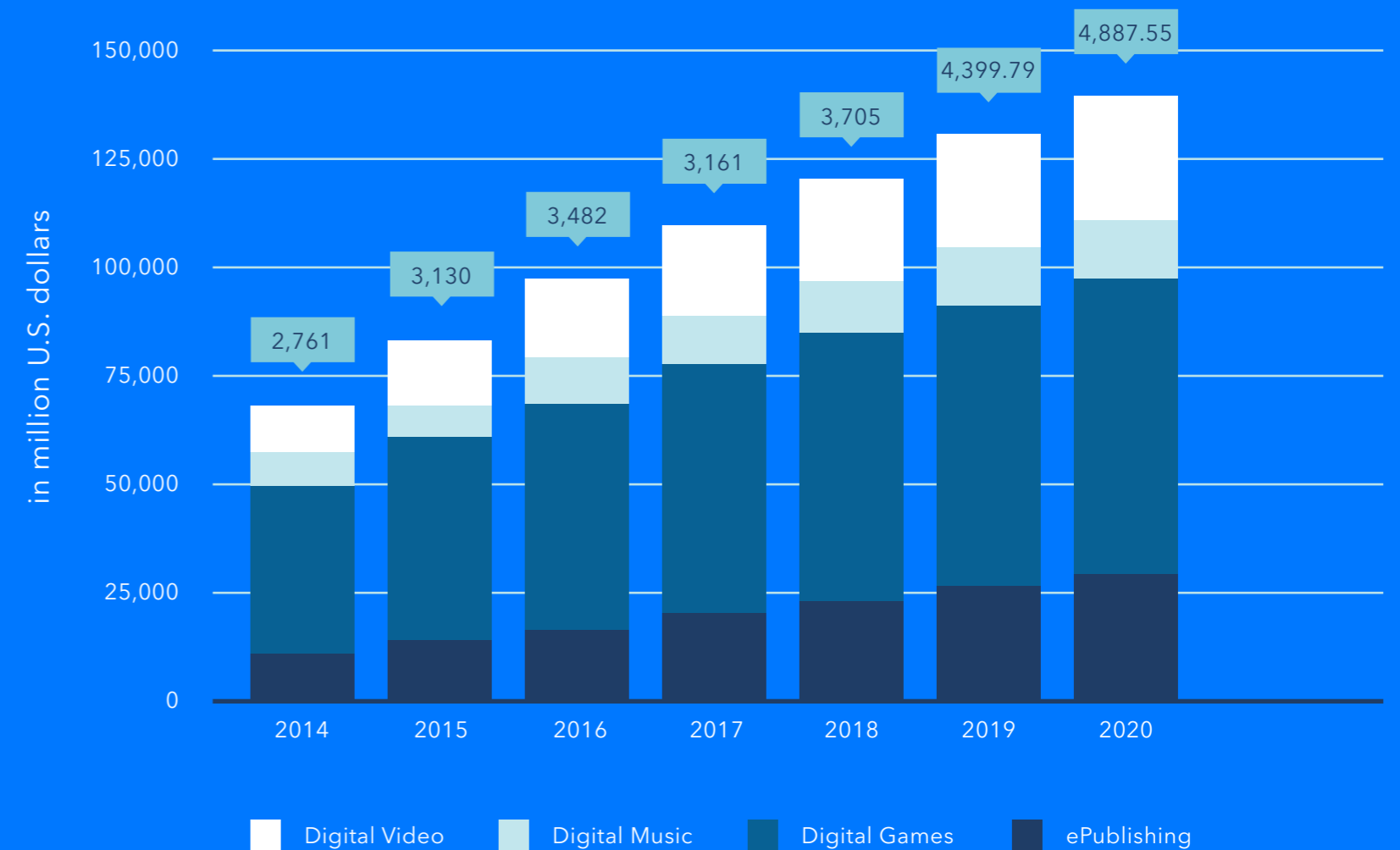
- Revenue in the „Digital Media“ market amounts to USD 83 billions in 2015.

- From a global comparison perspective it is shown that most revenue is generated in the United States (29 billions in 2015).

- The market's largest segment is the segment „Digital Games“ with a market volume of USD 46 billions in 2015.

Revenue in the Digital Media market

in million U.S. dollars (worldwide)



Source: Statista 2015; Selected region only includes countries listed in the Digital Market Outlook

[Digital media worldwide >](#)

[The evolution of the virtual goods market >](#)

Amazon and Alibaba, will own 39% of the global online retail market in 2020

- | | |
|--------------------------|---------------------------|
| 1. Taobao – 601 m UU/mo | 6. Rakuten – 65 m UU/mo |
| 2. Amazon – 524 m UU/mo | 7. Flipkart – 65 m UU/mo |
| 3. eBay – 268 m UU/mo | 8. Fiverr – 53 m UU/mo |
| 4. Alibaba – 107 m UU/mo | 9. Etsy – 44 m UU/mo |
| 5. Alipay – 104 m UU/mo | 10. Snapdeal – 30 m UU/mo |
-

Flipkart is an online shopping destination for electronics, books, music and movies. Founded 2007 in Bangalore.

Fiverr gives you instant access to millions of Gigs from people who love what they do. Founded February 1, 2010 in Tel Aviv.

Snapdeal is an online marketplace offering best priced deals on branded products such as mobiles, electronics, apparel and accessories. Founded 2010 in New Delhi.

[Top 10 eCommerce sites >](#)

[Crunchbase.com >](#)

Interesting IPOs of 2015

-
- Shopify, the Canadian e-commerce software company

- Market Capitalization \$1,9 billion

-
- Etsy, online marketplace. Shares more than doubled in their first day of trading

- Market Capitalization \$3,3 billion

-
- Baozun, The company provides end-to-end e-commerce services for international brands looking to penetrate the Chinese e-commerce market. Gained only 1.7% in its disappointing market debut.

- Market Capitalization \$88 mln

The \$47.2 billion invested in the first three quarters of 2015 is higher than each of the full year totals for 17 of the last 20 years.

The top 20 VCs have made over 100 investments in marketplaces like Houzz, Flipkart and Modcloth. Other e-commerce categories like on-demand have also been hot.

[2015 moneytrees report press release >](#)

[eCommerce investments top venture capital firms >](#)

-
- **Wish** is a mobile shopping startup that looks like Pinterest but shows you what you want to buy only.

- www.wish.com >

-
- **Casper** wants to tackle the traditionally convoluted process of buying a mattress and streamline it for the web.

- www.casper.com >

-
- With **Instacart**, you can order groceries by the phone or online, and have them delivered to your apartment in less than an hour.

- www.instacart.com >

+ Singapore's Honestbee – Asia's version of Instacart.

-
- **Jet.com** logs more than 1 million customers. Launched in July, is growing quickly and reportedly close to completing a \$500 million funding round.

- www.jet.com >

New models emerges

-
- Membership commerce: These companies offer customers a yearly subscription for a fixed price and in return customers get to shop at heavily discounted prices.

-
- Rental commerce: This category was opened up by Rent the Runway but there are other interesting companies in the space as well.

-
- Just in Time: OnDemand Products and Services. Eg. Shyp, Caviar, Doordash.
-

-
- Facebook, Pinterest and Twitter have announced buttons that companies can use to post and sell their items directly through the social networks.
 - Shopify and Bigcommerce have Facebook selling built-in.
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- Instagram is the hottest social media network around and its ads represent a massive opportunity for driving a highly engaged audience to relevant product pages.
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- According to Gartner, 74% of consumers rely on social networks to guide their purchases.
-

Types of Social Commerce

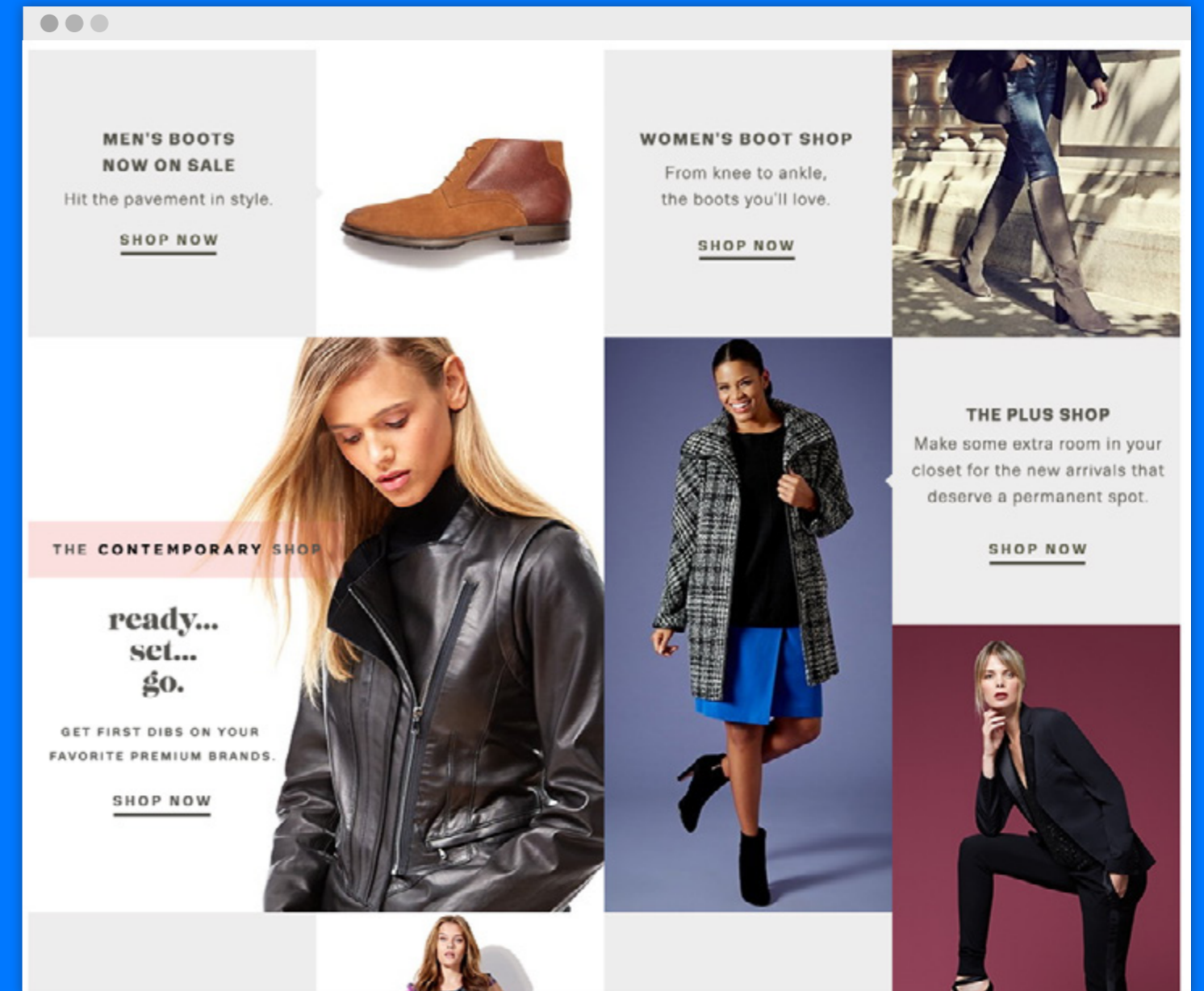
1. Peer-to-peer sales platforms (eBay, Etsy, Amazon Marketplace)
2. Social network-driven sales (Facebook, Pinterest, Twitter)
3. Peer recommendations (Yelp, JustBoughtIt)
4. User-curated shopping (The Fancy, Lyst, Svpply)
5. Participatory commerce (Threadless, Kickstarter, CutOnYourBias)
6. Social shopping (Motilo, Fashism, GoTryItOn)

[Social commerce 2016 business trends >](#)

[10 interesting ecommerce trends for 2016 and beyond >](#)

[Social commerce definition >](#)

1. Pop-ups – the new popups are generally only to give away something for free in exchange for email addresses.
2. Huge Images and Videos Deliver Amazing Homepages
3. CSS frameworks like Bootstrap, Foundation
 - Sites may start to look a lot alike. Page designs will be variations on a theme, not dramatically different layouts.
 - Shoppers may find that the similarities between e-commerce sites make them easier to use and navigate.
4. Cards – organizing different topics in a way that is both pleasing to the eye and easy to use. Card layouts also lend themselves well to responsive designs.
5. Dynamic Views + Personalization variations on a theme, not dramatically different layouts.



[Social commerce 2016 business trends >](#)

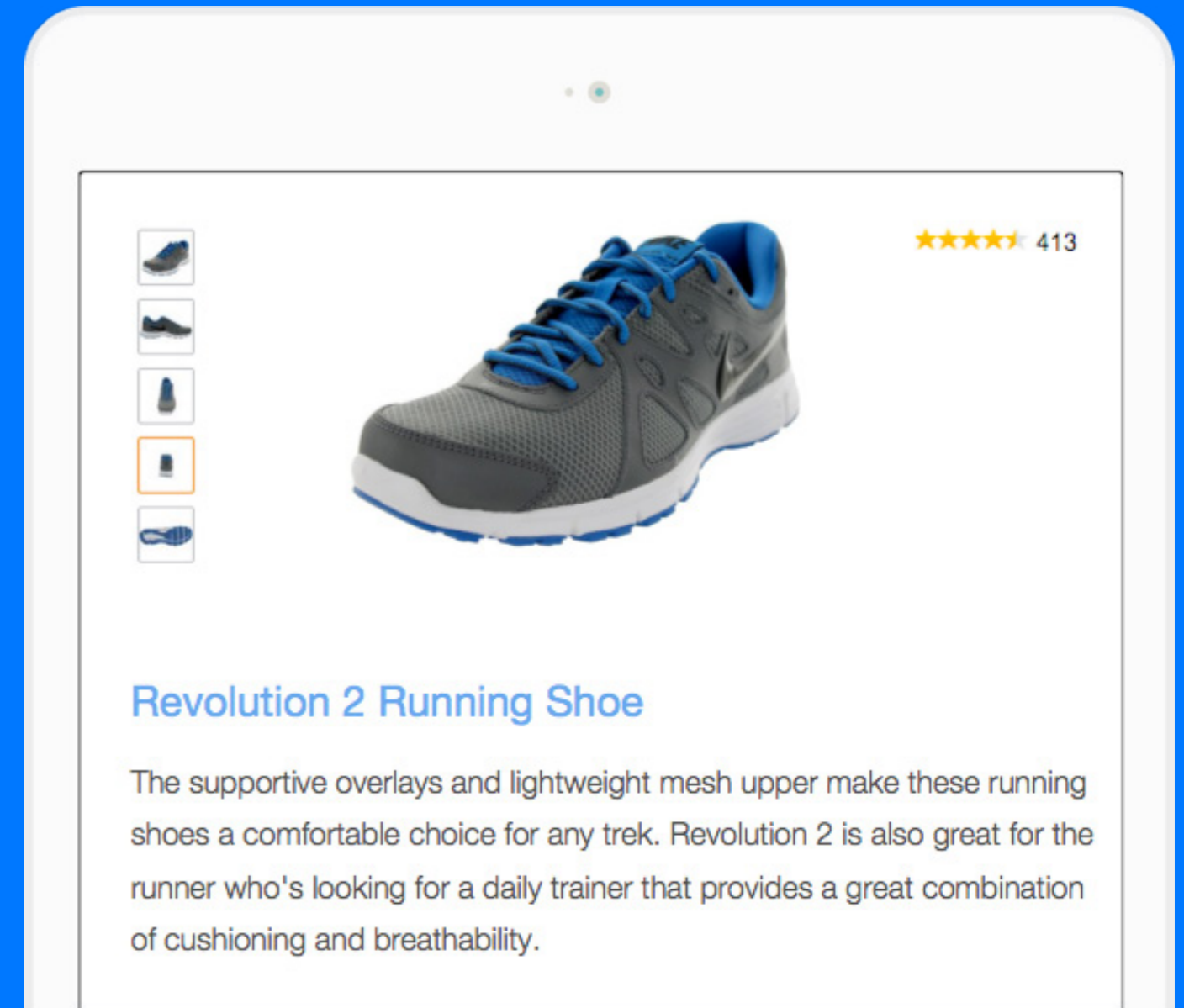
[10 interesting eCommerce trends for 2016 and beyond >](#)

[lordandtaylor.com >](#)

[Social commerce definition >](#)

1. Video content will account for nearly two-thirds of consumer Internet traffic by the end of 2016.
2. Using content in B2B online sales is crucial.
3. The New York Times, The Wall Street Journal and Condé Nast have all created content agencies that will help fuel this trend.
4. While the vast majority of ecommerce related content created in 2016 will probably be written by humans. Machine-generated content could become a hot topic and a possible solution to a nagging e-commerce problem, writing product descriptions.

The online electronic parts and tools store iFixit has more than 17,500 crowd-sourced repair manuals on its website. These manuals provide step-by-step instructions for repairs.



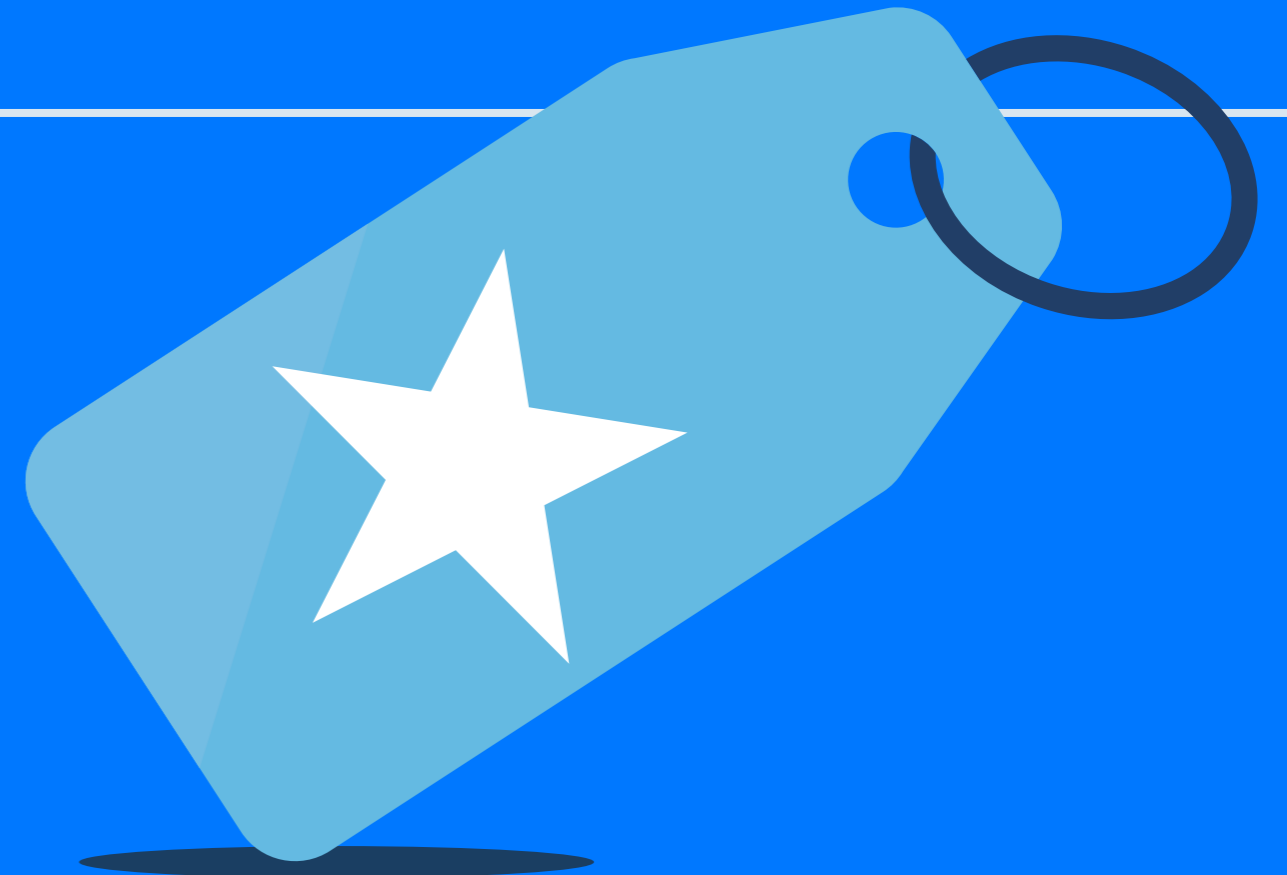
Automated Insights, which create content programmatically.

automatedinsights.com >

1. A million B2B sales reps will lose their jobs to e-commerce by 2020. Nearly 75% of B2B buyers say buying from an e-commerce site is more convenient than buying from a sales rep.
2. Many companies are beginning to treat online employees like they would brick and mortar sales people. Instead of waiting for customers to buy, e-commerce sites are using popups, chat modules and other tools for sales people to convince customers to buy before they make a decision.

[Million sales reps will lose their jobs eCommerce 2020 >](#)

[The best exit intent plugins for ecommerce 9 bounce exchange alternatives >](#)



1. Amazon started offering free same-day delivery in certain cities to members of its Prime subscription service.

2. Retailers are experimenting with drone delivery services. Regulation approvals for drone deliveries haven't been ruled out. Consumer Drone Market is Rising Rapidly -4.3MM Units in 2015E, +167% Y/Y, Revenue to \$1.7B

3. Crowdsourced delivery. 5 International Startups Shaking up Crowdsourced Shipping **international crowdsourced shipping startups 2015 >**

4. Amazon "On My Way" would hire retailers in urban areas to store packages and pay regular people a small fee for delivery.

- UPS rents out space from small retailers in New York and Chicago, paying them a per-item fee to store packages until customers receive them.
- Wal-Mart will compete with Amazon Prime.



Get something delivered by a traveler going the same way.

packmule.it >

eCommerce trends to watch out for in 2016 >

Amazon crowd source >

Amazon crowdsourced shipping startups >

Amazon same day delivery >

- Mobile commerce transactions are expected to reach \$115 billion in 2015 and climb to \$142 billion next year, according to a new report from Forrester Research

- Ad formats optimized for Mobile: Vessel 5-Second Ad, Facebook Carousel Ad, Google Local Inventory Ad – shows products available in-store nearby

- Buy buttons optimized for Mobile – Twitter, Facebook, Google

- Full-screen vertical video ads on Snapchat

- Communicating via Mobile messaging – many people use different messaging apps for various purposes. Mobile messaging leaders may evolve into Central Communications Hubs

- Millennials love their smartphones – 87% said 'Smartphone never leaves my side'

We project that mobile phones will generate 15 percent of ecommerce sales by 2020 and tablets will generate 33 percent of ecommerce sales in the same time frame.

Sucharita Mulpuru, vice president and principal analyst at Forrester Research.

[Insights from kpcb us and global internet trends 2015 report >](#)

[customercentric infographic >](#)

[Mcommerce sales to reach \\$142b in 2016: Forrester >](#)

-
- In a recent study of Millennials in the US, it turned out that young people do not want to talk to the merchants even when buying their first car. They strongly prefer to make an online purchase.

-
- Price intelligence. Vendors such as priceintelligence.net, Clavis Insights, Indix, Quicklizard.

-
- Personal Representative for every customer. Vendors such as Digital Genius, Nuance.

-
- Personalization – personalization systems can significantly improve the quality of service and hence the conversion and customer satisfaction. In the future, personalisations can supply the agent systems that will automatically serve the customers.

[how artificial intelligence driving better customer experience platforms >](#)

[Omnichannel dead 10 trends impacting commerce 2016 >](#)

[future user experience world omnichannel >](#)

If you look at Netflix, the absolute success of Netflix is the AI component. The catalogue is so extensive. In order to find out about something in your genre that you're interested in, it will start to recommend to you programs that others like, based on the algorithm. And that is where artificial intelligence comes into play. You're getting this hybrid of data, content and experience all coming in to play together.

Michael Buckley, Accenture Interactive
A/NZ managing director

- Self-service adoption will continue to increase year after year. In fact, Gartner predicts that by 2020, the customer will manage 85% of the relationship with an enterprise without interacting with a human.

- Save the sale – retailers leverage their in store employees to purchase products digitally for consumers even when the current store location doesn't have the products requested by the consumer.

- Same-day delivery – Omnichannel retailers can offer same-day delivery, leveraging their store locations in urban areas.

- Wish lists – a hot trend for Omnichannel retailers in the coming years. Consumers are looking for wishlists which connect online and in-store.

- Ship from store – many Omnichannel retailers cannot compete on price but they can use stores to offer unique benefits. Shipping from them helps to lower shipping costs and shorten delivery times.

The word 'omnichannel' will go away. Consumers don't know and don't care about these concepts.

Marc Rosen, the president of global e-commerce for Levi Strauss & Co

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- Cyber Monday, Black Friday, Super Saturday, Small Business Saturday, Green Monday, Singles Day, ... jumping in on the holiday season as early as possible

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- Alibaba's Singles Day revenue double last year

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- Cyber Monday morphed into Cyber Week.
-

-
- Black Friday – mobile traffic exceeded desktop, accounting for 57.2 % of all online traffic, an increase of 15.2% over 2014.
 - Mobile sales were also strong, with 36.2 % of all online sales coming from mobile devices, an increase of nearly 30 % over last year.
-

Cyber Monday 2015 by IBM Watson Trend

- *Consumers took advantage of Cyber Monday holiday deals. Online sales for Cyber Monday were up 17.8 % over the same day in 2014.*
- *Consumers continued to shop via their mobile devices—mobile traffic nearly matched that of the desktop, accounting for 47.9 % of all online traffic, an increase of 16.3 % over 2014.*
- *Mobile sales were also strong, with 27.6 % of all online sales coming from mobile devices, an increase of nearly 25.7 % over last year.*

-
- Mobile phone payments currently make up about 20 percent of Starbucks' U.S. Transactions.
-

- Apple expects its Apple Pay app to be accepted in 1.5 million locations by the end of 2015. Google unveiled Android Pay in May, with the announcement that it will be accepted by more than 700 k physical stores.
-

-
- Many other players are joining the race as well. Facebook rolled out a payments feature for Messenger, enabling Facebook friends to send one another money via the app and a linked debit card.
-

- Well-funded startups such as Square and Stripe are adding to the momentum.
-

-
- Digital currencies such as Bitcoin will continue to gain traction next year.
-

Mobile wallets are an opportunity for marketers to engage with customers in real time. If you opt in, they can push a coupon and create a direct relationship and offer a seamless way to purchase right from their mobile device.

Mike McGuire, Gartner research vice president



[Mobile payments will explode in 2016 >](#)

[Starbucks order ahead application is now available nationwide >](#)

[Payments trends 2015 >](#)

[Mobile payment trends 2015 >](#)

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- 2015 will be remembered as the year that mobile malware really began to make a statement.

-
- 54% of the attacks targeted eCommerce systems.

- Point-of-sale (POS) attacks come next, making up 33%.

-
- In 2016, expect to see security and DevOps teams working together to deliver more secure applications at a faster and more frequent pace via a continuous integration and testing process

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- Wearable and IoT technologies' risks will continue to rise.

-
- High-impact vulnerabilities from open source software will continue to be discovered.

15 ways to protect your e-commerce site from hacking and fraud >

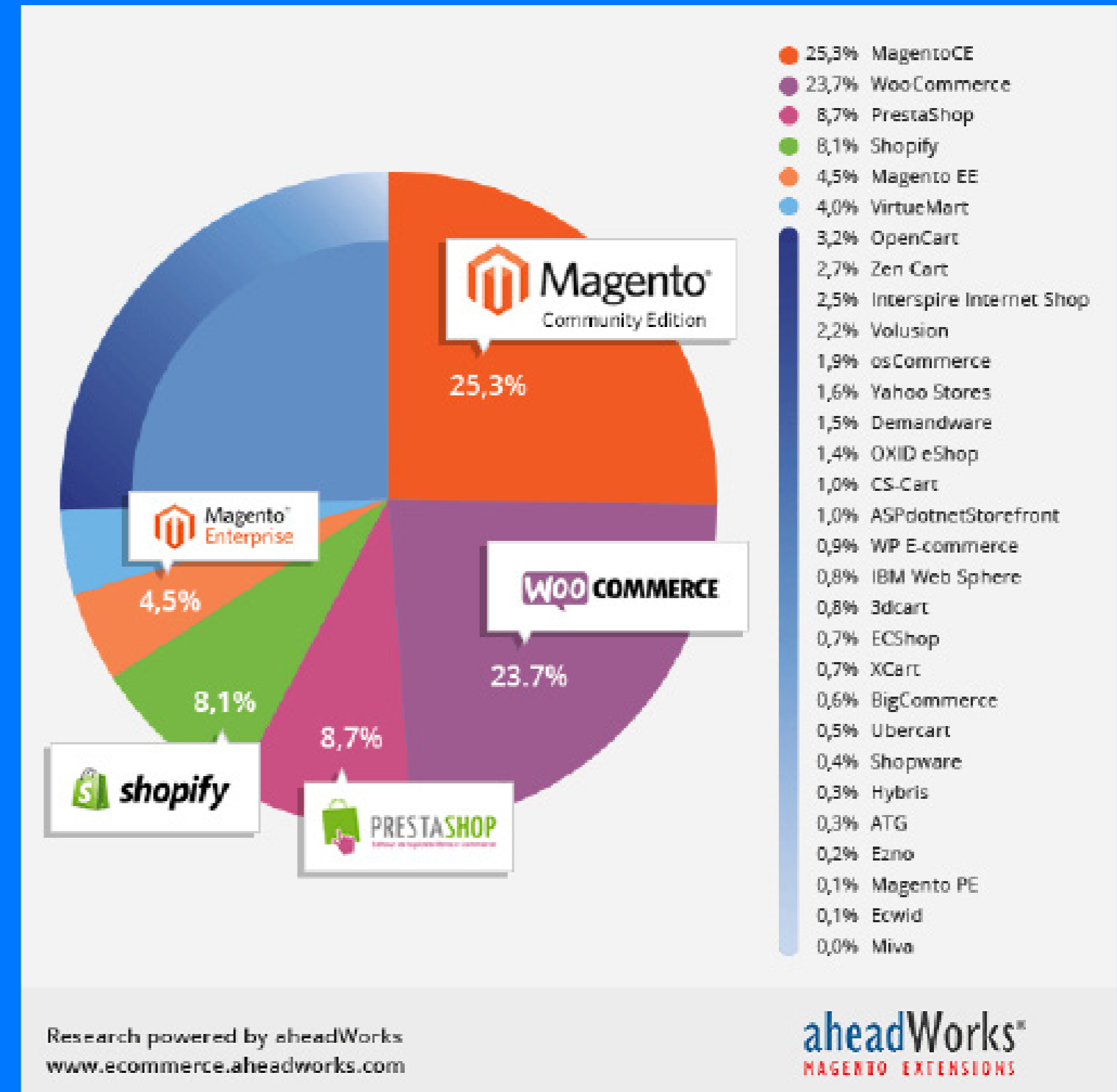
10 security trends to look for in 2016 >



- Alexa 1 million top sites survey unveiled leadership of Magento among world top eCommerce platforms.

- Most of the Top 100 Online Retailers use in-house-built eCommerce platforms.

- Oracle ATG Commerce was chosen by 25 companies from the top 100 eRetailers.
- IBM WebSphere was chosen by 20 companies from the top 100 eRetailers.
- Other eCommerce platforms used by online retailers as the top 100 include: eBay Enterprise, Fry/MICROS, RedPrairie/JDA, Hybris/SAP, Demandware, Intershop, Digital River.



eCommerce platforms popularity may 2015 two platforms take half >

- Wearables, Beacon technology – still waiting for the killer app
- 3D printing – new materials and business models – possibly the fastest growing area of the IT sector

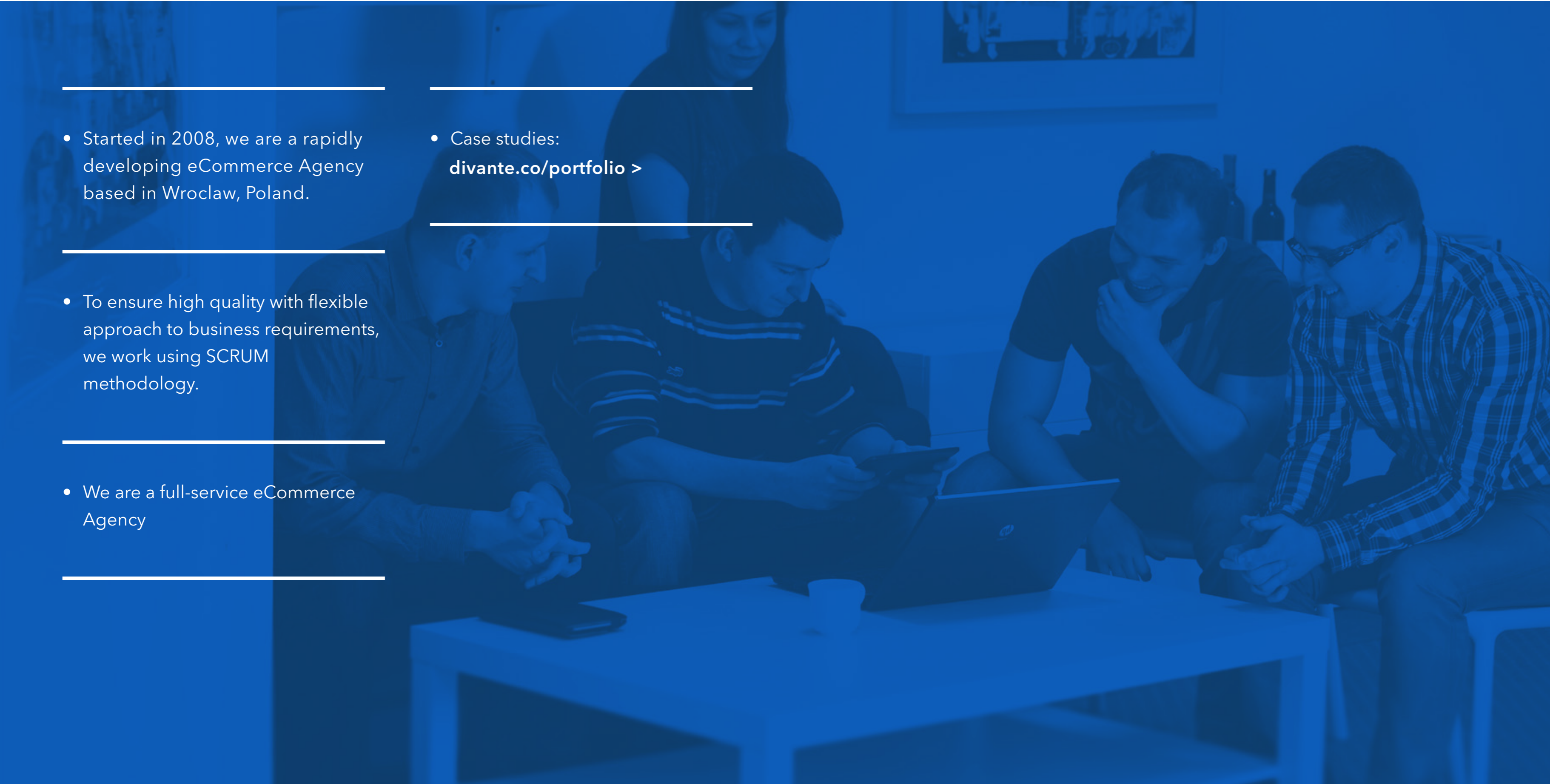


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- Started in 2008, we are a rapidly developing eCommerce Agency based in Wrocław, Poland.

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- Case studies:
divante.co/portfolio >

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- To ensure high quality with flexible approach to business requirements, we work using SCRUM methodology.

-
- We are a full-service eCommerce Agency
-



THANK YOU!

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