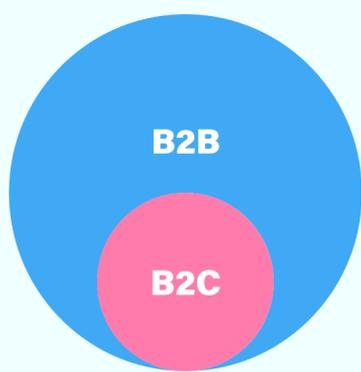


2020 E-Commerce Trends

B2B E-COMMERCE



B2B e-commerce is projected to be two times bigger than B2C this year

\$1,184,000,000,000

Sales will hit 1.184 trillion dollars by 2021

B2B customers want the B2C experience



72% Want individual access to accounts and orders

64% Want scheduled deliveries

SUBSCRIPTION BOXES



15% of Online Shoppers

Approximately 15% of all online shoppers have now signed up for one or more subscriptions to receive products on a recurring basis

\$15,000,000,000

The subscription box market has a total of 15 billion dollars

Top Brands and Startups



Surprise Boxes

55% of subscriptions fall under the "curation" category, indicating buyers are attracted to surprises and novelty



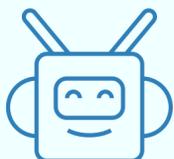
In the past year, Nike, Macy's, Urban Outfitter and Banana Republic all released monthly subscription products



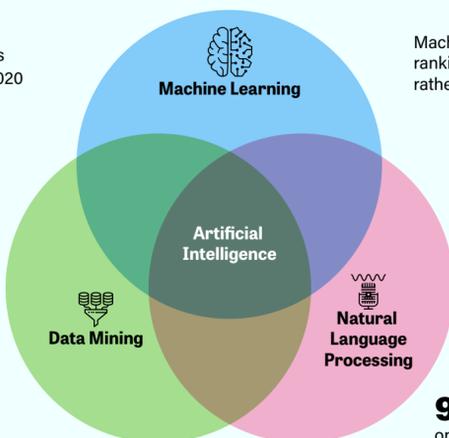
VC funding reached \$426 million last year

AI

85% of customer interactions will be done without a human in 2020



93% of merchants see a rise in conversational rates after implementing personalization to recognize customers and recommend products



Machine learning can generate a search ranking based on relevance to the customer, rather than only relying on keyword matching



75% of customers want to buy products in their native language



92.2% prefer to shop and purchase on sites that price in their local currency

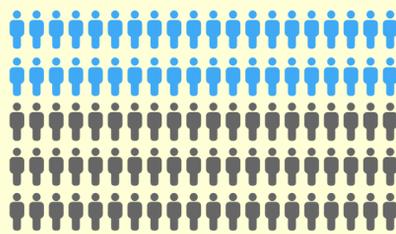
GEN Z

\$140,000,000,000+

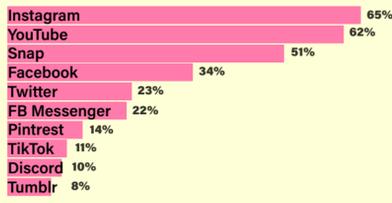
Gen Z has a spending power of over 140 billion dollars

40% of all consumers

While making up 30% of the global population, Gen Zers will account for 40% of global consumers in 2020



Social Media Platforms Gen Z checks on a daily basis



The first "born digital" generation now has access to disposable income with the oldest of Gen Zers in their early 20s, driving brands to invest highly in social media to win their loyalty

MOBILE COMMERCE



Mobile e-commerce sales will account for over half of total e-commerce sales by 2021

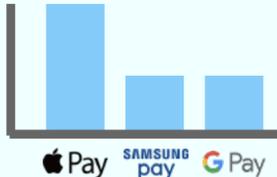


5G will increase mobile payment revenue by **\$12 billion** by 2021 from growing opportunities for instant purchases on-the-go

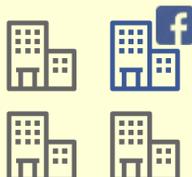


1 billion people worldwide will use a mobile payment app to pay in-store at least every 6 months this year

227 million people worldwide are projected to use Apple Pay, while Samsung Pay and Google Pay are expected to reach 100 million users each in 2020



MULTI-CHANNEL E-COMMERCE



1 in 4 Businesses Sell with Facebook

25% of e-commerce businesses are selling through Facebook

80% of Instagram users already note that the app helps them make purchase decision and discover new products, and this will grow over the years



Nearly half of consumers look to influencers when making product decisions

Amazon, eBay and Google Shopping continue to be the most popular channels available to e-commerce sellers, with Amazon's third-party being powered by over 40% third-party sellers