**SaleCycle**

# 2022
## ECOMMERCE STATS
## & TRENDS REPORT

Insights To Understand User Behaviour
& Increase Conversion Rate

VERSACE

NESPRESSO

MSC CRUISES

PARIS SAINT-GERMAIN

TAP AIR PORTUGAL

KENZO

PANDORA

BALENCIAGA

MANGO

Carrefour

**Plus another 500 brands**

# CONTENTS.

## About this report

SaleCycle's 2022 Ecommerce Stats & Trends Report has been created using data analysed from 8,399,948,374 online customer journeys. The trends are also supplemented by data from 178,161,675 emails sent and 164,234,227 online sales tracked in a variety of sectors, including retail, fashion and travel.

The way online shoppers behave is evolving and shopping trends are changing, which means brands need to adapt quickly to maximise opportunities.

To keep up, ecommerce businesses must anticipate changes in the market using reliable data insights. Especially, as we head into a post-pandemic world where it's more important than ever to understand the new needs of online shoppers and hopefully take advantage of these opportunities.

Our expert insights and marketer takeaways will help you understand user behaviour and increase your conversion rate.

## These Insights Can Be Leveraged To:

- Benchmark your KPIs against industry and market-specific averages - online sales, cart abandonment rate, online traffic, average order value, email open rate and so on.

- Discover market trends that can lead to new business opportunities that may be otherwise overlooked.

- Get data-driven insights and expert tips to improve ecommerce performance

- See how major events like Black Friday, Valentines Day, Mother's Day, Christmas and so on, impact online shopping metrics

## The Verdict

The pandemic has caused consumers across the globe to rely on ecommerce to purchase everything from essential goods to gifts. The pandemic accelerated the adoption of ecommerce by both consumers and businesses.

The way online shoppers behave and engage with brands is changing. Consumers expect a polished experience from start to finish and it's important for brands to deliver.

There are also consumers who have now adopted online shopping who might not have previously. This opens the doors for businesses to engage a new set of customers.

While businesses are trying to be agile and move with the times, consumers are doing the same. This draws a spotlight on the widespread opportunities for businesses that they would not have considered prior.

Whether that's offering their products online or increasing their digital marketing channels to attract new customers, for some it's a huge opportunity.

The events of the last two years have impacted the way people take on everyday tasks and brought about a radical shift in the way companies run their business. The post-pandemic recovery will shape the way online sales, advertising and marketing operate in the future.
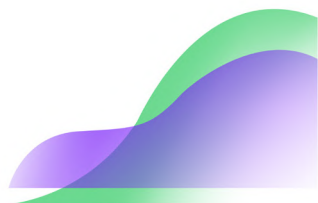
# Key Stats.

## SaleCycle Influenced
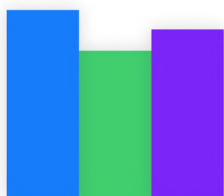### CONVERSIONS

6,221,099

## 80.68%
Abandonment Rate

Mobile: 83.36%
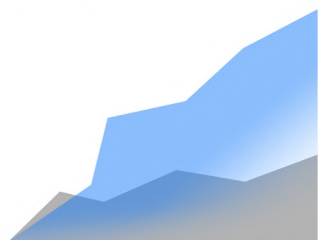Desktop: 75.65%

## 164,234,227
Online Sales

Mobile: 56.06%
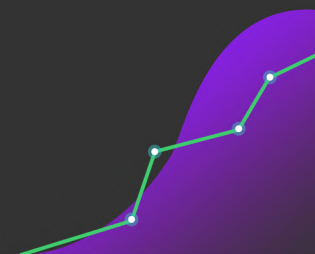Desktop: 43.94%

## 178,161,675
Emails Sent

Avg. Open Rate: 34.97%
Avg. Click Rate: 22.04%
Avg. Conversion Rate: 28.04%

## 8,399,948,374
Online Sessions

Mobile: 71.23%
Desktop: 28.77%

### BLACK FRIDAY

Total Sales: 1,548,784
Total Sessions: 45,499,051

### CYBER MONDAY

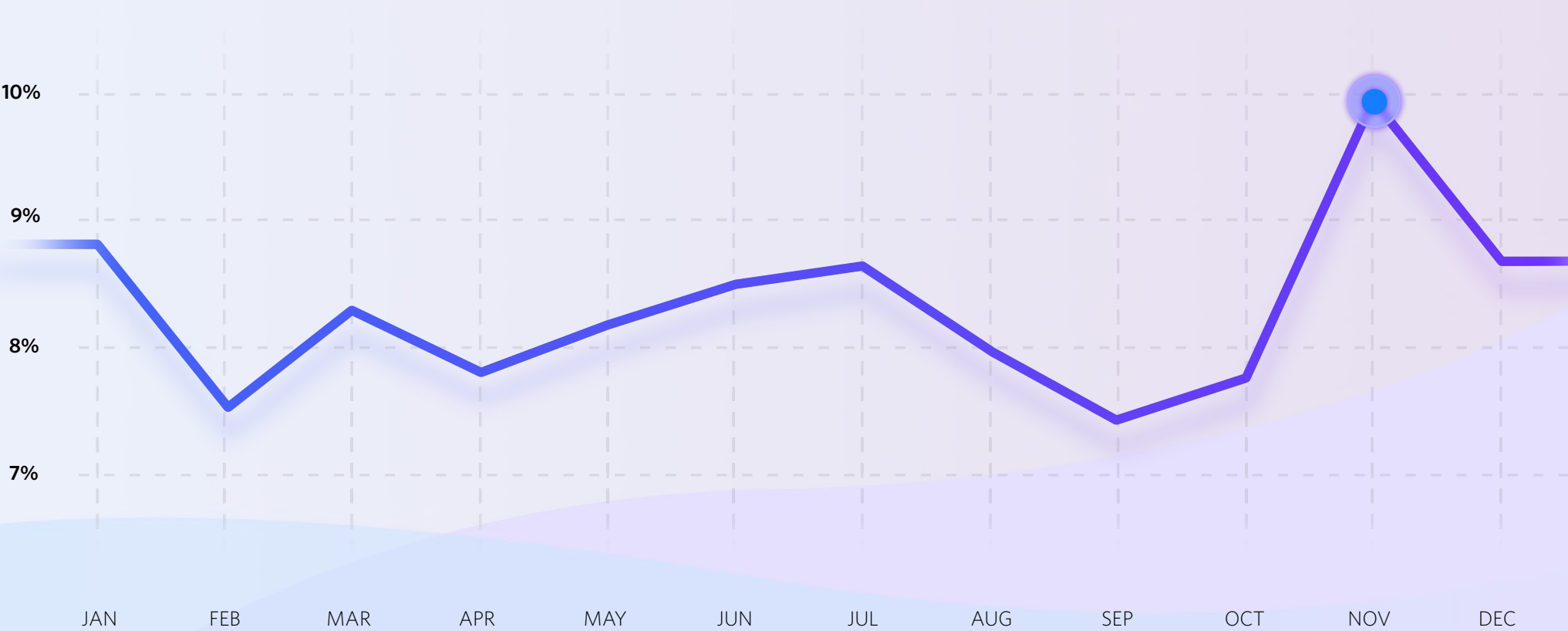Total Sales: 1,107,751
Total Sessions: 35,936,096

# Online Sales Trends.

## TOTAL SALES BY MONTH

SaleCycle Client Data 2021

Online buying activity is at its highest in November at 9.99%, which is no surprise given Black Friday and Cyber Monday.

However, looking at the data the cluster of months from November to January has the highest sales volume.
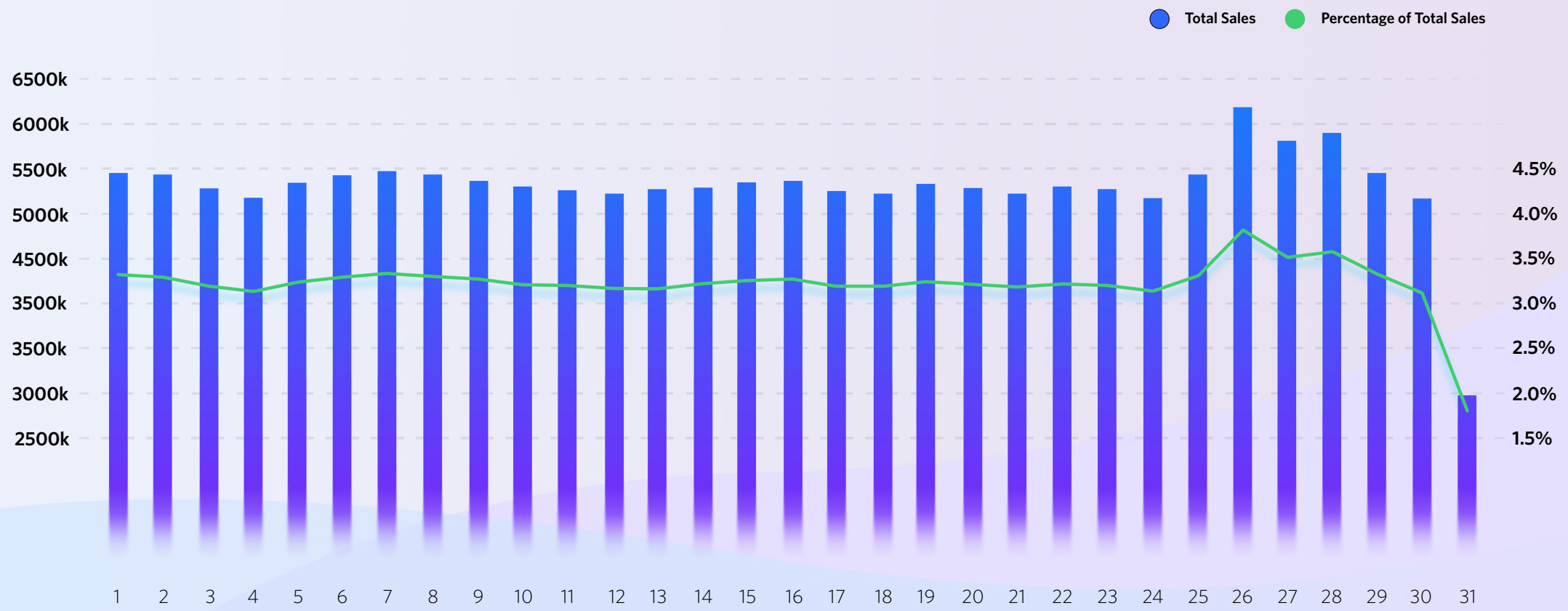
## TOTAL SALES BY DAY OF THE MONTH

SaleCycle Client Data 2021

Online sales volume picks up significantly from the 25th until the end of the month. However, the 26th of the month throughout 2021 was the most popular day for online sales.

We can be confident this is down to payday patterns, with the majority of people being paid in the last week of the month and therefore stimulates the economy.



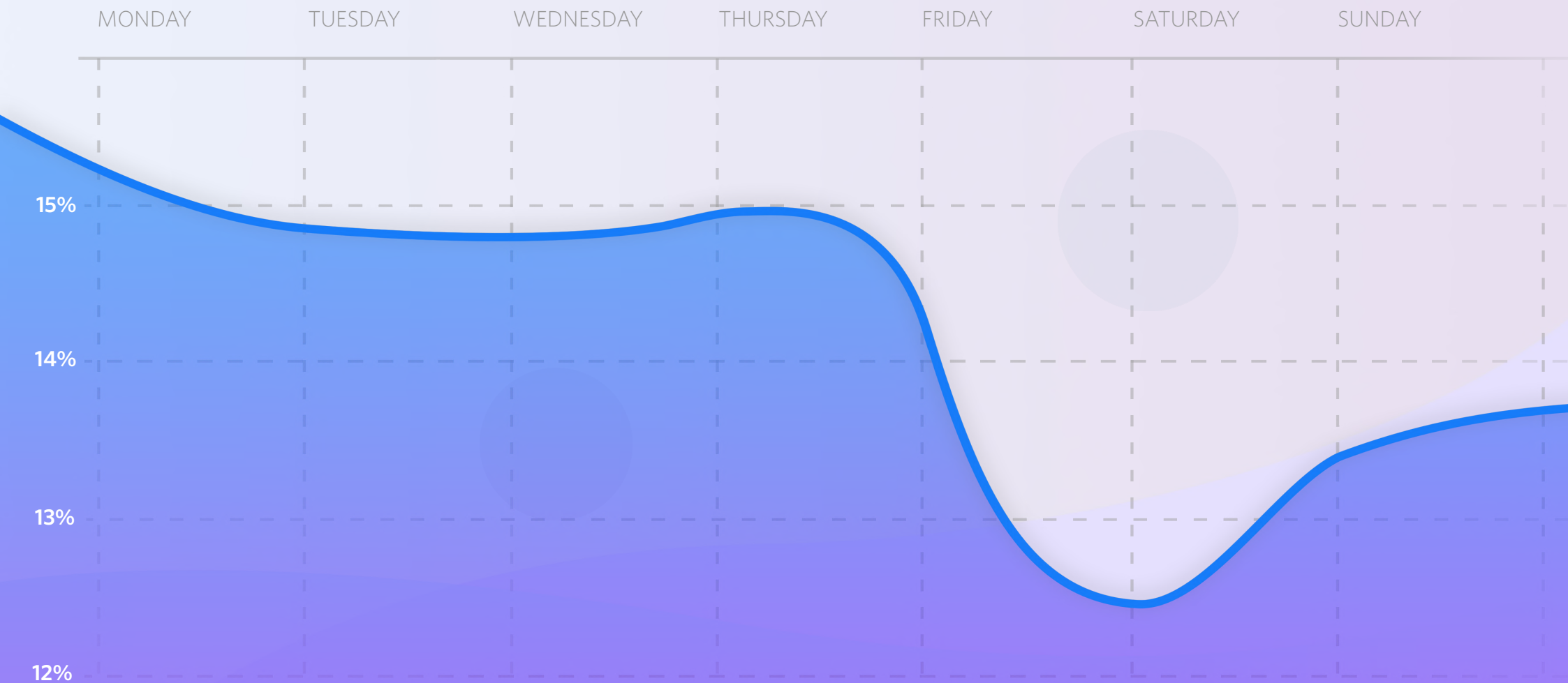● Total Sales   ● Percentage of Total Sales

## TOTAL SALES BY DAY OF THE WEEK
SaleCycle Client Data 2021

Over the last five years, Thursday was the most popular online sales day of the week.

However, online shopping behaviour is changing. Our data reveals Monday was the most popular day of the week for online sales in 2021.

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|---------|-----------|----------|--------|----------|--------|

15%

14%

13%

12%

## TOTAL SALES BY HOUR
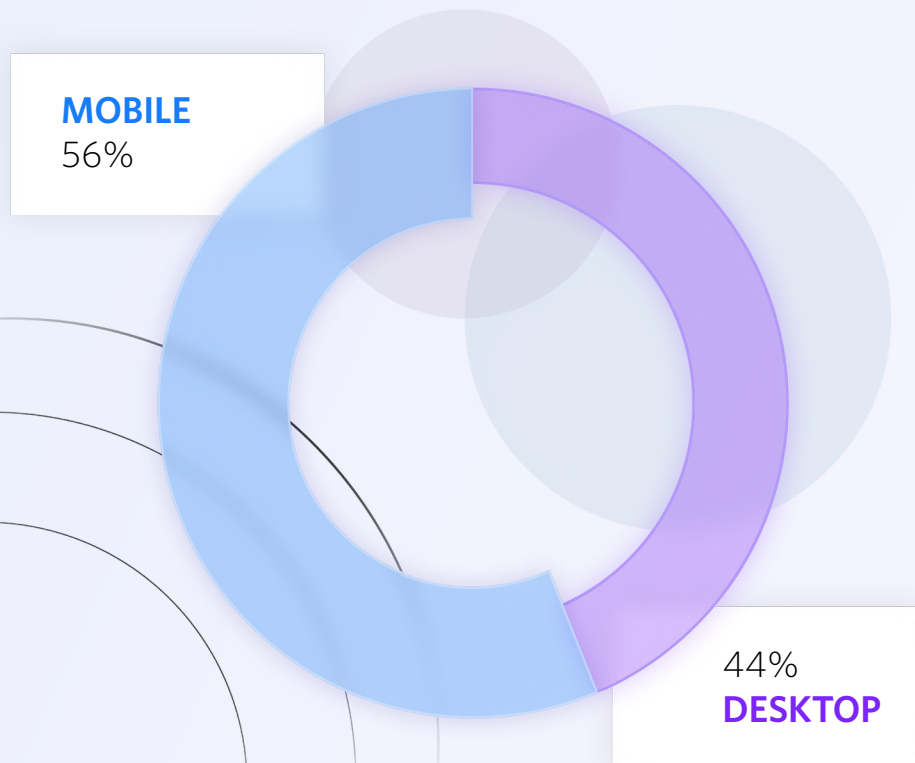SaleCycle Client Data 2021

The peak times for online sales is 11:00 and 20:00, which mirrors the same as 2021. Although online shopping behaviour is changing, it seems the usual buying times each day remain stable.
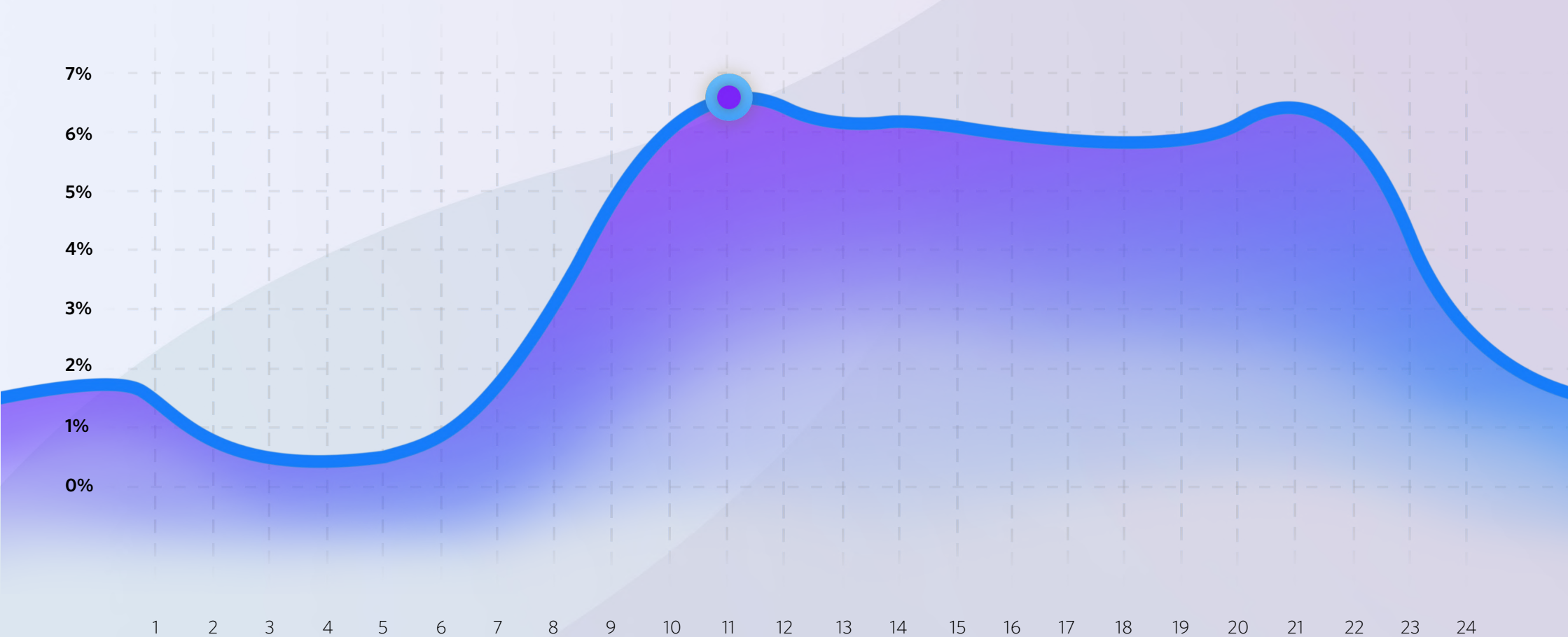
## TOTAL SALES BY DEVICE
SaleCycle Client Data 2021

Mobile accounts for 56% of online sales with desktop accounting for 44%.

**MOBILE**
56%

44%
**DESKTOP**

**Marketer Takeaways**

Online consumers spend more around payday (last week of the month). Retailers can tailor their promotions for certain products around this time to increase sales. Retailers should also test which products sell better at different stages of the month.

Mobile ecommerce is growing and consumers expect more from their mobile shopping experience. Optimising email & SMS marketing campaigns for mobile will reach a higher recovery rate than desktop.

Monday is the most popular day of the week for online sales in 2021. In fact, this breaks a long-running trend, as Thursday used to be the best day for online sales.

# Email Marketing Insights.

**TOTAL EMAILS SENT**

178,161,675

SaleCycle Client Data 2021

**View Our Email Lookbook**

**Marketer Takeaways**

Our cart abandonment email campaigns maximise conversion opportunities, recover online sales and ensure browsers become loyal customers.

SaleCycle pays special attention to the designs in our campaigns. Our email campaigns are designed and tested to be highly consistent by converting abandoners into buyers.

### Average Cart Abandonment Email Metrics

**Retail Emails**

**Fashion Emails**

**Travel Emails**

| | AVG. OPEN RATE | AVG. CLICK RATE | AVG. CONVERSION RATE |
|---|---|---|---|
| Average Cart Abandonment | 34.97% | 22.04% | 28.04% |
| Retail Emails | 39.21% | 21.54% | 31.21% |
| Fashion Emails | 31.47% | 21.91% | 27.46% |
| Travel Emails | 42.02% | 22.64% | 25.34% |

## CART ABANDONMENT STATISTICS
Salecycle data 2021

The overall cart abandonment rate in 2021 was 80.68% which is slightly lower than the year before, which was 81.08%.

Customers don't always buy on their first visit. They shop around for cheaper prices, perhaps different payment options or quicker and cheaper delivery.

However, it's important to draw customers back to your site to recover online sales, as well as making their first visit to the site successful.

Some of the ways to do this are:

• Optimising the checkout process, making it quick and easy

• Having price comparison on your product pages

• Showing reviews throughout the purchase funnel

• Having a guest checkout

**2020** **2021**



| | Retail | Fashion | Travel | Utilities | Average |
|---|---|---|---|---|---|
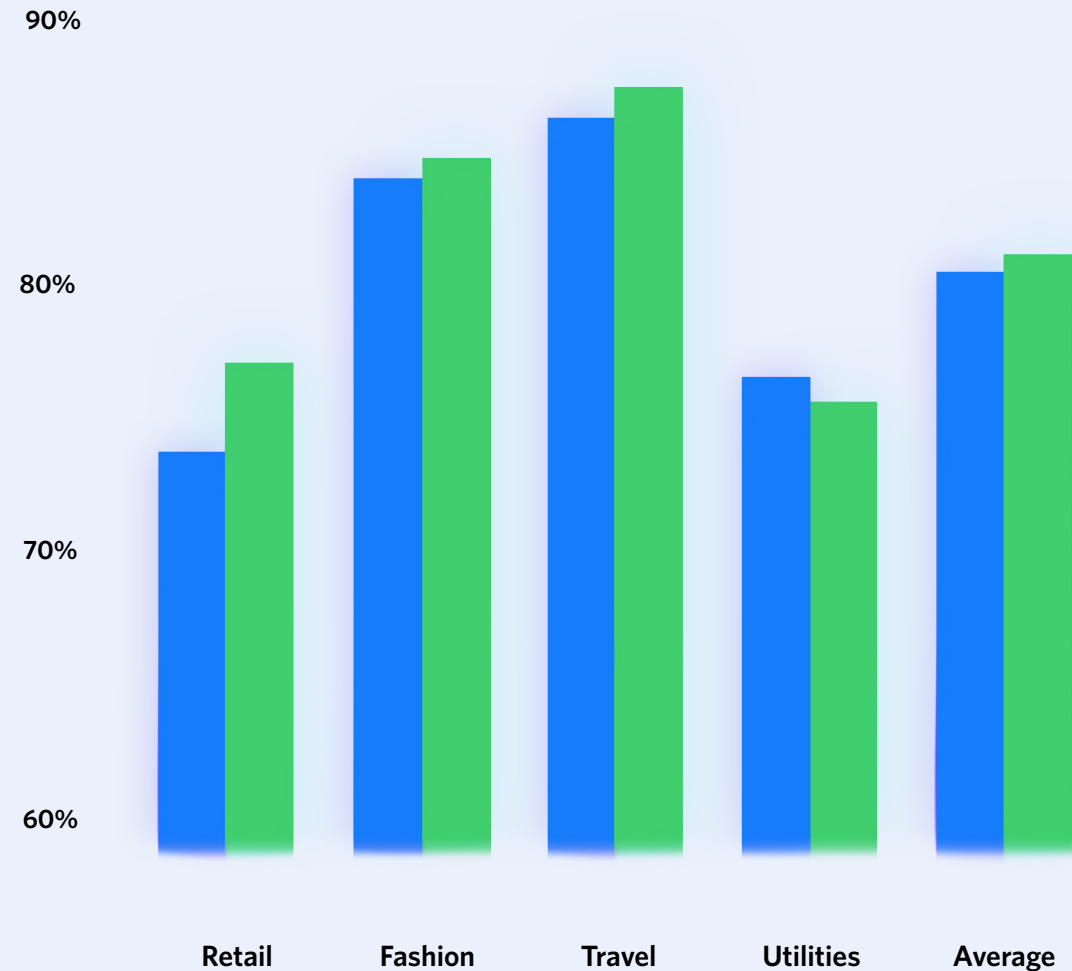
## CART ABANDONMENT RATES BY CATEGORY

SaleCycle Client Data 2021

Retail, fashion and travel online shoppers have different buying behaviours. Whether that's how they engage with a website or how they find a brand online, each sector has its own intent levels, abandonment rate and other factors.

There are several reasons why people abandon their cart, it could be anything from price to a simple distraction.

Understanding your customers and optimising your purchase funnel can help you recover online sales.

CONSUMER
**81.06%**

LUXURY
**87.93%**
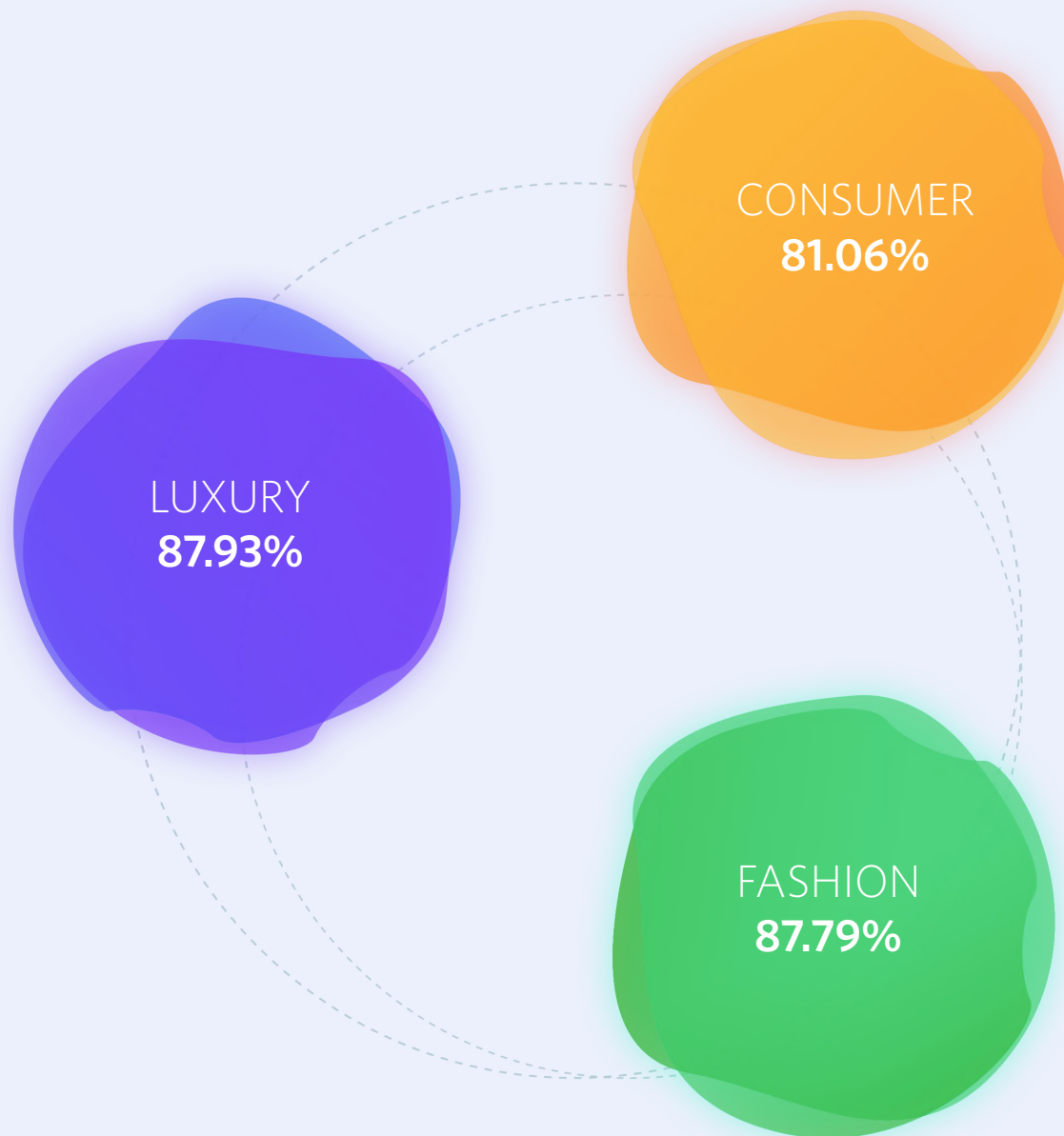
FASHION
**87.79%**

**Fashion**

Consumer fashion has a significantly less cart abandonment rate than luxury fashion. The main difference is the average order value (AOV) between the two.

Other
59.52%

Office Supplies
78.17%

Retail
71.24%

Home Furnishing
90.50%

Automotive
85.97%

Hunting
82.34%

Groceries
50.03%

Pharmaceutical
70.06%

Telco
90.76%

Sports &
Outdoor
70.30%

Department
Stores
71.24%

Consumer
Electronics
50.03%

Jewellery
84.49%

Books
77.65%

Cosmetics
70.11%

Gardening &
DIY
79.23%

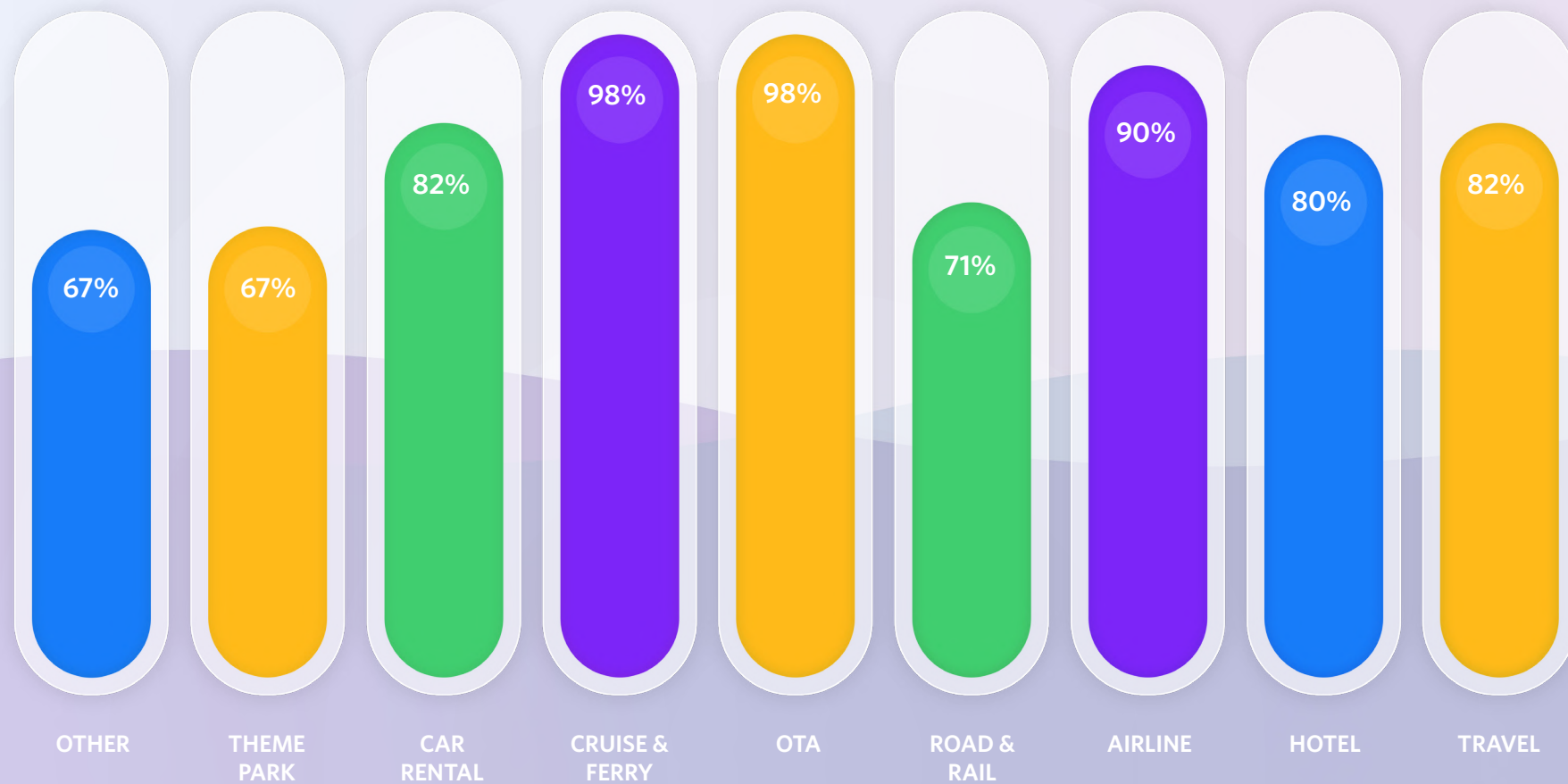Baby & Child
84.86%

## RETAIL

Telco, automotive and home furnishings were among the highest cart abandonment rates. Whereas cosmetics and groceries were among the lowest.

In retail, segments that can fit in with a replenishment or subscription model would have a much lower abandonment rate. For example, essentials (like above) don't require any research or social proof. Why? Because the customer already has experience with the products on more than one occasion.

## TRAVEL

The travel industry has a higher abandonment rate. For example, airlines have an abandonment rate of above 90%. But we can attribute the pandemic as part of that.

It's important travel retailers are able to make their online booking process as seamless as possible. Using social proof, dynamic content and images with live product trends is just some of the ways to make the purchase funnel sticky.

| OTHER | THEME PARK | CAR RENTAL | CRUISE & FERRY | OTA | ROAD & RAIL | AIRLINE | HOTEL | TRAVEL |
|-------|------------|------------|----------------|-----|-------------|---------|-------|--------|
| 67% | 67% | 82% | 98% | 98% | 71% | 90% | 80% | 82% |

## CART ABANDONMENT RATES BY MONTH

SaleCycle Client Data 2021

Cart abandonments remain stable throughout the year. November and December typically see lower abandonment rates and higher traffic volumes, which was also the case in 2021.

This suggests customers have a stronger intent to complete their purchase in time for gift-giving events like Christmas or before Black Friday sales run out. Interestingly, August had the second lowest abandonment month.
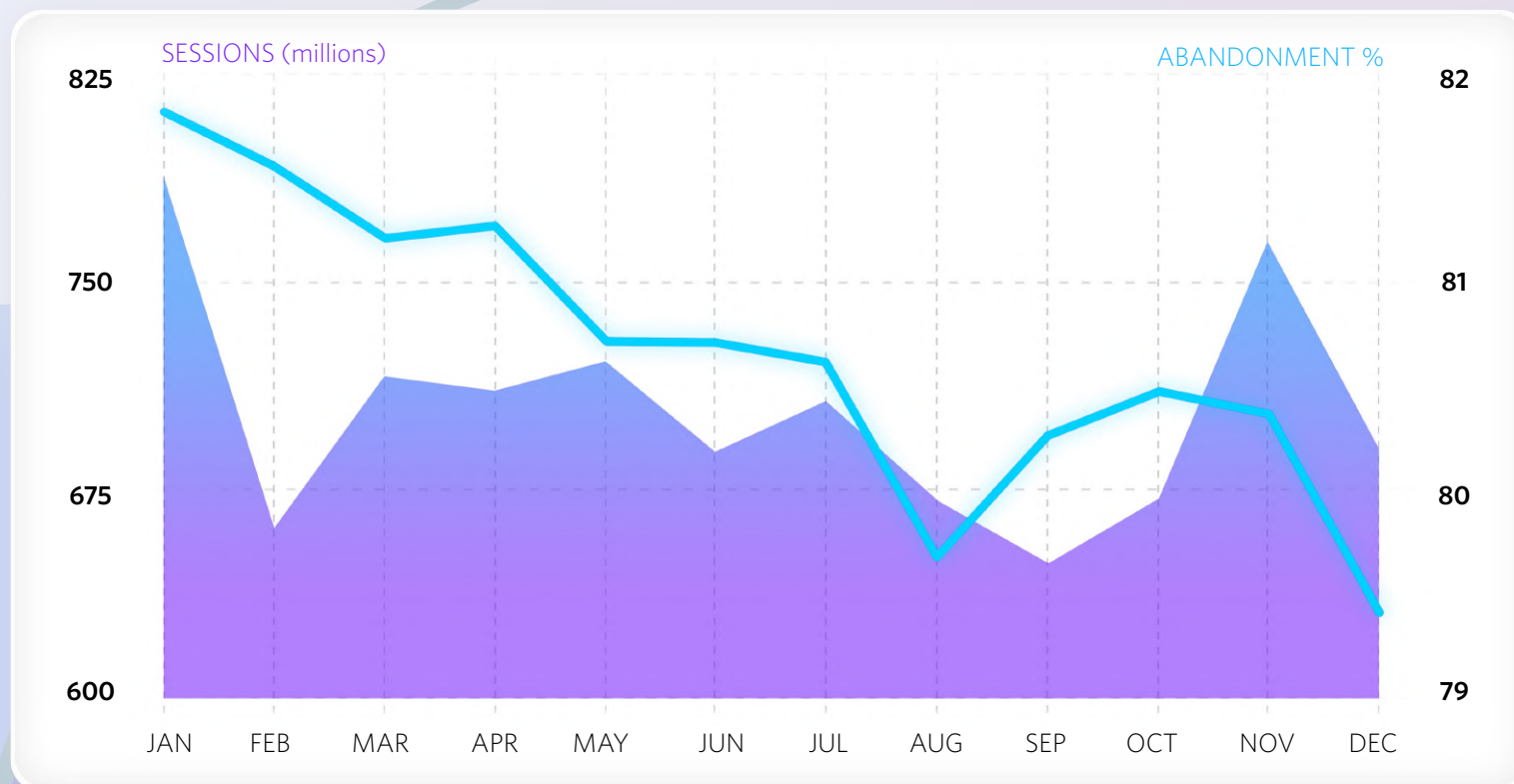
## CART ABANDONMENT BY DAY OF THE MONTH

SaleCycle Client Data 2021

Abandonments throughout the month remain similar. They are slightly higher in the first week and last week of the month, compared to the middle.
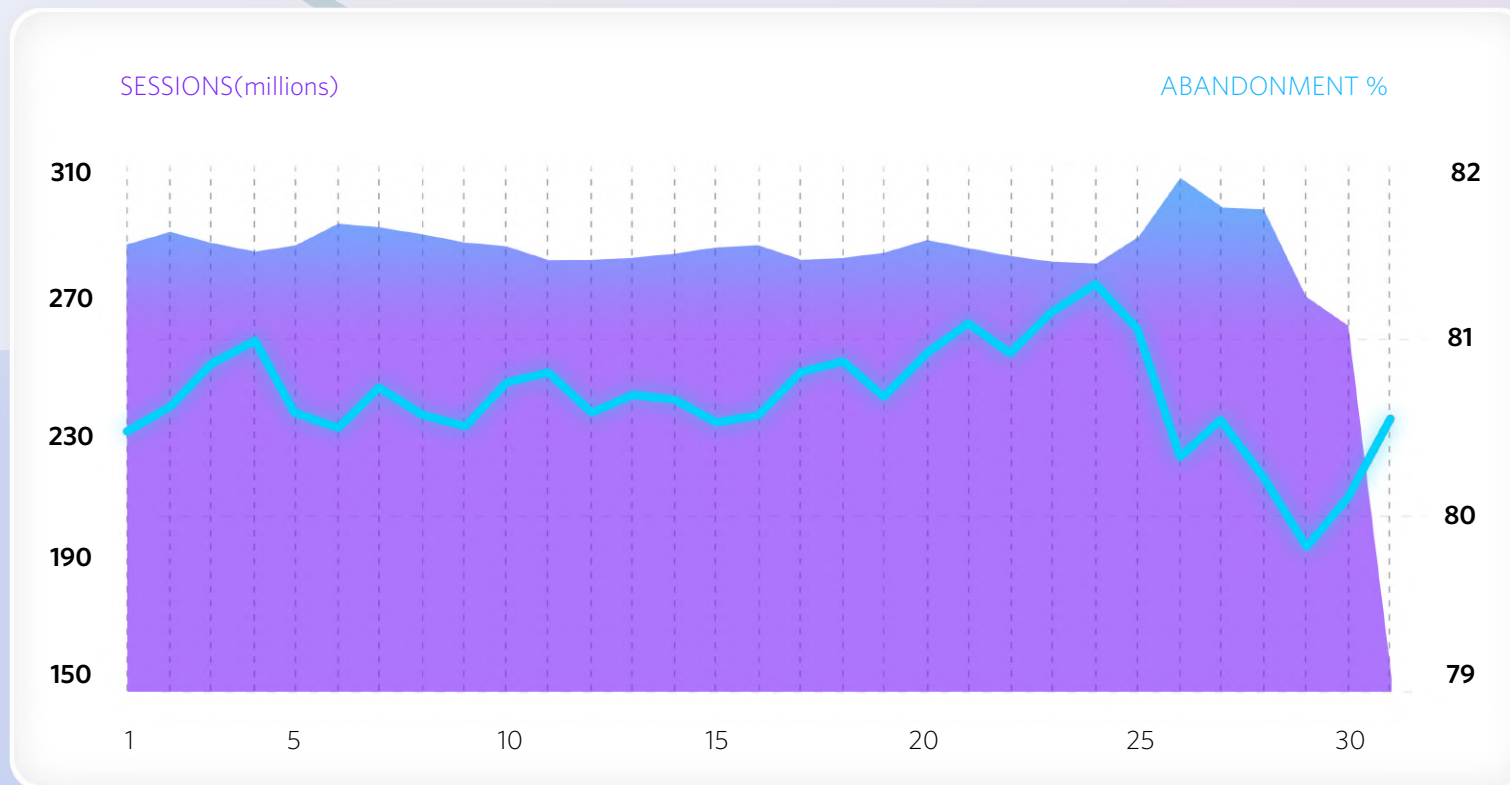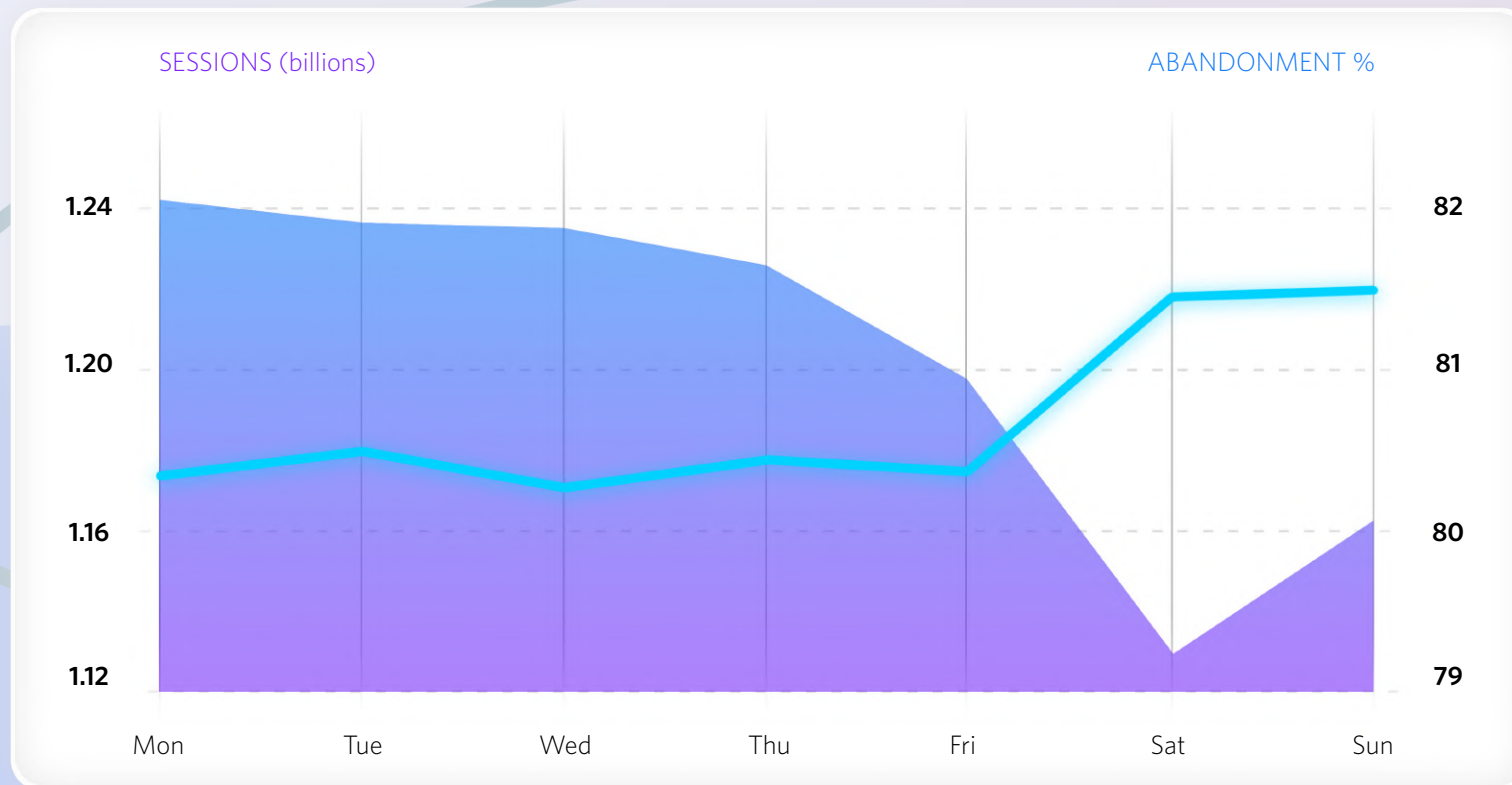
# CART ABANDONMENT BY DAY OF THE WEEK

SaleCycle Client Data 2021

SaleCycle witnessed the most abandonments on a Monday and the least abandonments on a Saturday.

However, Sunday saw the highest abandonment rate with Wednesday showing the lowest abandonment rate.

SESSIONS (billions)                                    ABANDONMENT %

| | | | | | | |
|---|---|---|---|---|---|---|
| 1.24 | | | | | | 82 |
| 1.20 | | | | | | 81 |
| 1.16 | | | | | | 80 |
| 1.12 | | | | | | 79 |
| Mon | Tue | Wed | Thu | Fri | Sat | Sun |

# Online Traffic Trends.

SaleCycle Client Data 2021

## ONLINE TRAFFIC BY MONTH

Interestingly, our data shows that January had the highest volume of sessions in 2021. This comes as a surprise as November has historically been the highest for online traffic, and usually by a long way.
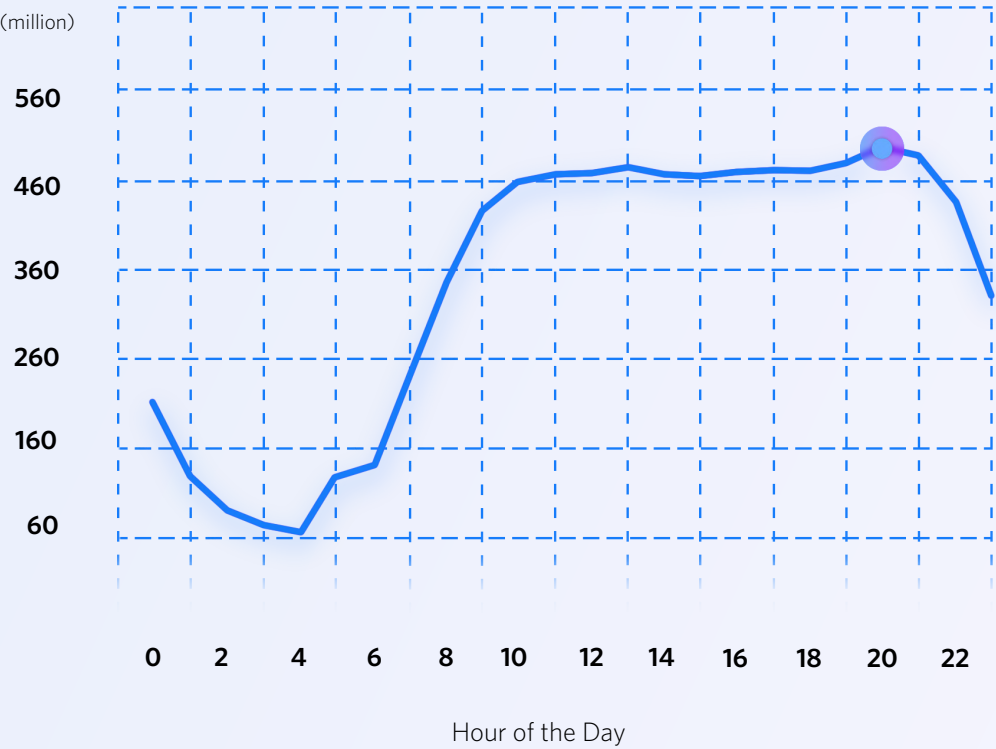
Perhaps Black Friday and Cyber Monday didn't have as much of an impact as previous years?



(million)
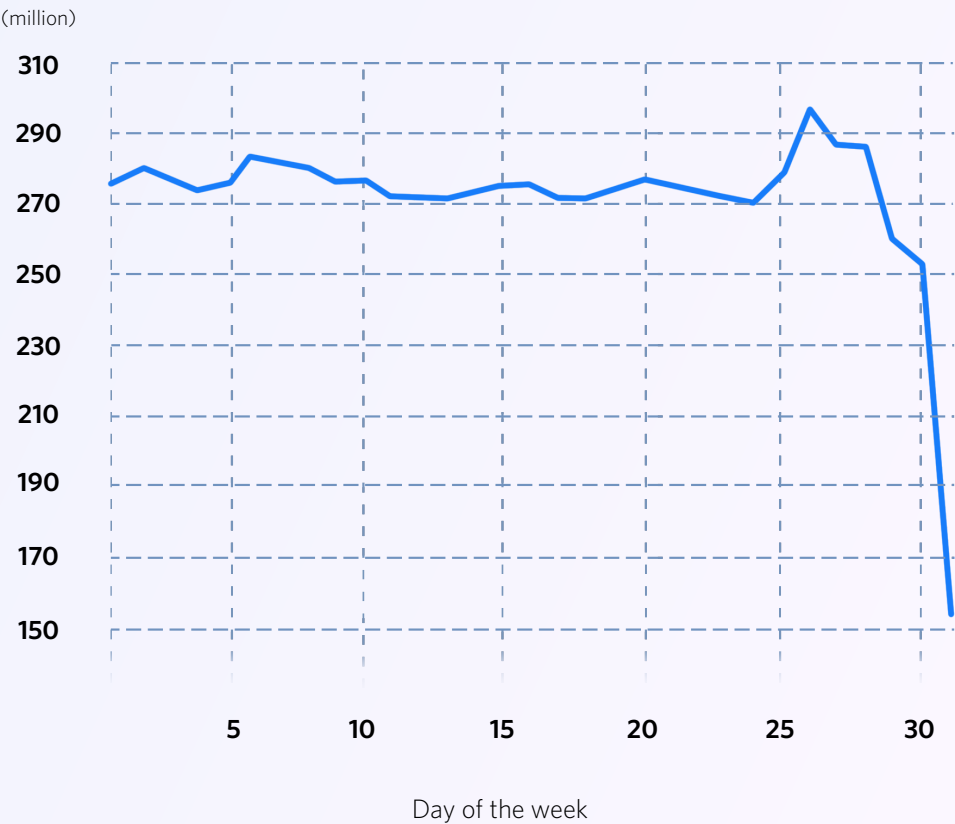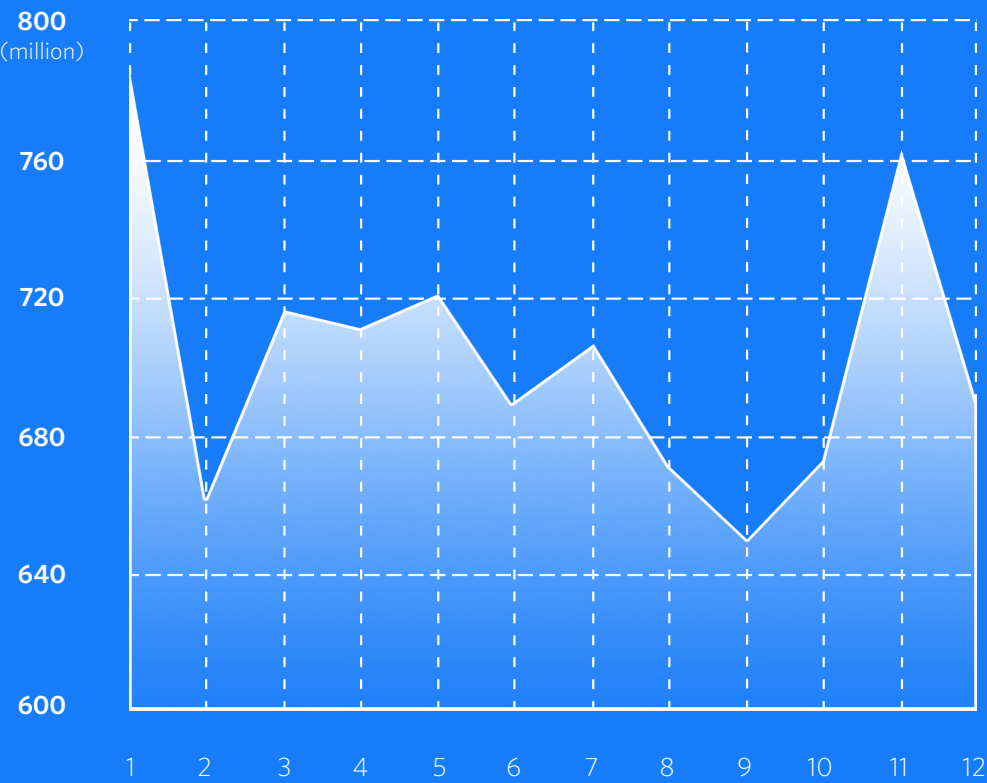


Day of the week

### Online Traffic by Day of the Month

Similar to cart abandonment and online sales trends, online traffic sees a volume spike in the final week (from 26th onwards).

The 26th of the month consistently averaged the highest amount of online traffic.

## ONLINE TRAFFIC BY DAY OF THE WEEK

Our online sales trends found Monday had replaced Thursday as the most popular day.

Our online traffic data also found Monday has the highest amount of online traffic within the week. Thursday didn't even feature in the top 3 days.
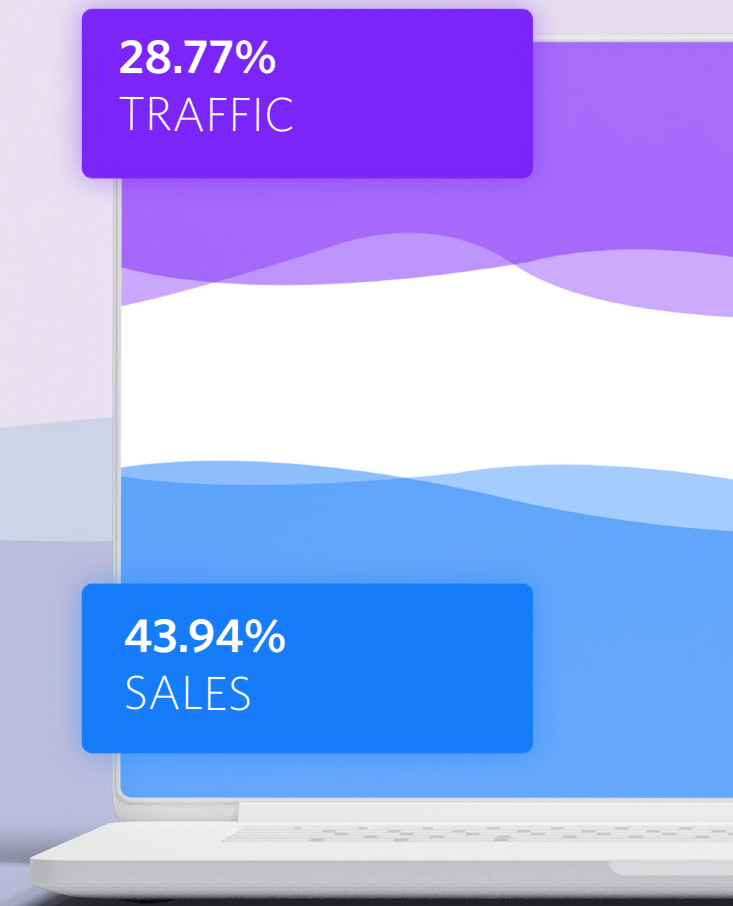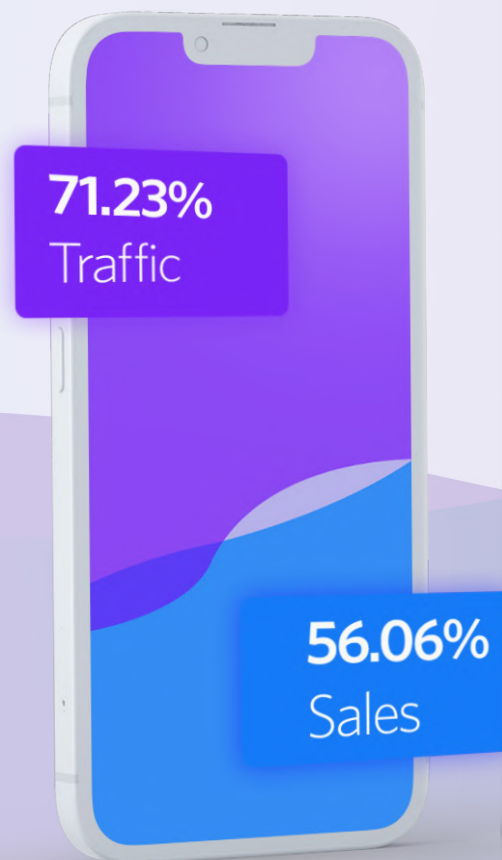
This suggests customers are browsing much more at the start of the week.

（million）

560

460

360

260

160

60

0    2    4    6    8    10    12    14    16    18    20    22

Hour of the Day

## ONLINE TRAFFIC BY HOUR

20:00 - 21:00 is the busiest time of the day for website traffic. 3:00 - 6:00 is when there's the least amount of traffic.

（billion）

1.24

1.22

1.20

1.18

1.16

1.14

Mon    Tue    Wed    Thu    Fri    Sat    Sun
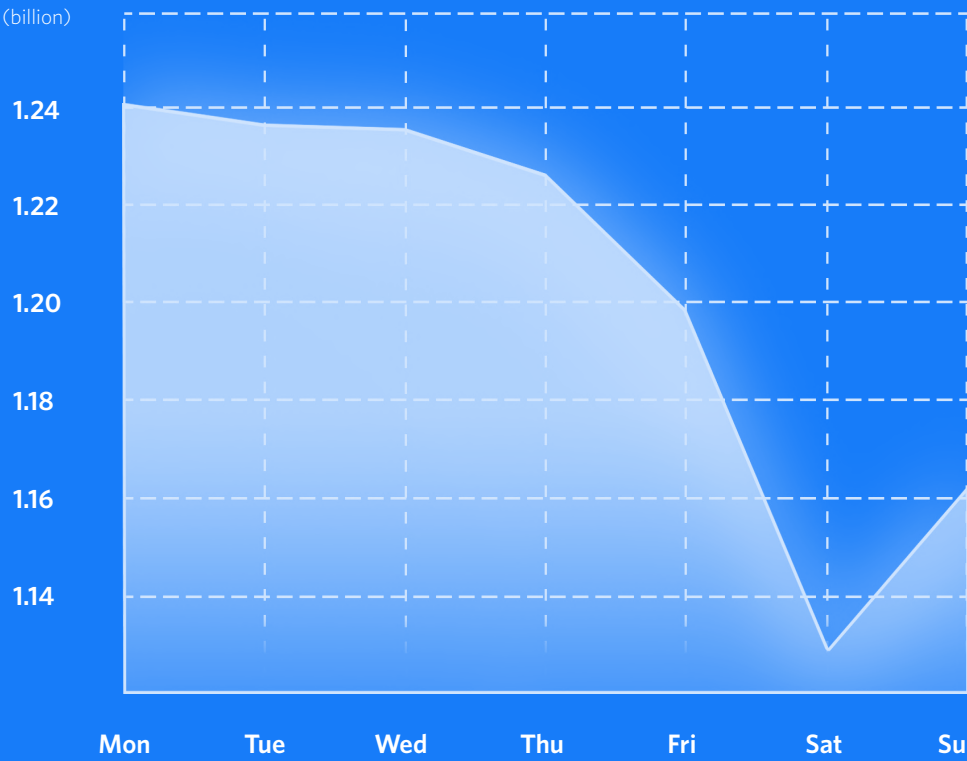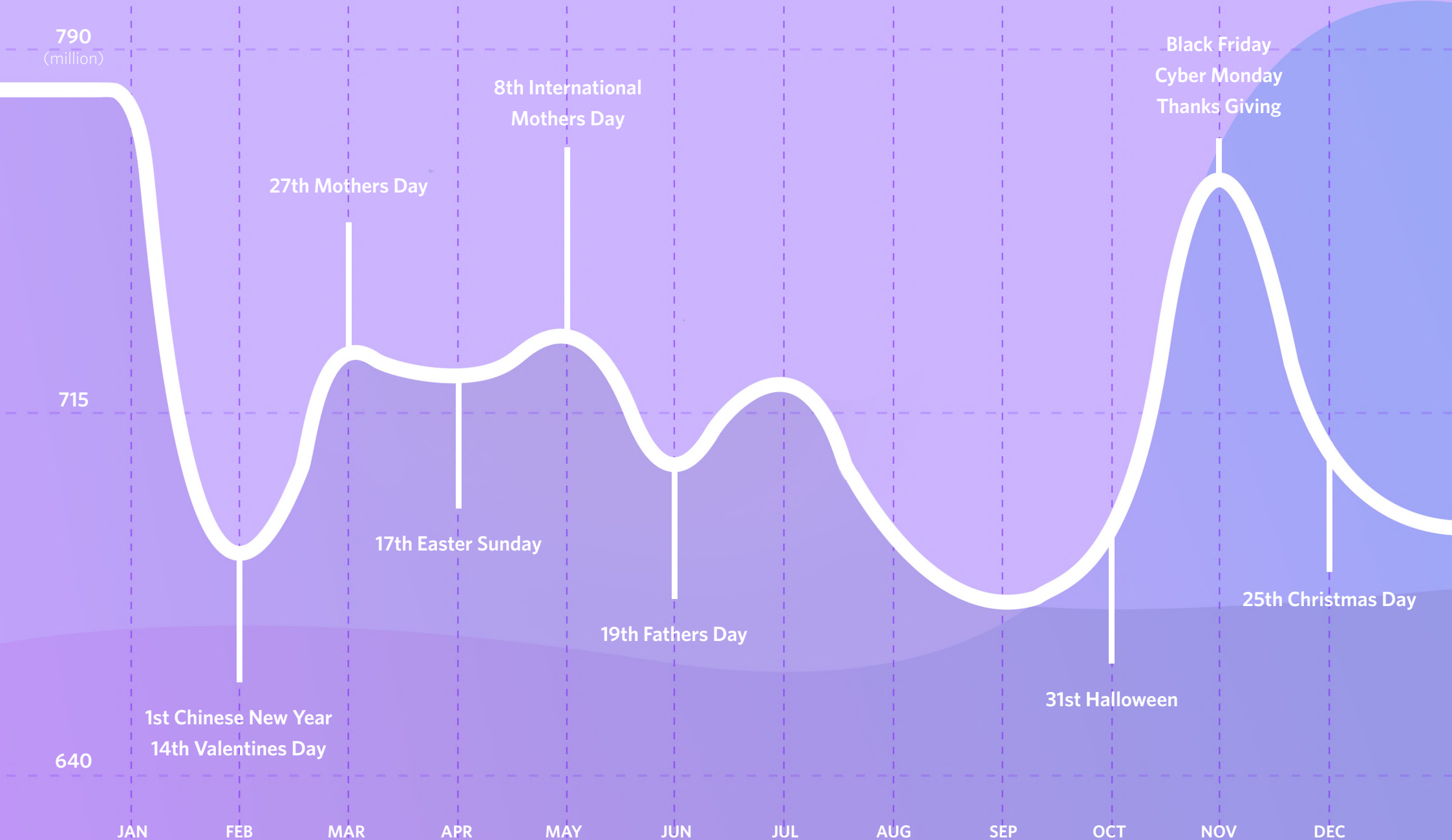
## ONLINE TRAFFIC BY DEVICE

SaleCycle Client Data 2021

Online traffic via mobile was 71.23%, which is 3% higher than last year. Although the travel sector hasn't been seeing as much traffic it's a significant amount of users that are mobile-first browsers.

**28.77%**
TRAFFIC

**71.23%**
Traffic

**56.06%**
Sales

**43.94%**
SALES

# ONLINE TRAFFIC TIMELINE

SaleCycle Client Data 2021

**790**
(million)

**715**

**640**

**8th International Mothers Day**

**27th Mothers Day**

**Black Friday Cyber Monday Thanks Giving**

**17th Easter Sunday**

**19th Fathers Day**

**25th Christmas Day**

**31st Halloween**

**1st Chinese New Year**
**14th Valentines Day**

JAN  FEB  MAR  APR  MAY  JUN  JUL  AUG  SEP  OCT  NOV  DEC
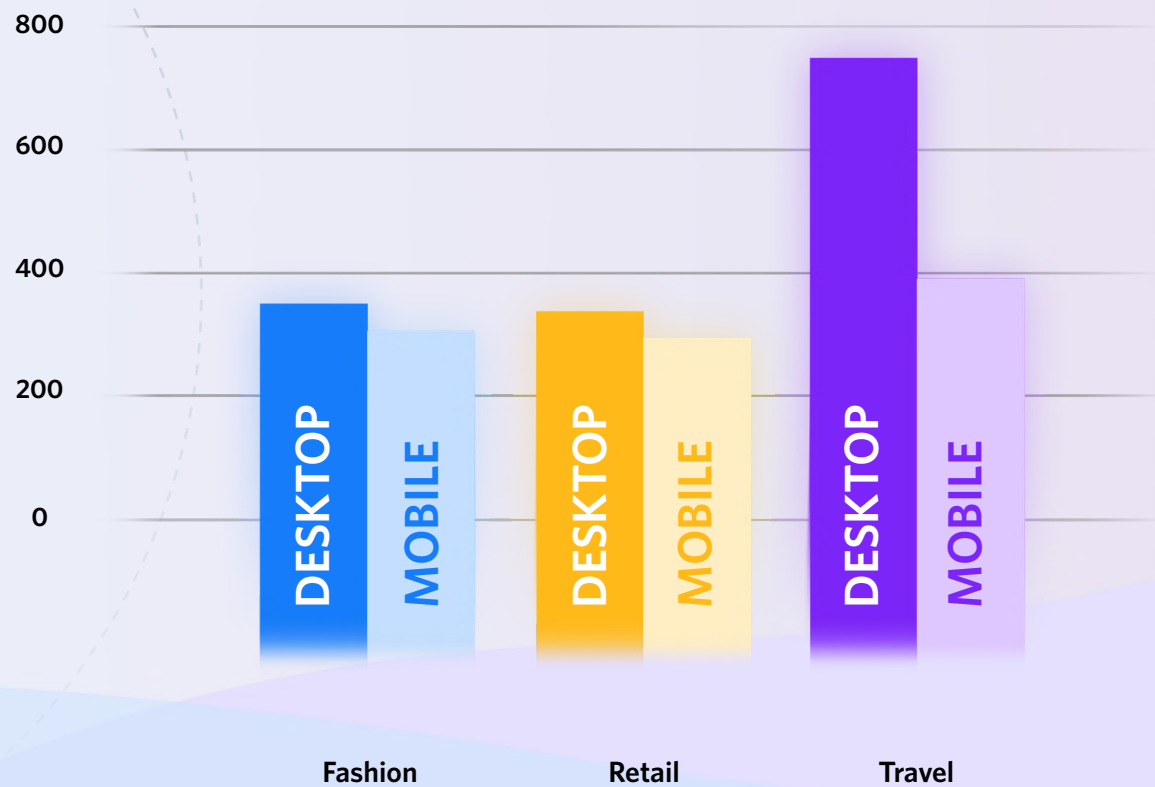
# Ecommerce by Industry.

## TOTAL ONLINE SALES VOLUME BY DEVICE

Fashion industry online sales is much more mobile-led with 79% of the share over desktop.
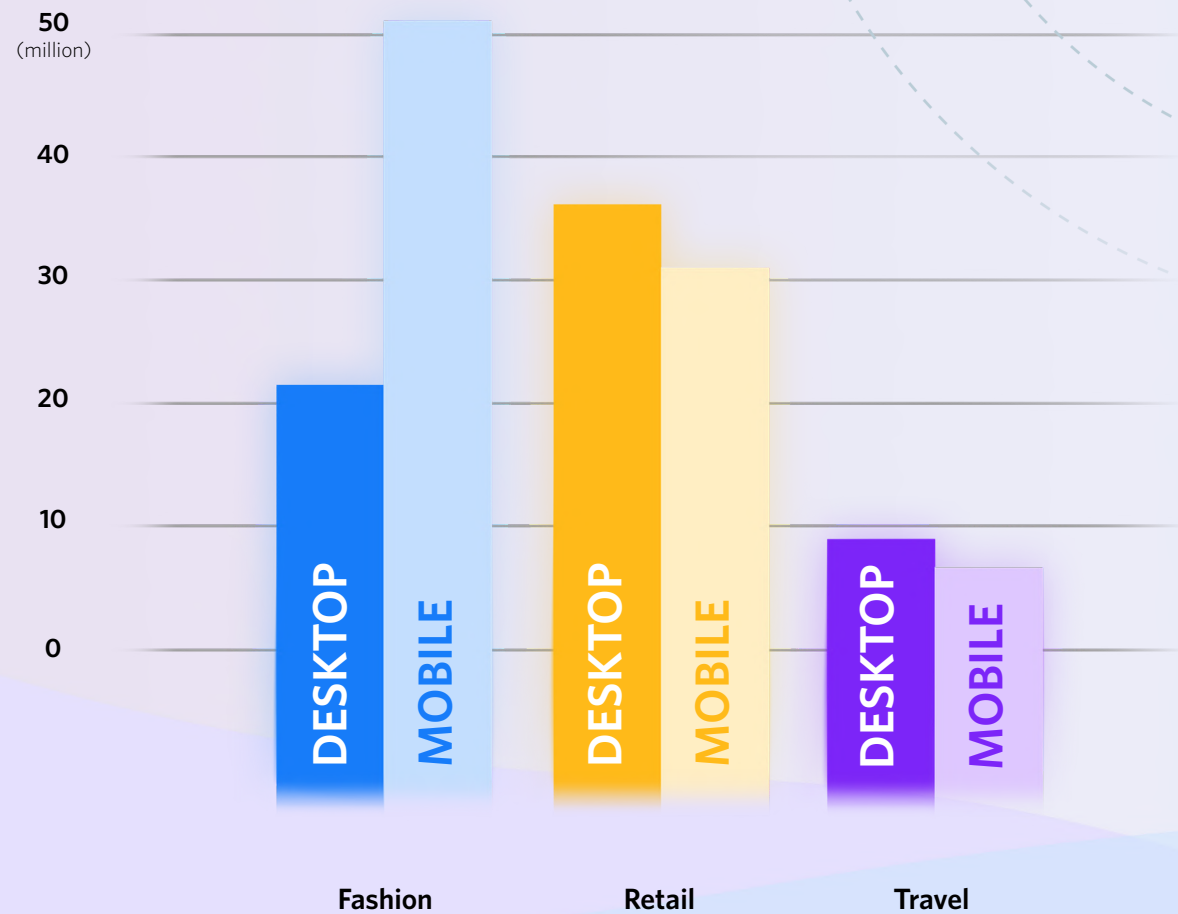
## TOTAL AOV BY INDUSTRY AND DEVICE

Average order value on desktop is still higher than mobile in all three segments. The difference in average order value by device in travel is the biggest difference.
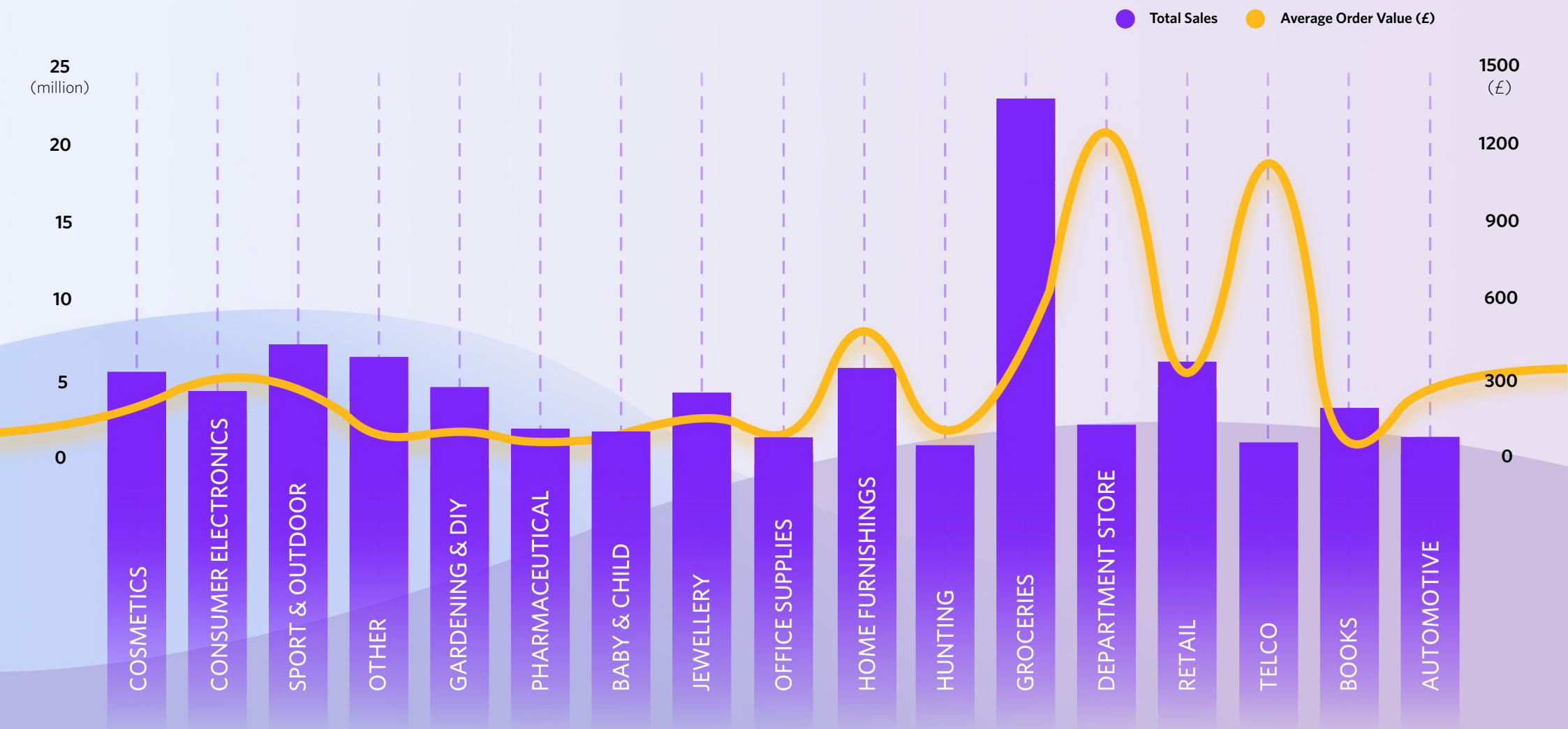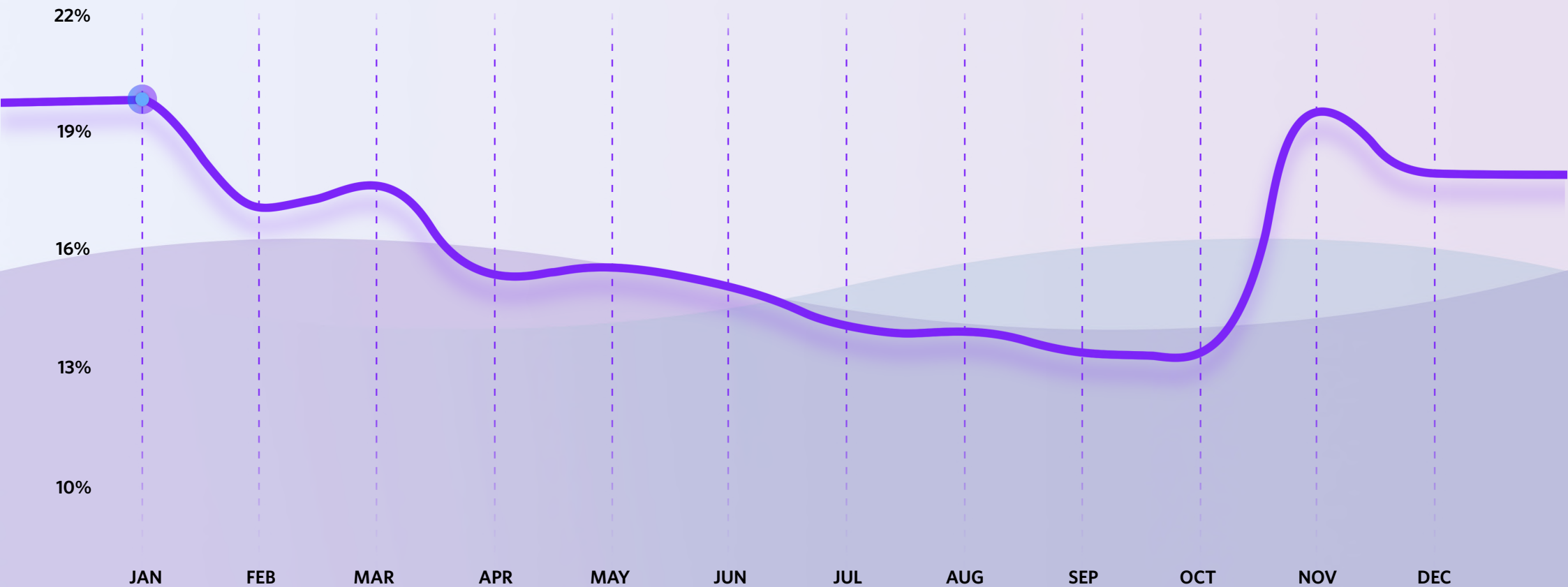
# Retail.

## ONLINE SALES BY SECTOR

Grocery sales have dominated the retail industry in 2021. Pandemic precautions have caused more shoppers to move their food shopping online.

Other sectors such as Sport & Outdoor and Home Furnishings have also notched up a respectable amount of sales. Both sectors have both been notably impacted by the pandemic.



Legend: Total Sales, Average Order Value (£)

Left axis: 25 (million), 20, 15, 10, 5, 0

Right axis: 1500 (£), 1200, 900, 600, 300, 0

Sectors: COSMETICS, CONSUMER ELECTRONICS, SPORT & OUTDOOR, OTHER, GARDENING & DIY, PHARMACEUTICAL, BABY & CHILD, JEWELLERY, OFFICE SUPPLIES, HOME FURNISHINGS, HUNTING, GROCERIES, DEPARTMENT STORE, RETAIL, TELCO, BOOKS, AUTOMOTIVE
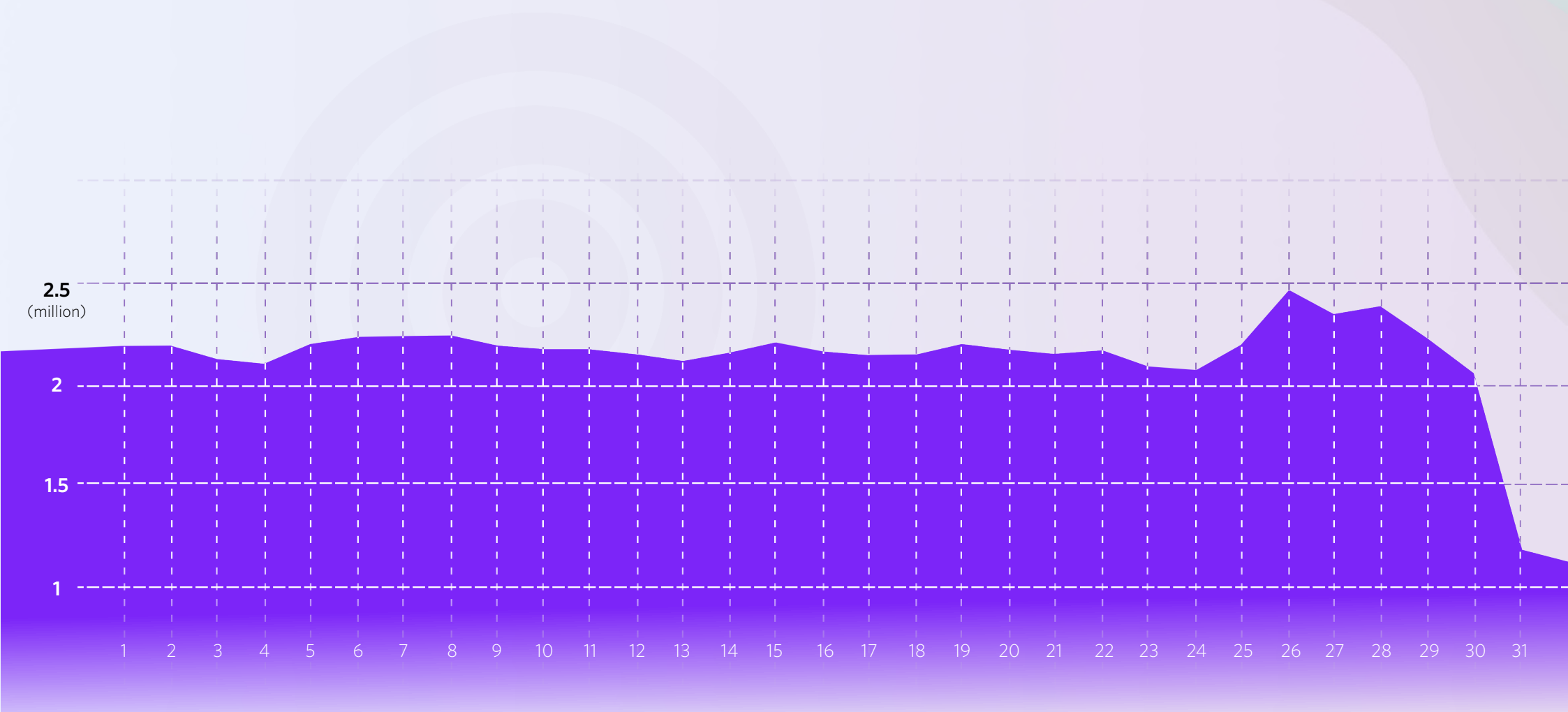
## ONLINE SALES BY MONTH

January has slightly higher online sales volume than November, making it the peak in 2021. From May to October there is a month on month online sales decline until a significant spike in November and December.
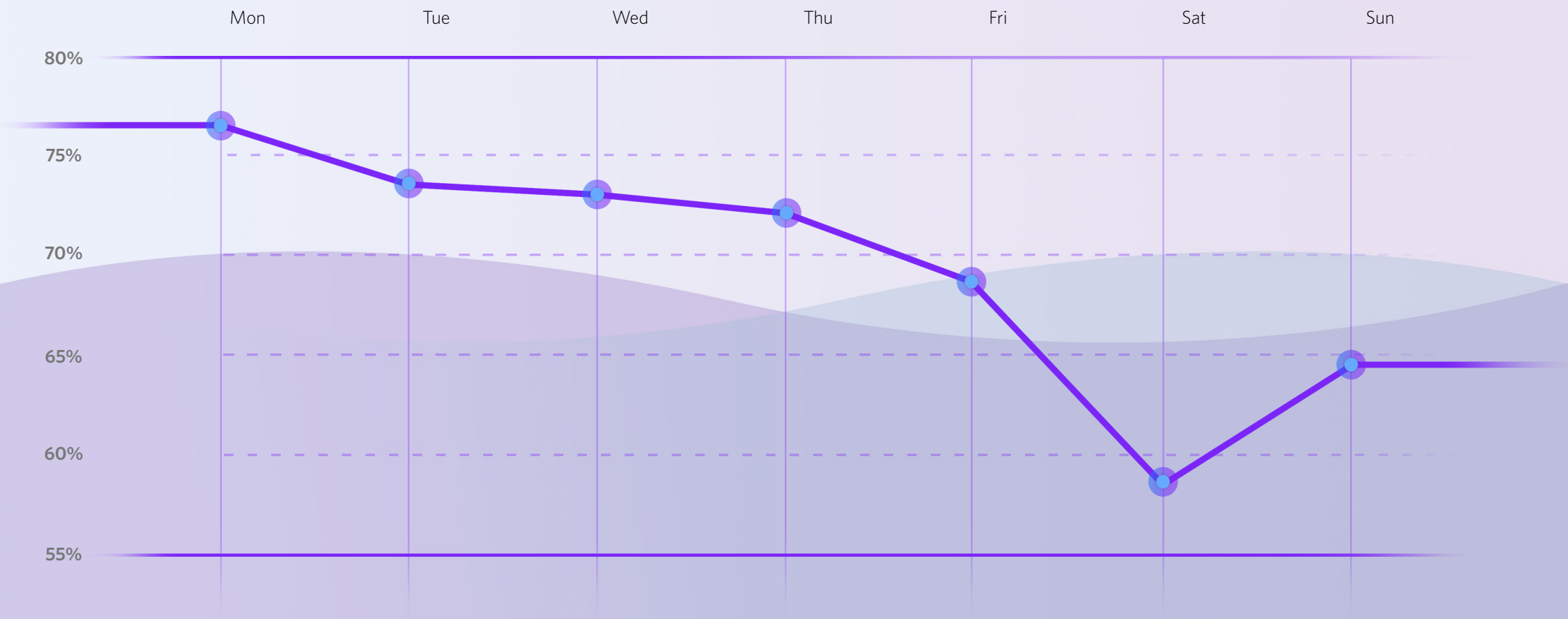
## ONLINE SALES BY DAY OF THE MONTH

The 26th of the month is the peak day for online sales in the retail sector. There is a noticeable increase in online sales volume from 26th to 29th.
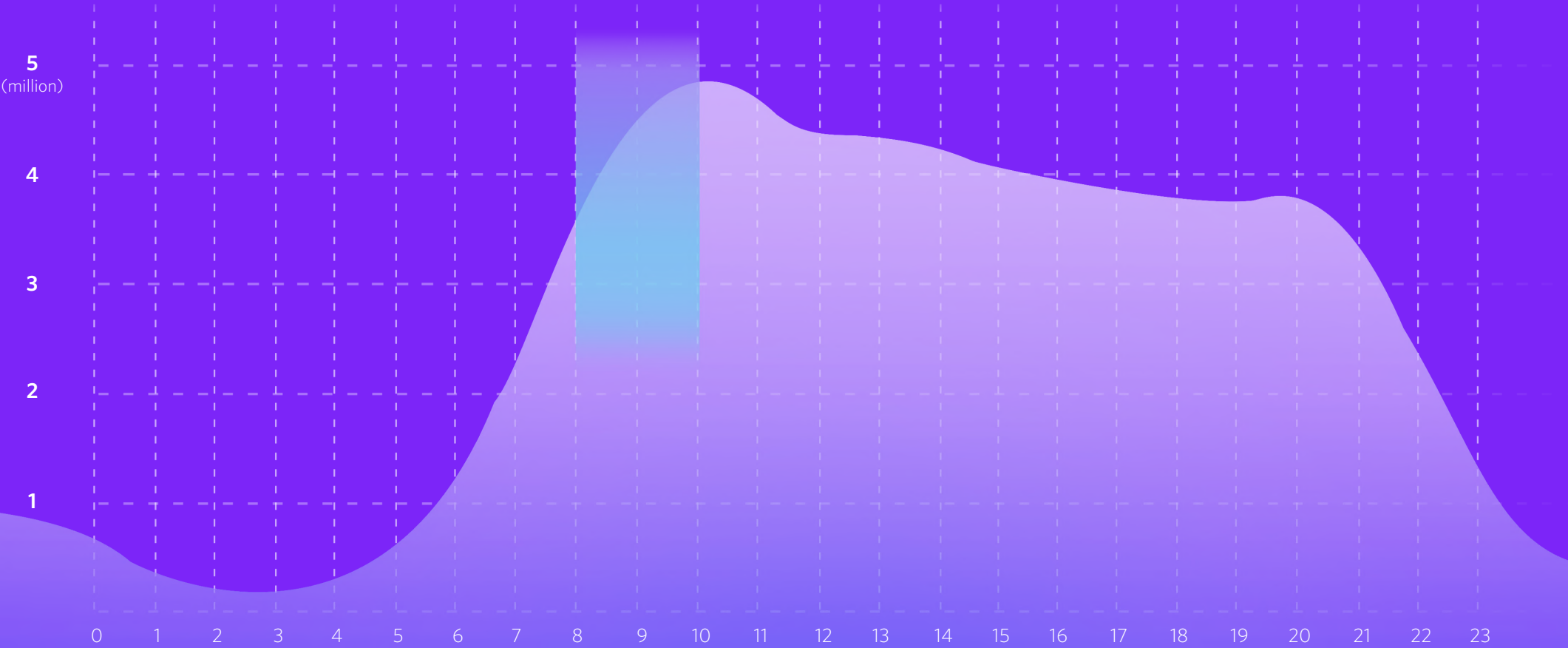
## ONLINE SALES BY DAY OF THE WEEK

Monday has the highest online sales volume in the week and Saturday has the lowest.
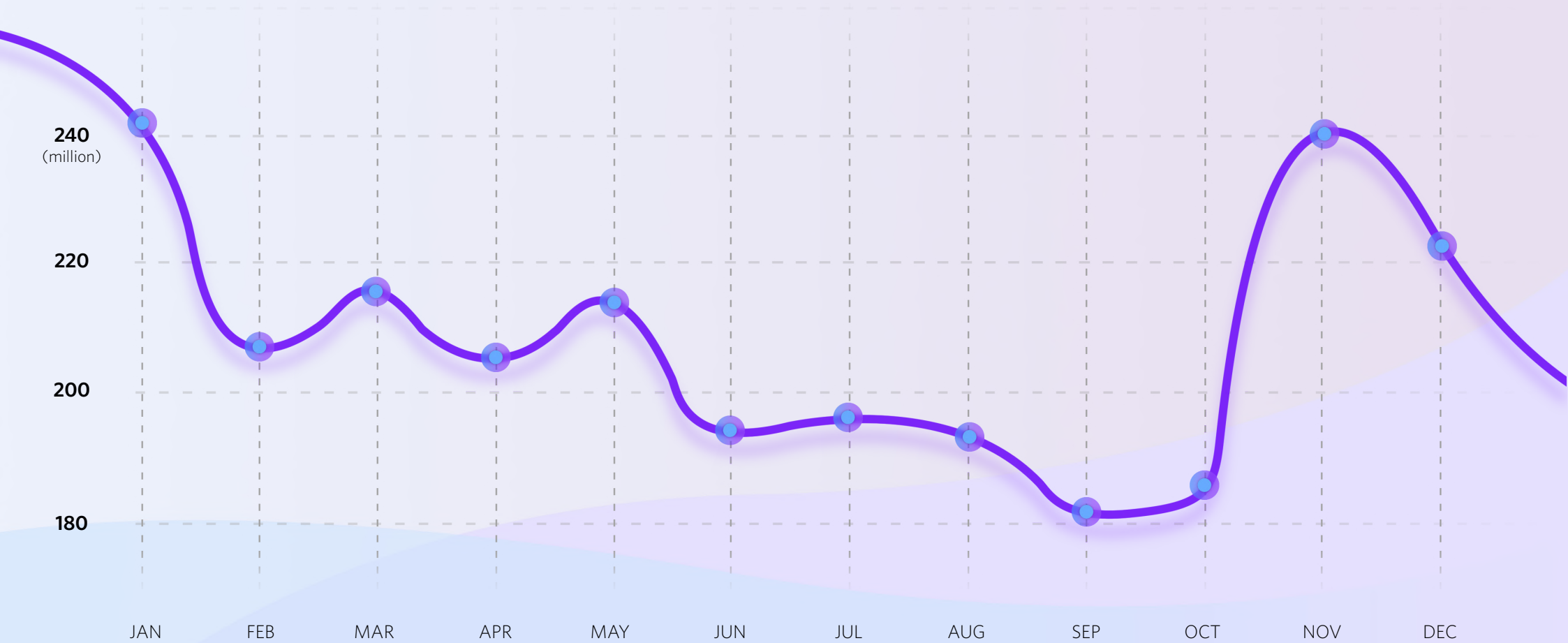
## ONLINE SALES BY HOUR

In the retail sector 10:00 showed the highest online sales volume. 8:00 is the start of when online sales begins to build.

## ONLINE SESSIONS BY MONTH

January slightly edged November and December for the most popular month for online sessions.

However, that cluster of three months is the most popular for online sessions in 2021. The least amount of traffic volume was in September.
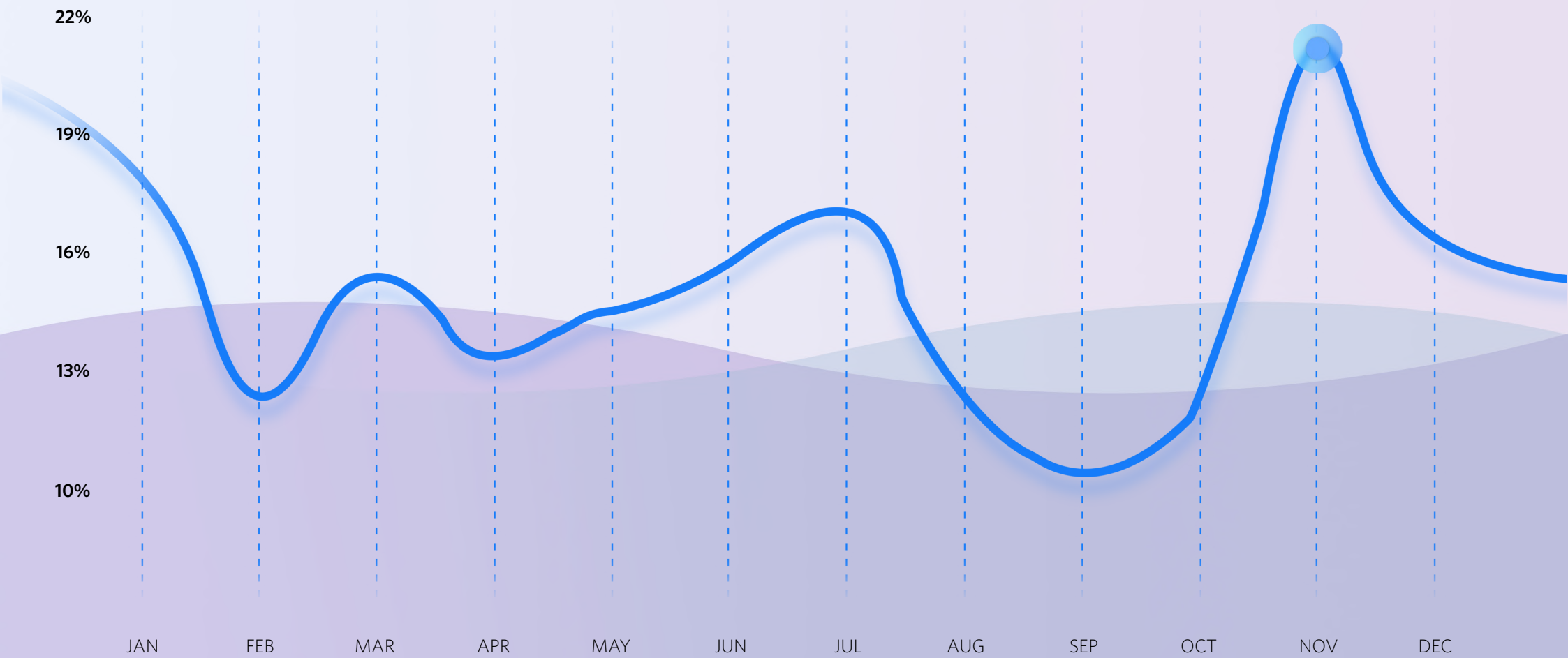
240
(million)

220

200

180

JAN    FEB    MAR    APR    MAY    JUN    JUL    AUG    SEP    OCT    NOV    DEC

# Fashion.

# ONLINE SALES BY SECTOR

Consumer fashion online sales have been significantly more popular than luxury fashion.



47,707,276

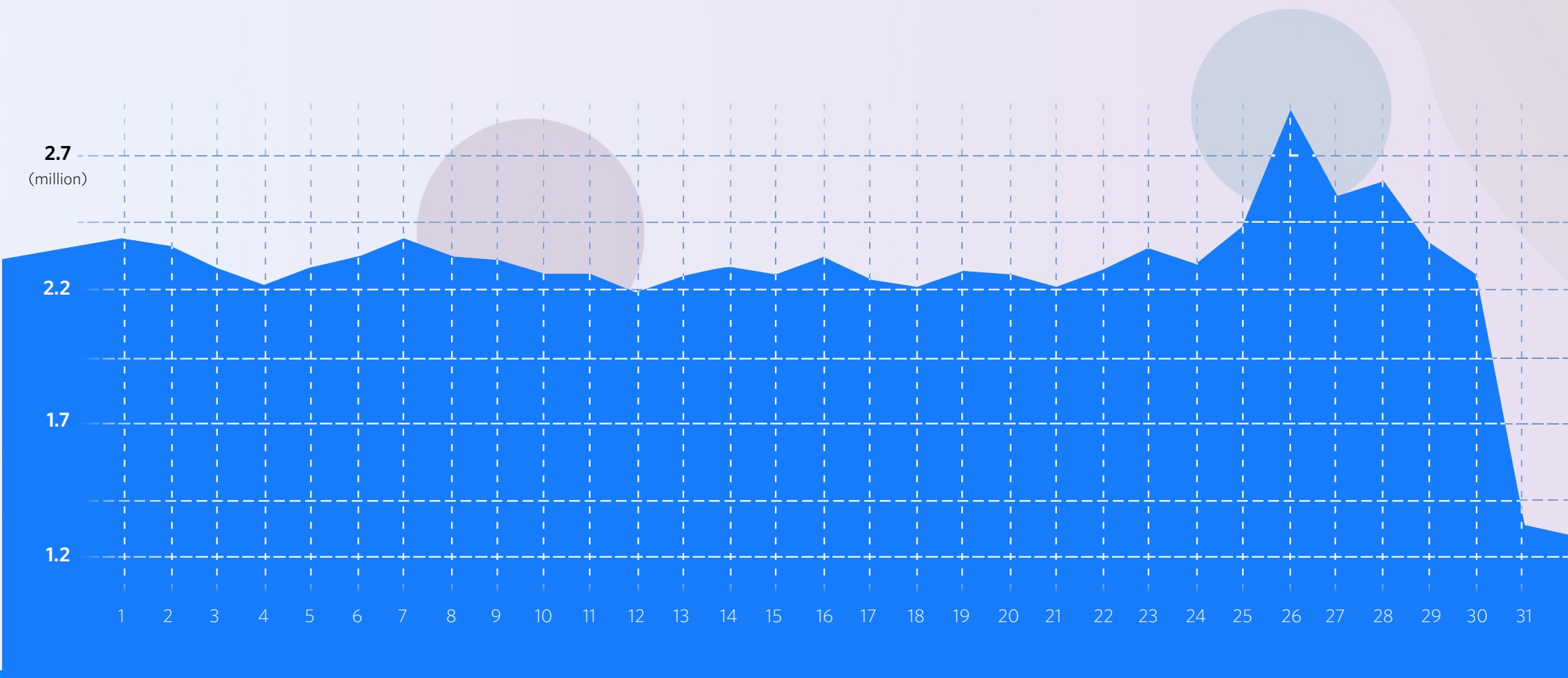£837.44

£222.93

3,547,977

LUXURY

CONSUMER

SALES
VOLUME

AOV
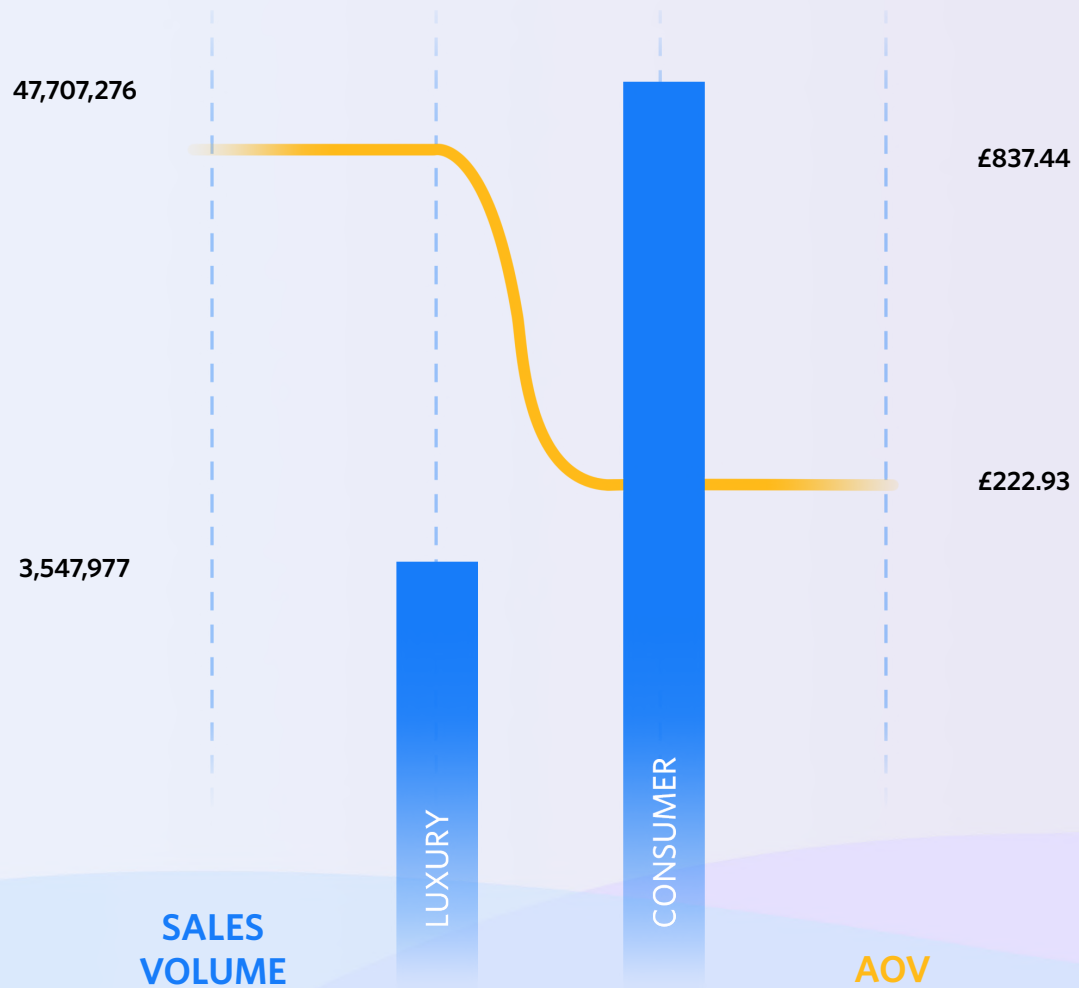
## ONLINE SALES BY MONTH

November is the best month for online sales with January being the second most popular.

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 22% | | | | | | | | | | | |
| 19% | | | | | | | | | | | |
| 16% | | | | | | | | | | | |
| 13% | | | | | | | | | | | |
| 10% | | | | | | | | | | | |
| JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |

## ONLINE SALES BY DAY OF THE MONTH

In the fashion industry the 26th of the month is the most popular day for online sales.



2.7
(million)

2.2

1.7

1.2

1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31
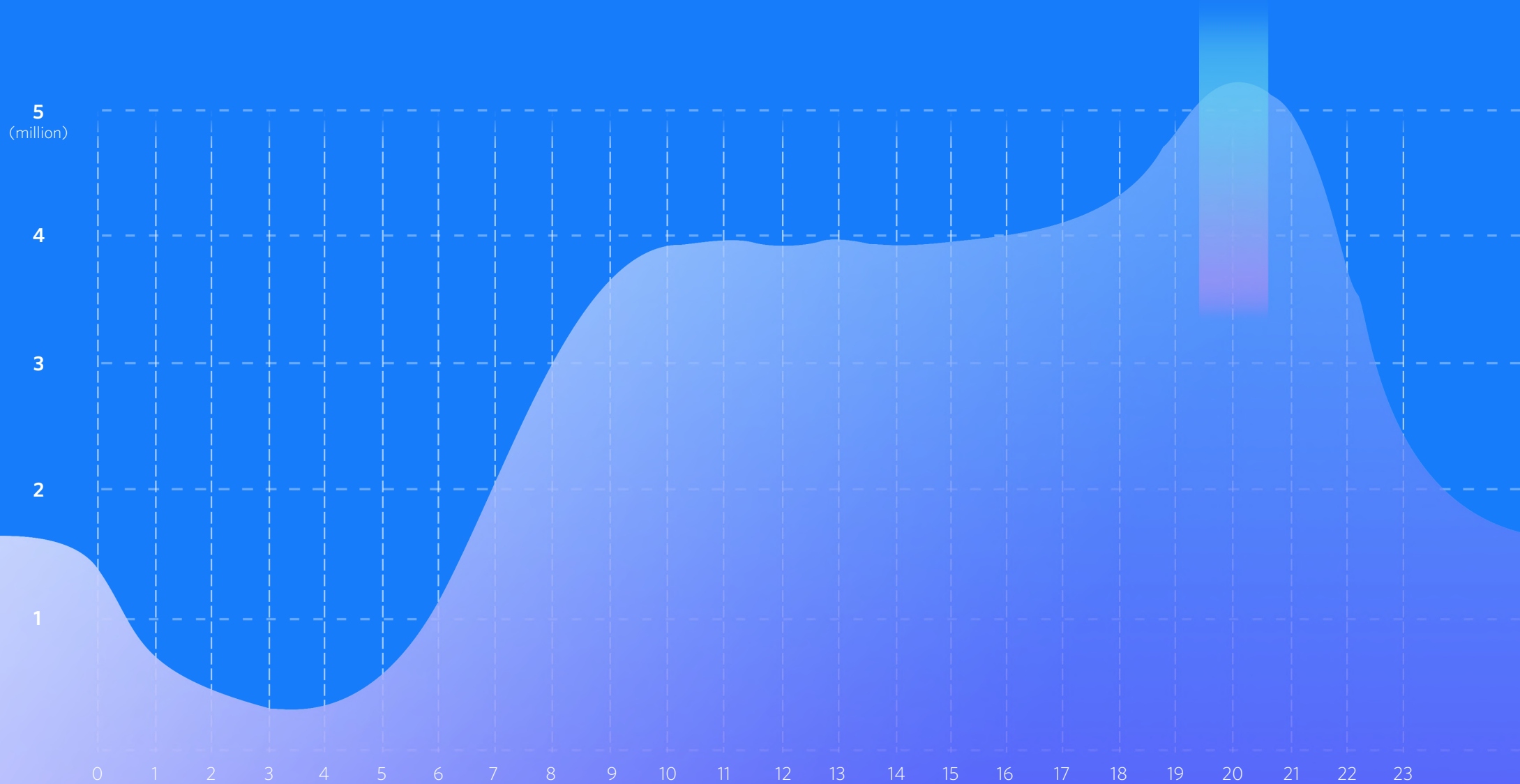
## ONLINE SALES BY DAY OF THE WEEK

Thursday is the most popular day for online sales in fashion whereas in the retail sector it was Monday.

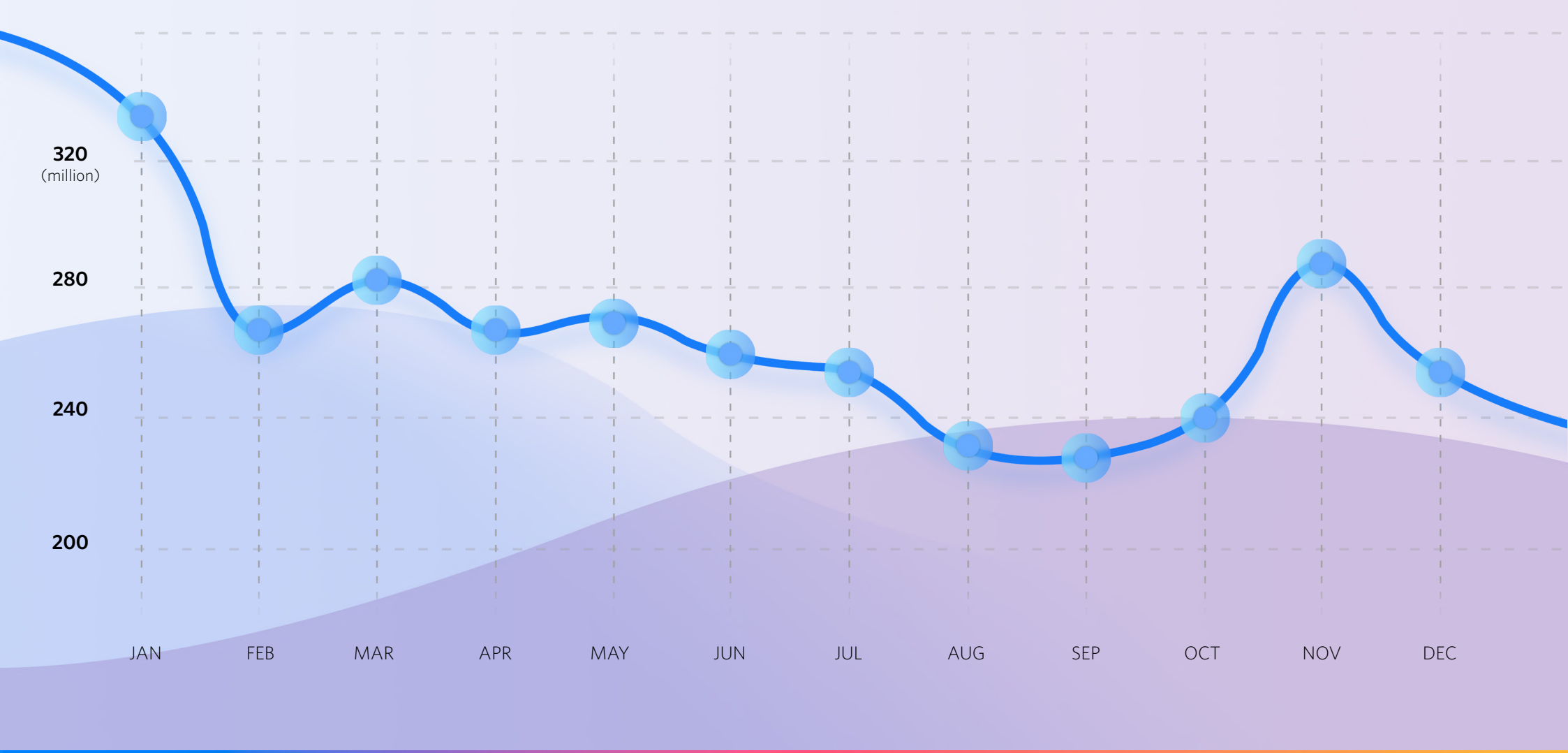| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|

- 80%
- 75%
- 70%
- 65%
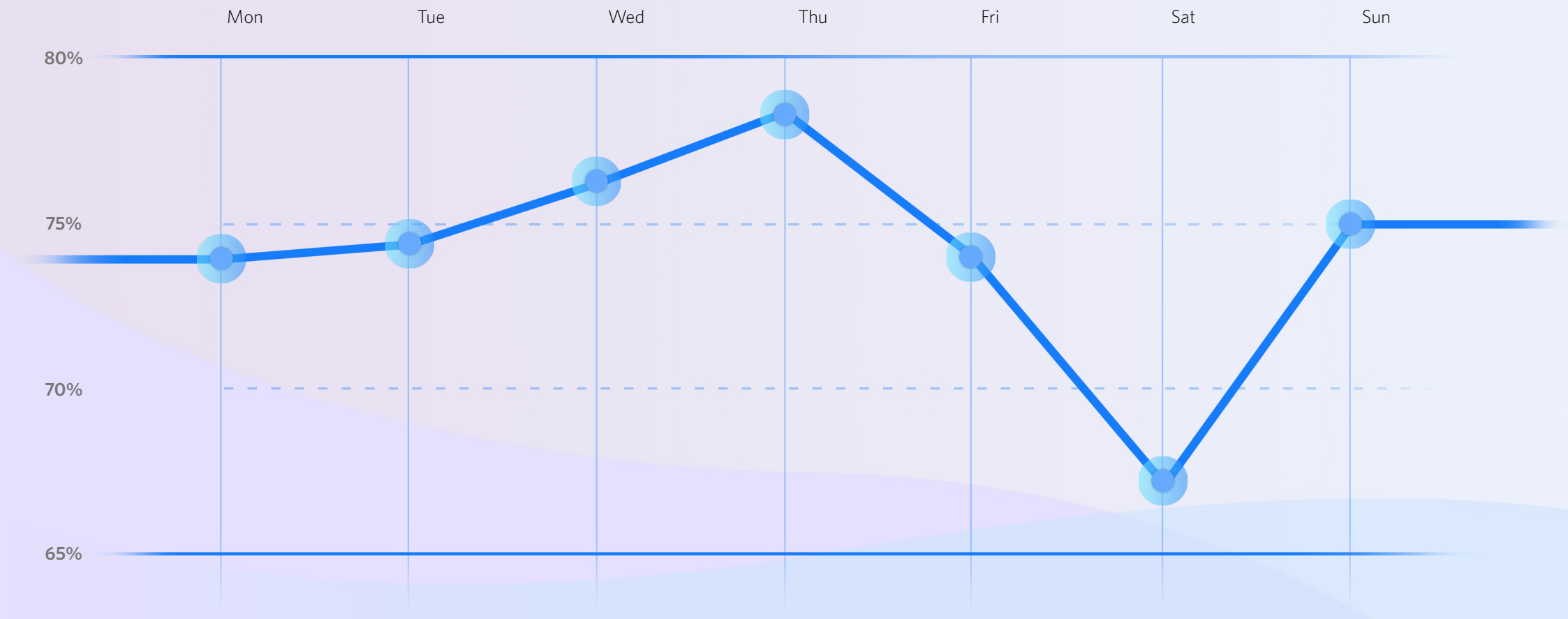
## ONLINE SALES BY HOUR

In the fashion industry 20:00 is the peak hour for online sales. This draws a spotlight on the difference in shopping behaviour between fashion and retail.

## ONLINE SESSIONS BY MONTH

Similar to retail, January edged November to be the busiest month for online sessions.
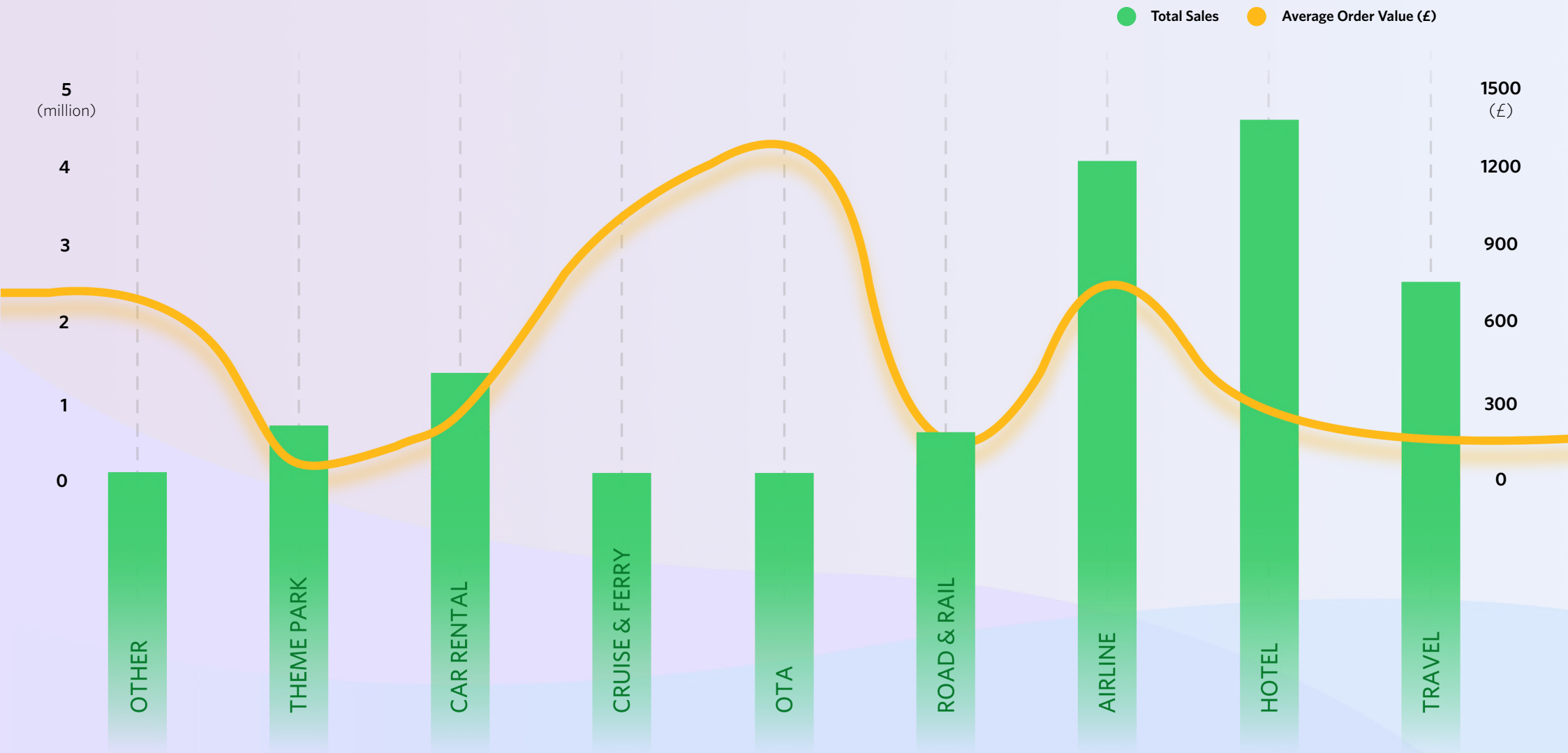
# Travel.

## ONLINE SALES BY SECTOR

The pandemic has caused major issues within the travel industry. Staycations have become a lot more popular over the last two years.
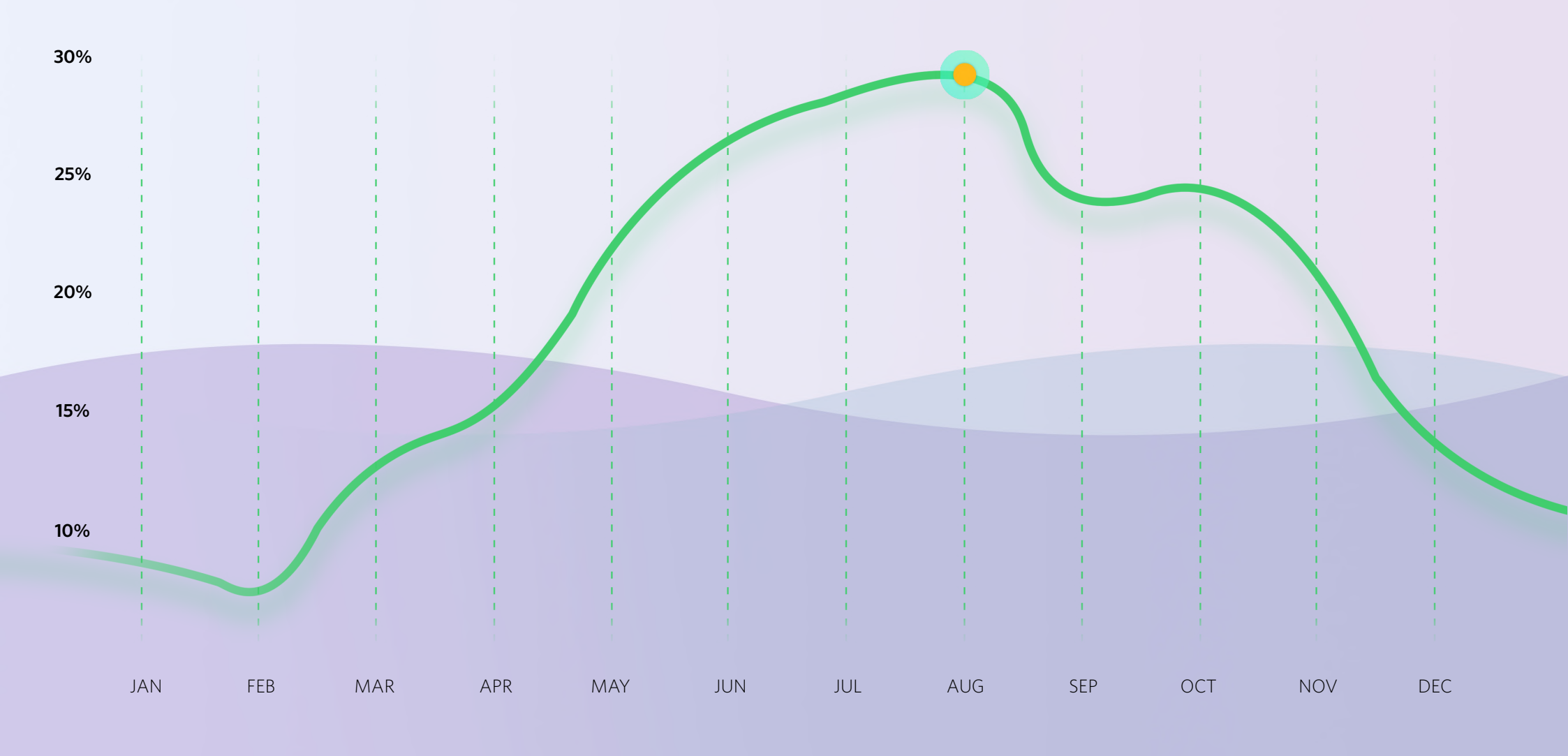
The shift in buying behaviour could explain why hotel sales have overtaken airlines last year. Car rentals have also seen a sharp increase.
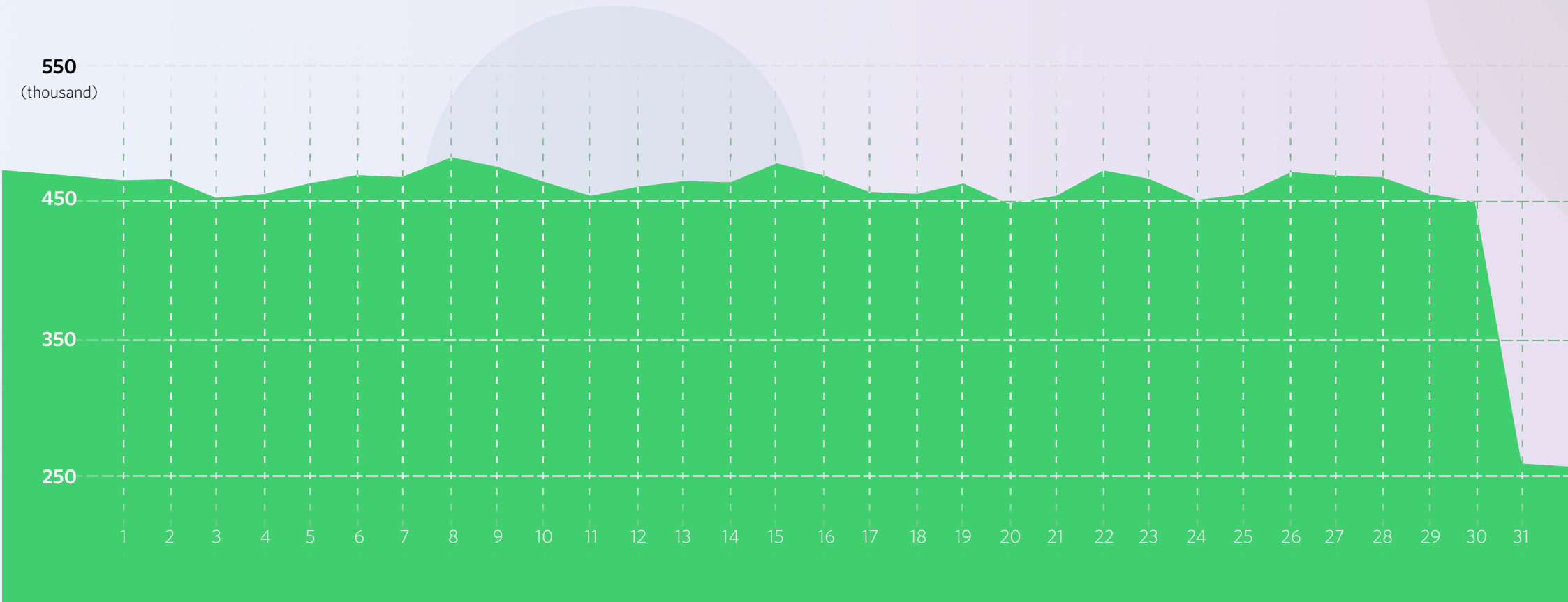
## ONLINE SALES BY MONTH

Online sales in the travel industry started to gain momentum in May. The best month for online sales was July.

The latter end of the year saw a much healthier online sales growth than the first.
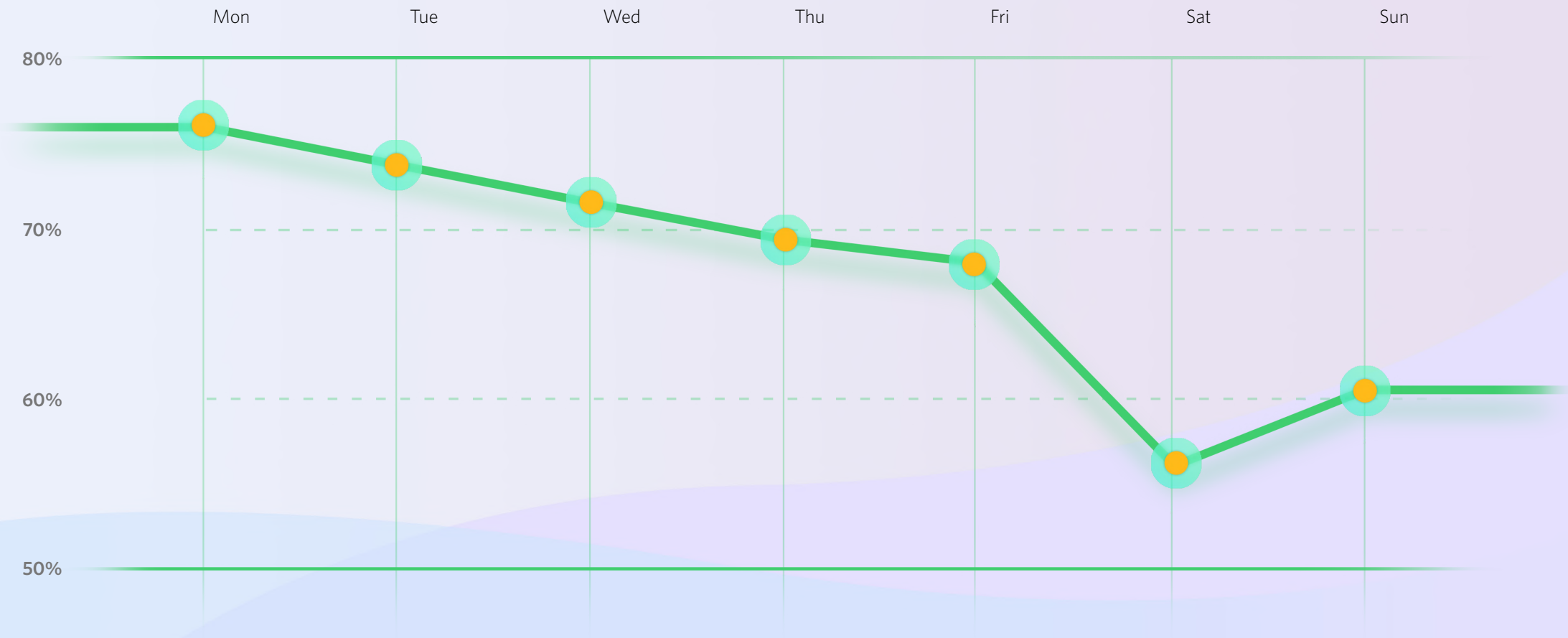
## ONLINE SALES BY DAY OF THE MONTH

The travel industry has much more of a flat and stable buying pattern than the other two sectors. The average order value of travel products are significantly more expensive than retail and fashion.

**550**
(thousand)

450

350

250

1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18  19  20  21  22  23  24  25  26  27  28  29  30  31
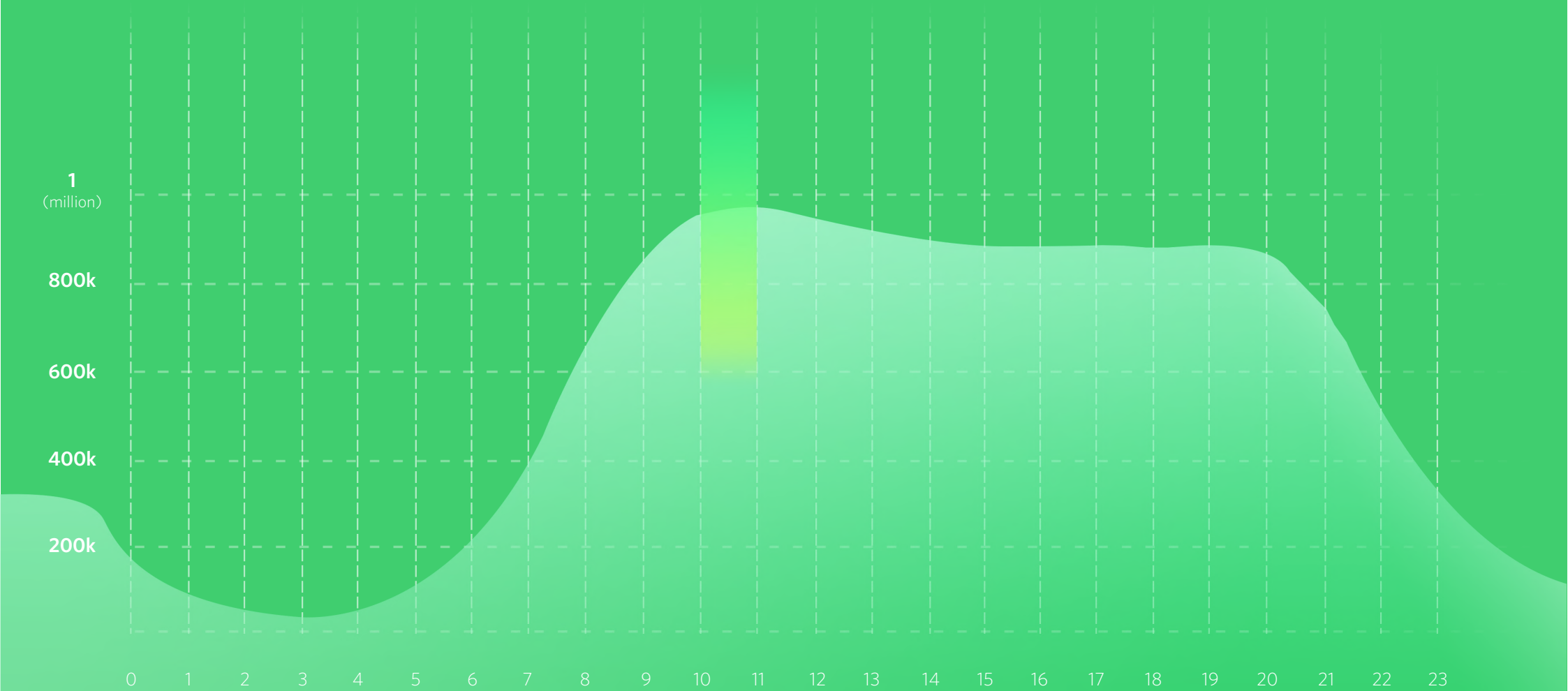
## ONLINE SALES BY DAY OF THE WEEK

There is more online sales volume in the first three days of the week, with Monday being the most popular. Saturday is the least popular with Sunday also being significantly lower than weekdays.

## ONLINE SALES BY HOUR

10:00 and 11:00 is the most popular time for online sales. There is a large drop off in online sales in travel from 21:00.

| | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|

**1**
(million)

800k

600k

400k

200k

0　1　2　3　4　5　6　7　8　9　10　11　12　13　14　15　16　17　18　19　20　21　22　23

## ONLINE SESSIONS BY MONTH

As expected, online sessions are at their highest in the summer months. Online sessions peak in June and online sales peak in July. This suggests that customers fill the travel pipeline for around 4 weeks before travel retailers see the realised revenue.
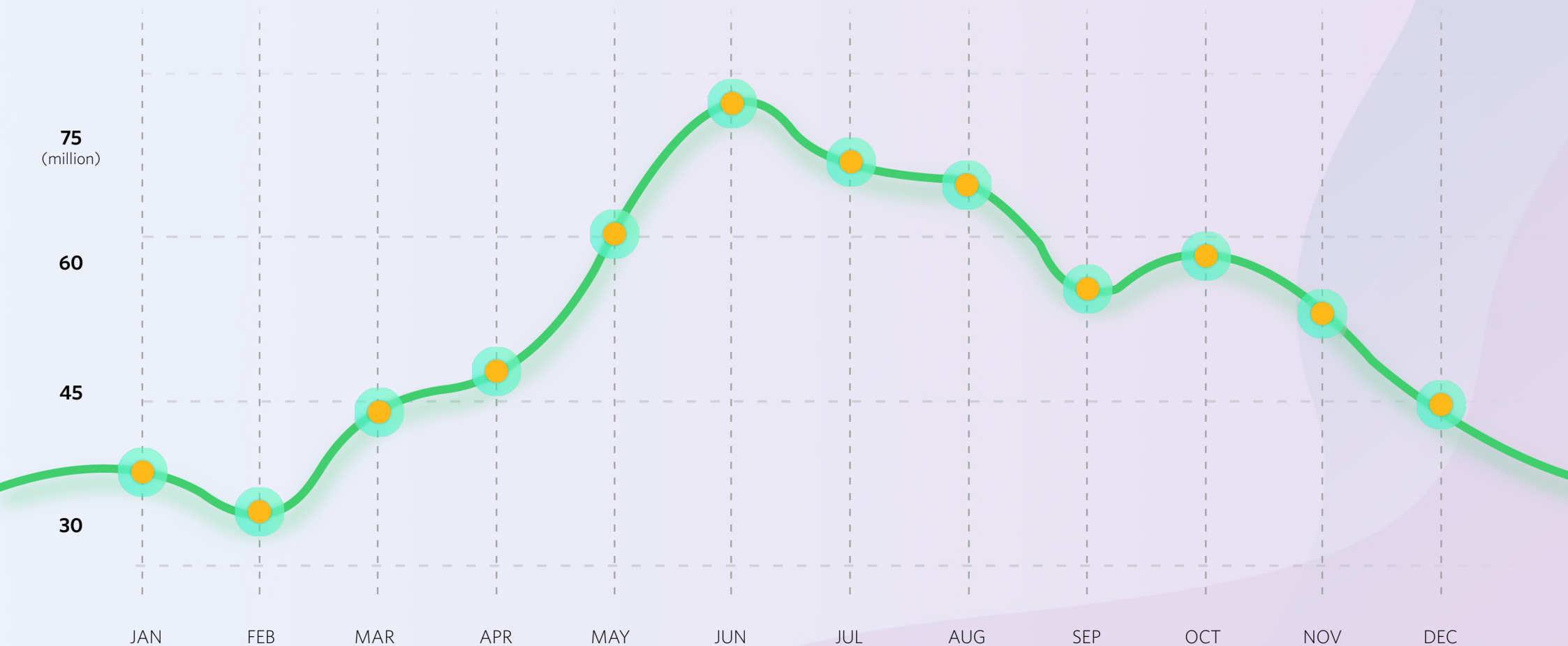
## MARKETER TAKEAWAYS

Online consumers in the fashion sector use their mobile to buy products to the tune of 79% compared to desktop. It's clear user-intent from fashion consumers that they trust and prefer mobile devices.

In the retail sector January was the standout month for online sales, which suggests that Black Friday didn't have as much of an impact.

In travel, online sessions peak in June and online sales peak in July. Marketers can focus on the first half of the month with their promotions. This is when the majority of customers are browsing with intent.
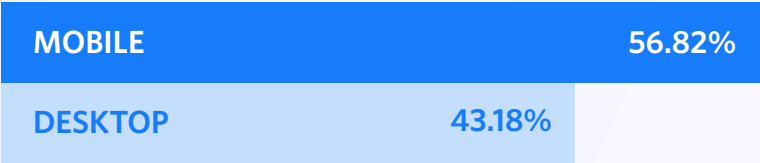
# Global Ecommerce

## ONLINE SALES BY DEVICE

The majority of online shoppers complete their purchases via mobile devices. Europe leads the three main ecommerce markets in mobile sales.
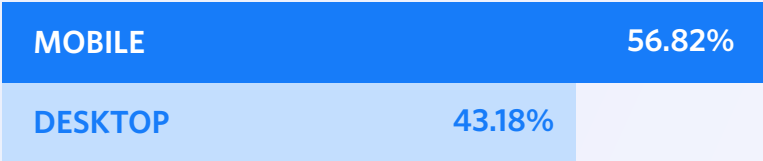
**Europe**

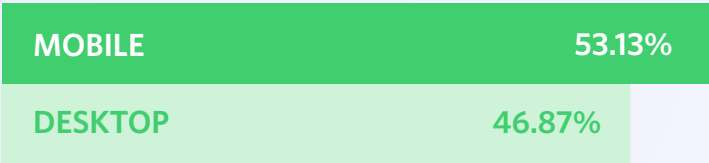| MOBILE | 56.82% |
| DESKTOP | 43.18% |

**North America**

| MOBILE | 54.53% |
| DESKTOP | 45.47% |

**Asia & Pacific**

| MOBILE | 53.13% |
| DESKTOP | 46.87% |

**Europe**

| MOBILE | 56.82% |
| DESKTOP | 43.18% |

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**Asia & Pacific**

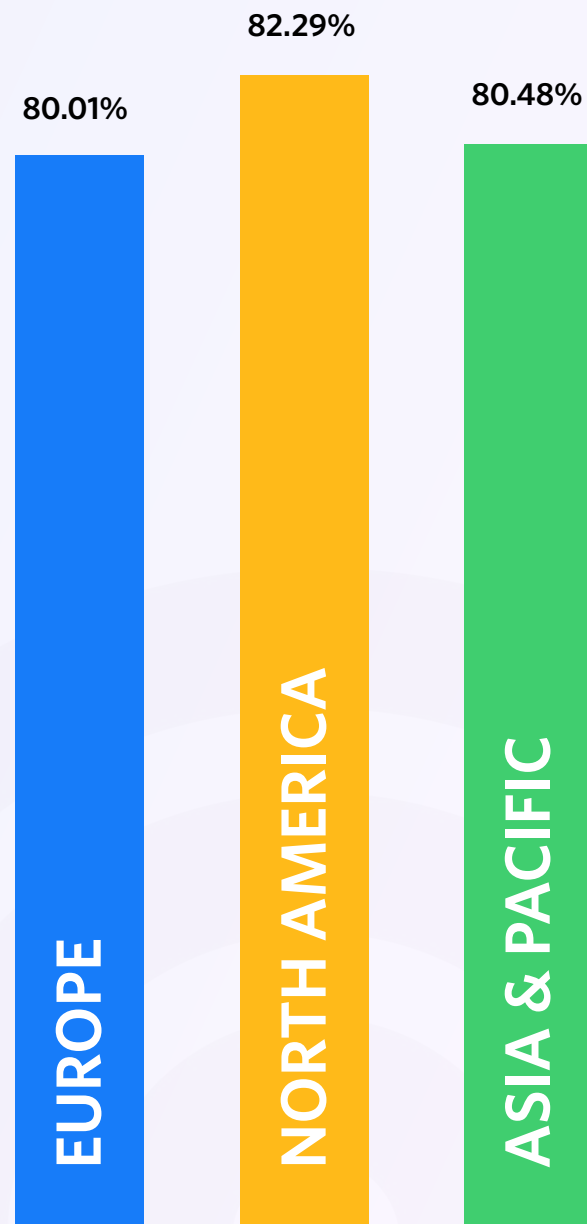| MOBILE | 53.13% |
| DESKTOP | 46.87% |

## ONLINE TRAFFIC BY DEVICE

Although SaleCycle data found Europe leads the mobile online sales percentage we can clearly see that Asia & Pacific have the highest online traffic from mobile.

## CART ABANDONMENT

North America has the highest cart abandonment rate. North America also relies more on desktop sales, which are usually linked to higher AOV products. This could potentially be a deciding factor here

**82.29%**

**80.01%**

**80.48%**

EUROPE

NORTH AMERICA

ASIA & PACIFIC

## MARKETER TAKEAWAYS

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## ABOUT SALECYCLE & FURTHER RESOURCES

Conversion Rate & Abandoned Cart Specialists.

Each day we track the behaviour behind more than three million online purchases and abandonments. We know why people buy. We optimise the ecommerce buying funnel with personalised and targeted emails to help you reconnect with shoppers after they have left your site.

SaleCycle's data-driven features help you to boost conversions, recover sales, drive loyalty, and understand your customers. We track millions of online conversions and user journeys for over 500 ecommerce clients.
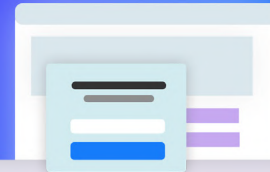
### RECOVER MORE SALES

Get a free demo with one of our experts

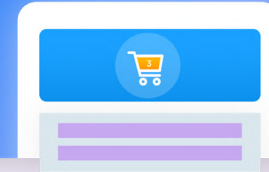Learn how over 500 brands within your space are recovering
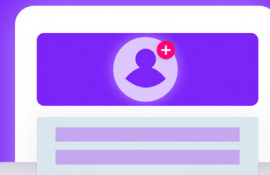
**Get Your Demo Now**

Our solutions include:

**Abandoned Sales Recovery**

**Conversion Rate Optimisation**

**Customer Loyalty**

**Customer Insights**

# Author - Brad Ward.

Brad Ward is the SEO & Content Manager at SaleCycle. Brad is a former magazine journalist with over 8 years experience in digital, including SEO, social media and copywriting. Brad has written thousands of articles for a range of different sectors including online gambling, travel, education, sports and ecommerce.

## USEFUL RESOURCES.

SaleCycle has a regular stream of up-to-date content on the blog. It's complete with data reports, whitepapers, guides and best practice tips to help shape your ecommerce strategy. We also offer a range of Case Studies, Ebooks and Lookbooks, which are filled with information.

https://www.salecycle.com/blog/          https://www.salecycle.com/solutions/          https://www.salecycle.com/resources/