2023 ECOMMERCE STATS & TRENDS REPORT

How & when online shoppers purchase products

Featuring stats from

VERSACE   **PANDORA**   **MSC CRUISES**

SaleCycle

+500 more of the world's leading brands

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About this report

Global ecommerce is set to be worth $6.913 trillion by the end of 2023 according to research by eMarketer and will continue its growth.

It's essential to stay up-to-date with evolving market trends and the latest ecommerce statistics. Since market research is very time consuming we have compiled a comprehensive 2023 Ecommerce Stats & Trends report covering the overall global market and 29 different sectors.

SaleCycle's 2023 Ecommerce Stats & Trends Report harnesses internal data, which has been analysed using:

- over 6 billion user-journeys tracked
- over 5 million online conversions witnessed
- over 480 million abandoned baskets
- over 120 million cart abandonment emails sent

In this report, we'll draw a spotlight on interesting ecommerce stats and trends, online shopper statistics, mobile commerce, cart abandonment rates, email marketing, average order values all by industry and sector with expert tips, as well as macro and micro ecommerce trends.

Executive Summary

In 2023, ecommerce will continue to grow and evolve, with a significant increase in mobile ecommerce. Consumers have become more comfortable making purchases on their smartphones and tablets, leading to a shift in online buying behaviour.

Even if consumers don't make the final purchase through their mobile devices, brands should try to provide a seamless experience given that 75% of consumers used mobile to browse last year.

As a result, many businesses have optimised their websites for mobile devices and have implemented features such as one-click checkout and payment options.

Additionally, with more people staying at home due to the ongoing pandemic and the rise in remote working, online traffic has surged and at different times throughout the day than previously.

As a result, competition among ecommerce businesses has become more intense, leading to a focus on customer experience and personalised marketing strategies.

Email Marketing

- Total Email Sent: 120,061,371
- Avg Open Rate: 50.02%
- Avg Click Rate: 18.72%
- Avg Conversion Rate: 27.45%

Cart Abandonment

- Avg Abandonment Rate: 79.53%
- Mobile: 83.22%
- Desktop: 71.81%

Total Online Sales

- Mobile: 55.25%
- Desktop: 44.75%

Total Online Sessions

- Mobile: 75%
- Desktop: 25%

Total Average Order Value

- Retail: £375.28
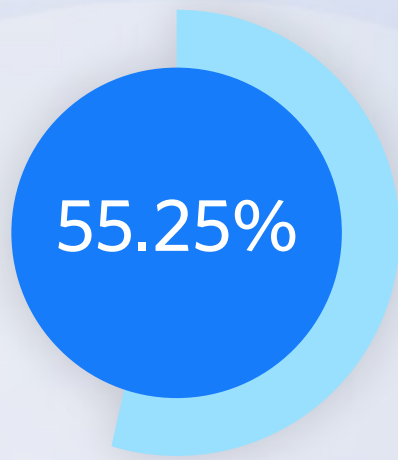- Fashion: £368.46
- Travel: £529.02

GLOBAL ONLINE SALES TRENDS
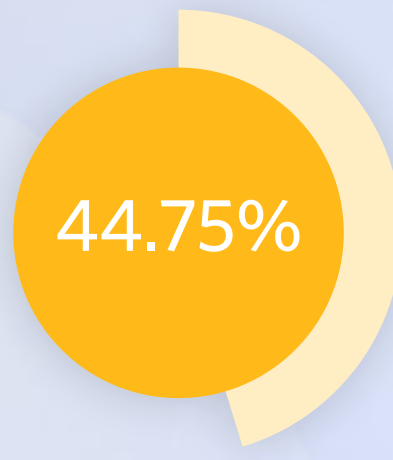
SaleCycle Client Data 2022

Online Sales by Device

Mobile accounts for 55% of all online sales, which shows that mobile commerce is gaining traction across the globe. The online fashion industry is a key driver of this trend (as shown on)

55.25%

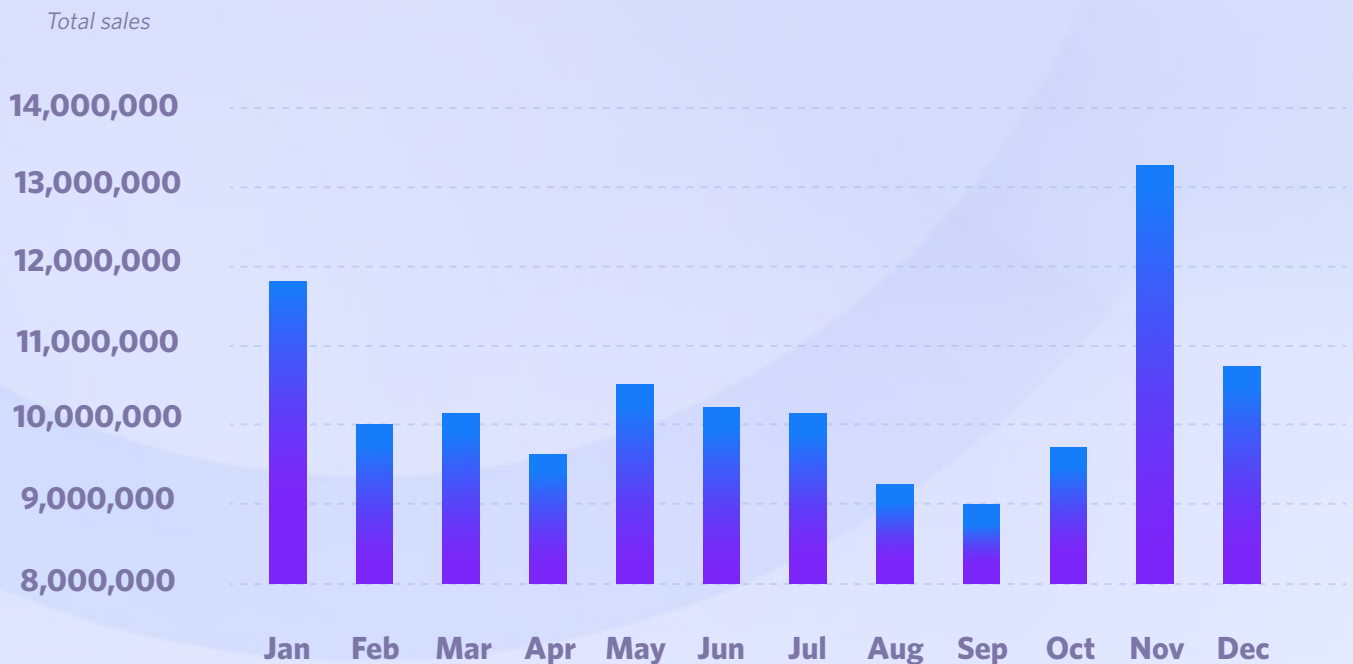### Mobile

Total Sales: 68,373,991

44.75%

Desktop

Total Sales: 55,381,192

Online Sales by Month
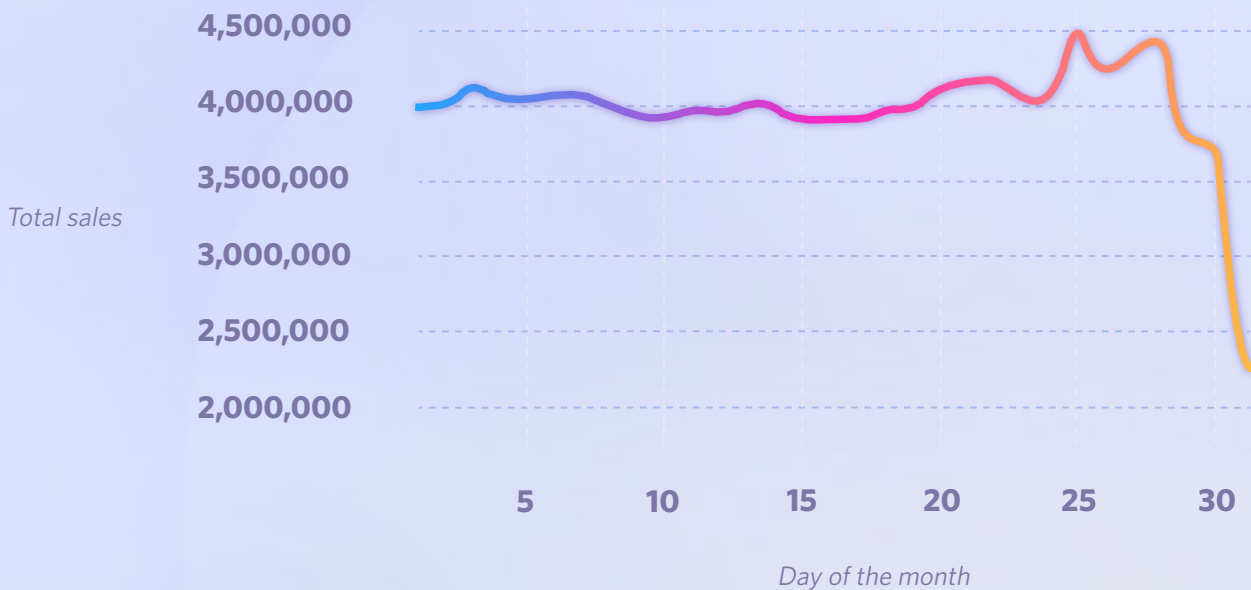
November is the clear standout of the year. Online sales events like Black Friday and Cyber Monday have had a major impact.

Total sales

14,000,000	
13,000,000	
12,000,000	
11,000,000	
10,000,000	
9,000,000	
8,000,000	

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Online Sales by Hour

10:00 is the peak hour for online buying, slightly earlier than the last 2 years. Interestingly, online buying has increased throughout the middle of the day (traditional working hours) and slightly decreased in the evening.
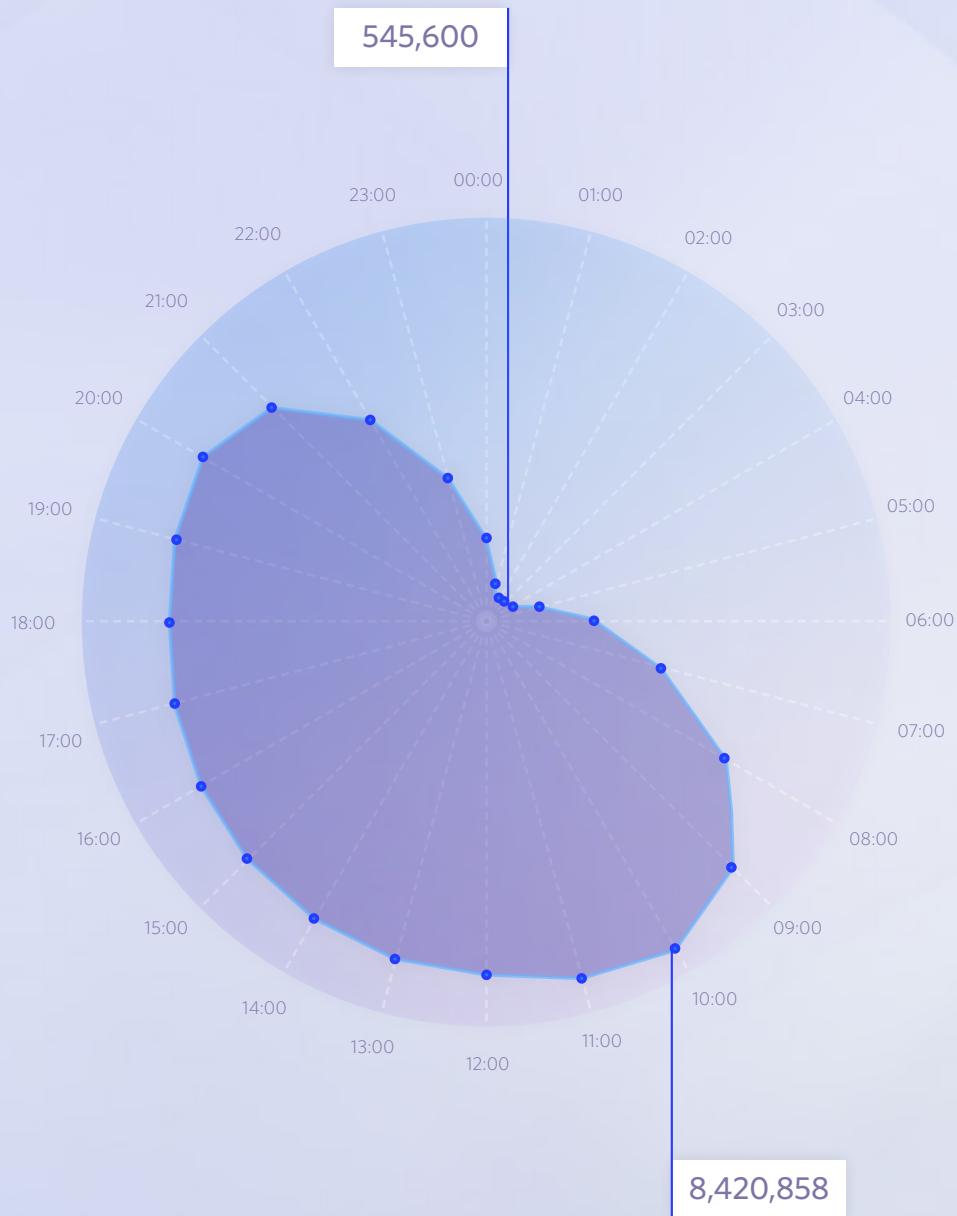
Online Sales by Region & Device

Mobile leads online sales in all regions. The penetration of mobile in emerging ecommerce countries such as the Middle East have had a big impact on consumer behaviour.

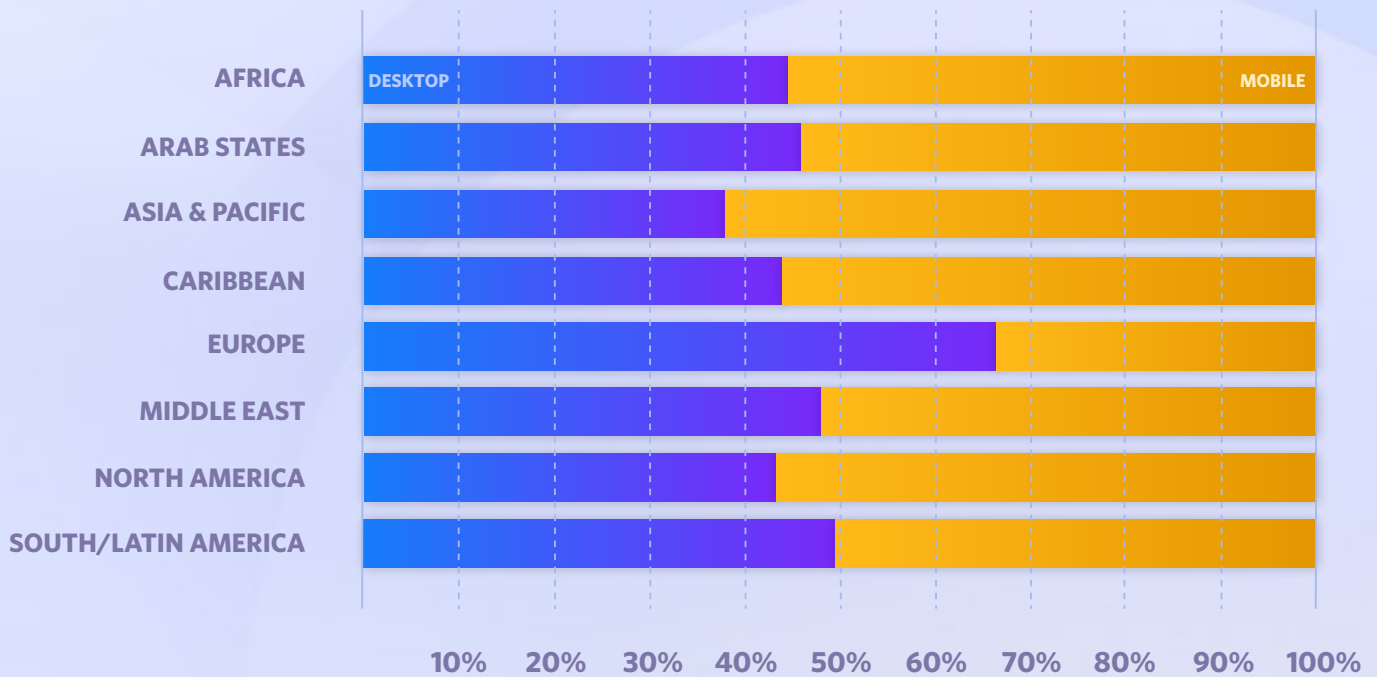| Region	
AFRICA	DESKTOP / MOBILE
ARAB STATES	
ASIA & PACIFIC	
CARIBBEAN	
EUROPE	
MIDDLE EAST	
NORTH AMERICA	
SOUTH/LATIN AMERICA	

10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Optimisation Tips

- Heavily promoted product launches should occur late in the month

- Promotional advertising should be adjusted at different times of the month

- Daily buying habits are changing, ensure marketing campaigns and launches are pushed throughout the day

Helpful Solution: Recover Online Sales

On average, 79.53% of shoppers leave without buying the items in their shopping basket. SaleCycle helps you to persuade visitors to complete their purchase before they leave your site, or to provide an easy route back to purchase once they have left.

Recover More Sales

ONLINE TRAFFIC INSIGHTS

SaleCycle Client Data 2022

Online Traffic by Device

Mobile ecommerce continues to grow year on year. Mobile now accounts for 75% of online users, that's 4% increase on last year.

Mobile commerce is set to grow even more and become a major disruptor in the coming years. For example, social media sites such as Facebook, Twitter, and Pinterest have all introduced "buy buttons" that let shoppers make purchases without having to leave the platform. And many retailers have introduced one-click checkout to their sites.

As app usage continues to grow it is set to boost online sales growth. This is even more noticeable as millennials and Gen Z consumers hold huge spending power.

Mobile: 75%

Desktop: 25%
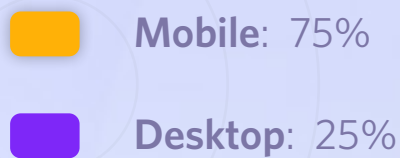
Online Traffic by Month

January saw the largest volume of online traffic throughout the year with November a close second. November to January took the lion's share of online users.

Total sessions (millions)

650	
600	
550	
500	
450	

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
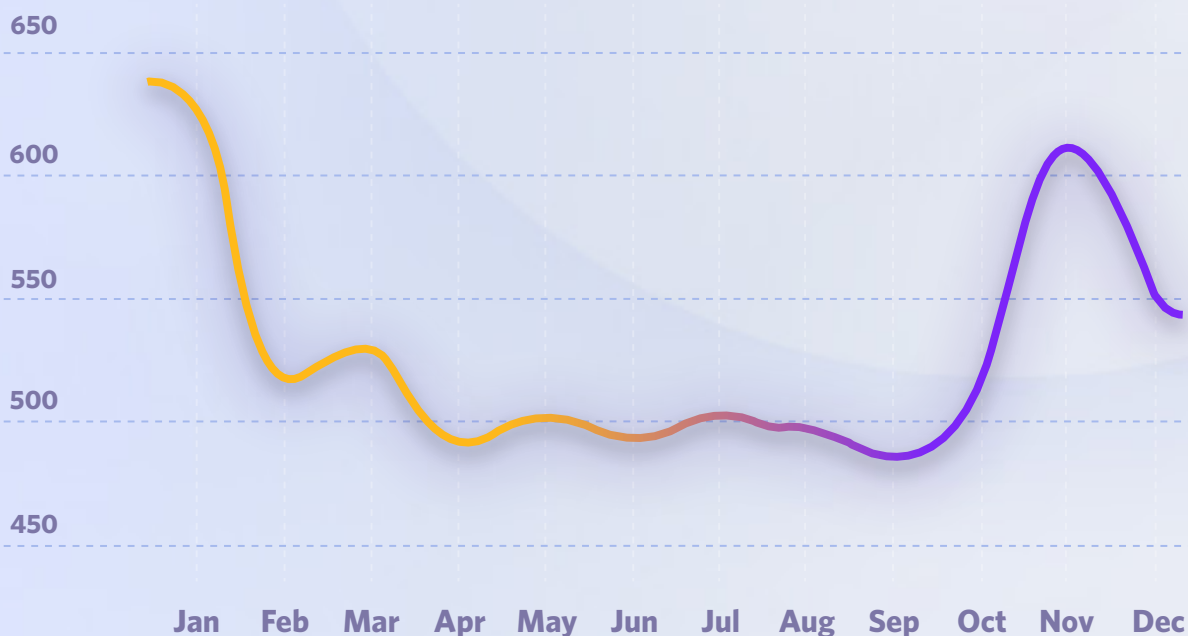
Online Traffic by Day of Month

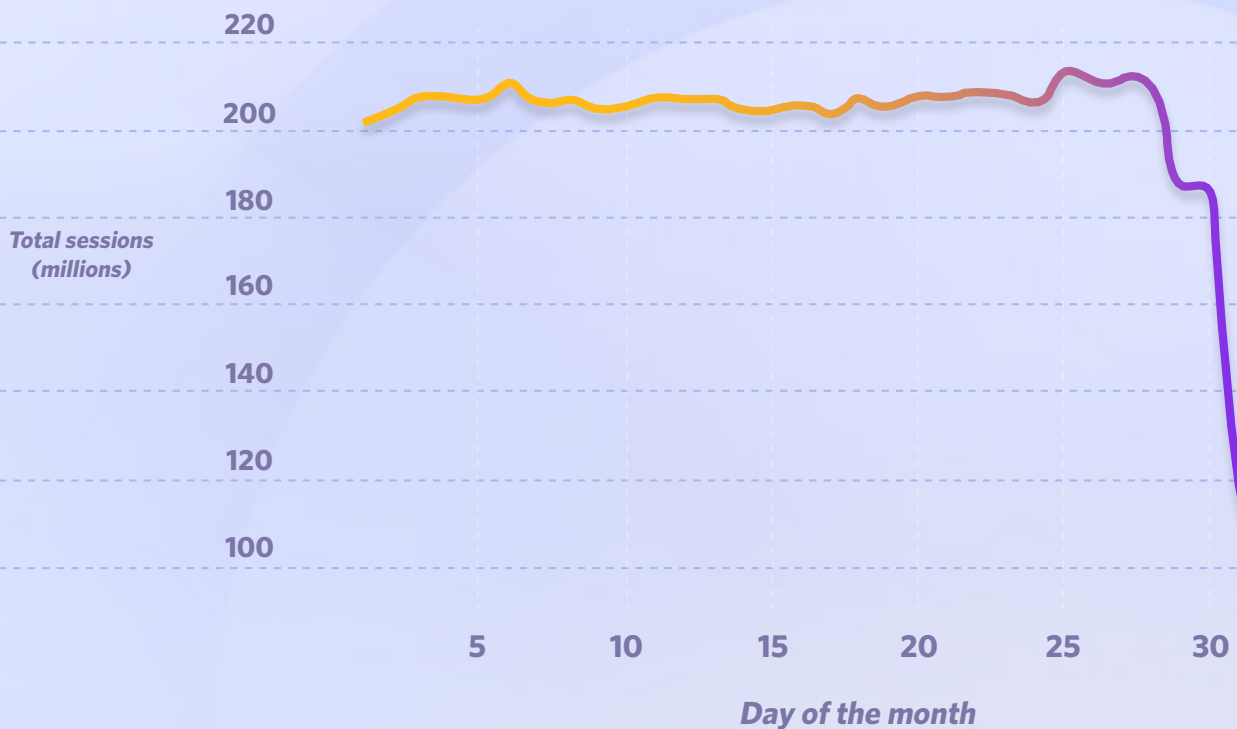The 25th of the month averages the highest volume of traffic. We can assume that the majority of paydays happened on this day therefore boosting browsing behaviour.

Total sessions (millions)

Day of the month

Online Traffic by Day of Week

Monday has the highest volume of online traffic, which is no surprise given that Monday is also the best day for online sales.

Interestingly, Monday-Wednesday has much higher traffic than the rest of the week. Perhaps the rise in mobile commerce is changing online buying habits as digital products become much more accessible from anywhere in the world and at any time of the day.

Total sessions (millions)
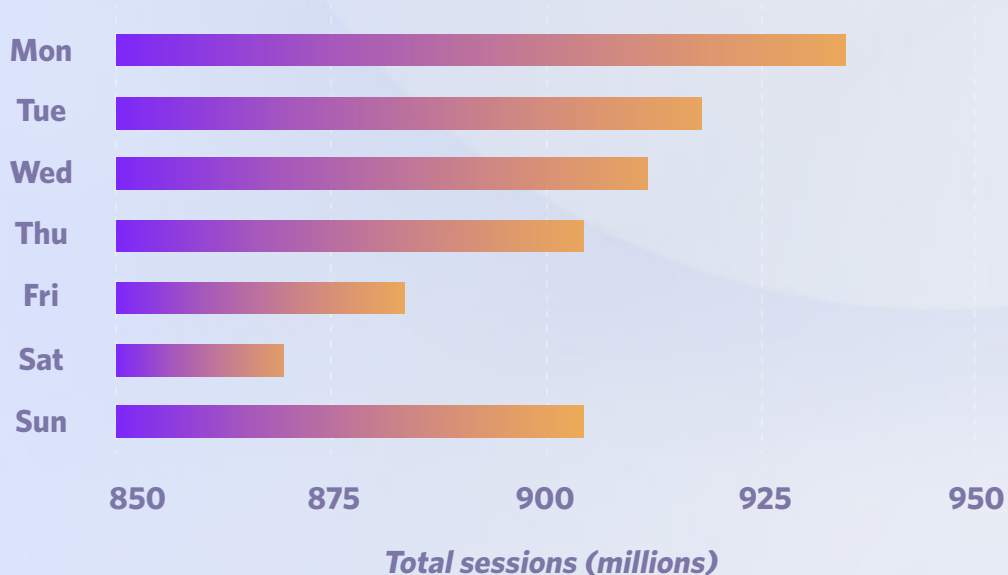
Online Traffic by Hour

Although online sales peaks at 10:00, online traffic peaks at 21:00. We know that the buyer journey differs depending on the sector.

Our data suggests browsers and online sales peak one hour earlier than last year.

381,197,733

52,263,492
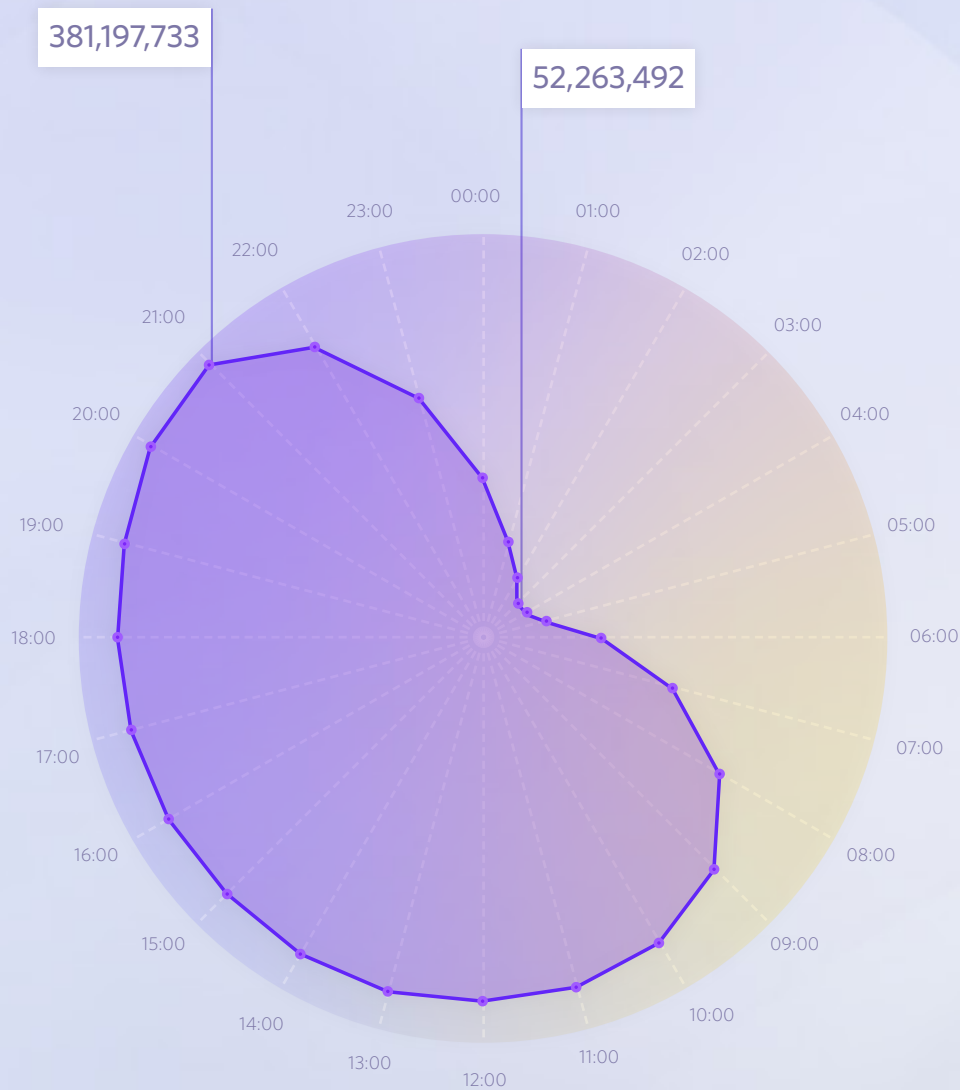
Online Traffic by Region & Device

Desktop browsing performs slightly better in more mature ecommerce markets such as North America and Europe.

However in more emerging markets such as the Middle East and South/Latin America we notice consumers browse heavily on mobile. A possible reason for this is that these countries skipped a technology era of desktop and went straight to mobile and tablet.

Global ecommerce brands must have their mobile user-journey mapped and optimised if they are to crack these emerging markets.
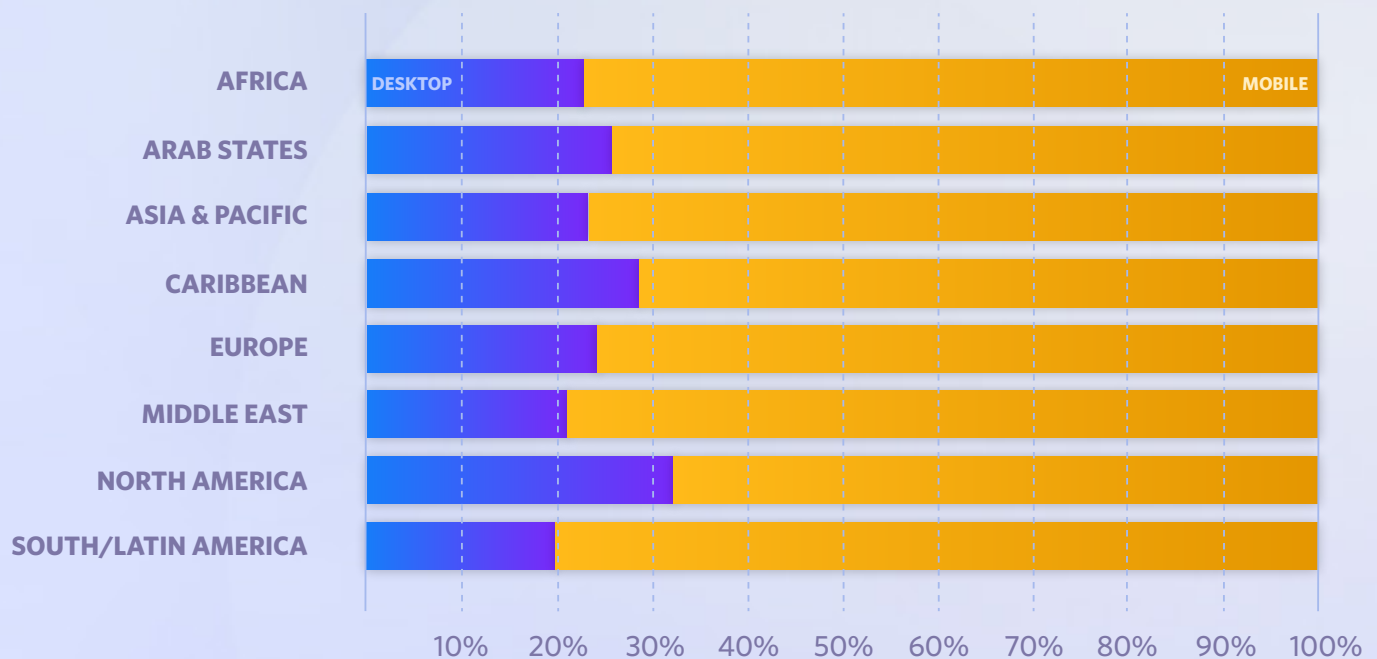
Optimisation Tips

- Add one-click checkouts to social media pages to boost conversions

- Focus on your mobile checkout pages and mobile user experience

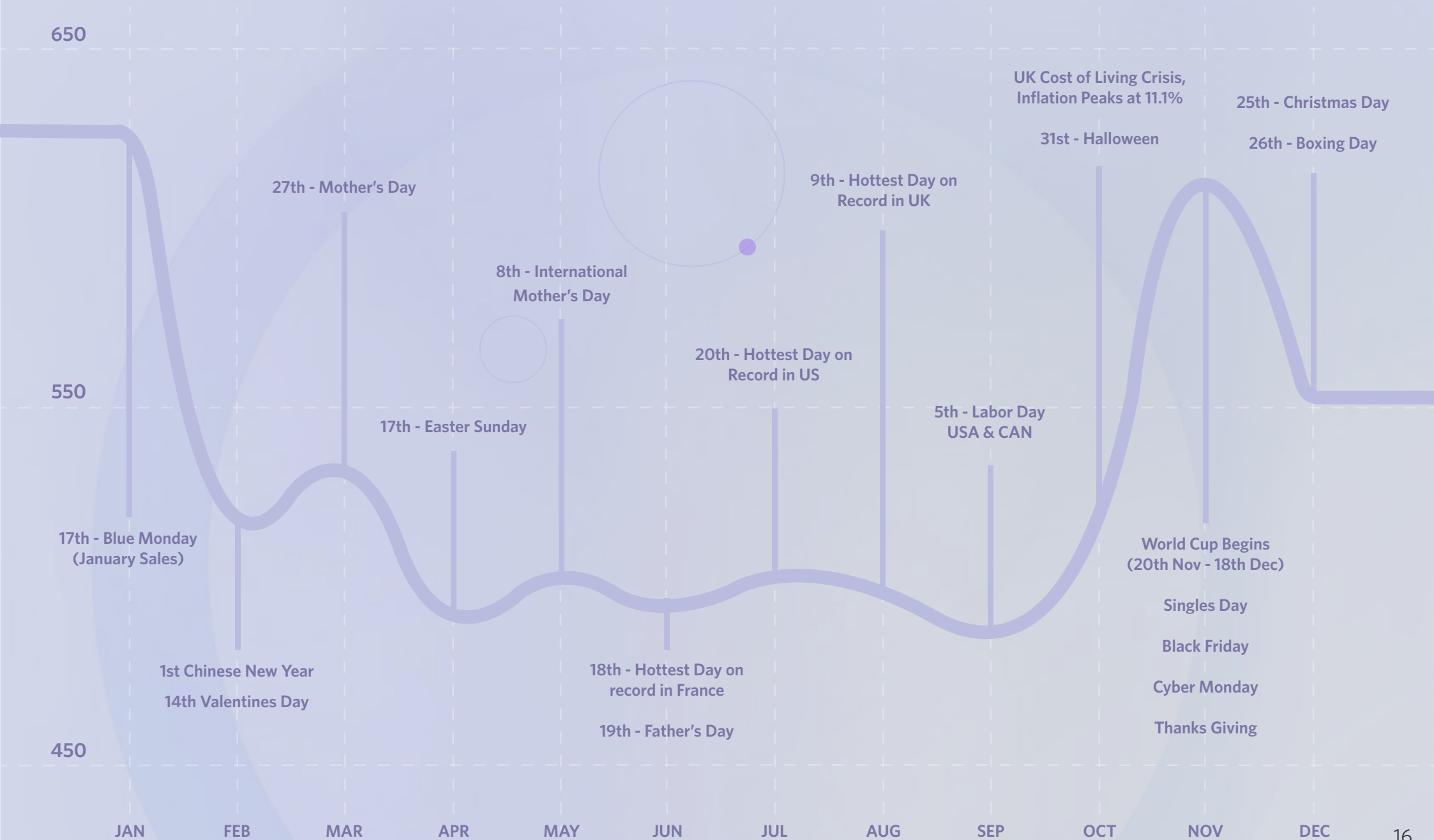- Adjust marketing campaigns and advertising to where the majority of digital traffic is

Helpful Solution: Conversion Rate Optimisation

Using customer data, we help you create a personalised and more persuasive customer journey that makes it easier for people to make a purchase.

Increase Conversion Rate

ONLINE TRAFFIC TIMELINE

Sessions
(million)

650

550

450

27th - Mother's Day

8th - International
Mother's Day

9th - Hottest Day on
Record in UK

UK Cost of Living Crisis,
Inflation Peaks at 11.1%

31st - Halloween

25th - Christmas Day

26th - Boxing Day

20th - Hottest Day on
Record in US

17th - Easter Sunday

5th - Labor Day
USA & CAN

17th - Blue Monday
(January Sales)

World Cup Begins
(20th Nov - 18th Dec)

Singles Day

Black Friday

Cyber Monday

Thanks Giving

1st Chinese New Year

14th Valentines Day

18th - Hottest Day on
record in France

19th - Father's Day

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

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EMAIL MARKETING

SaleCycle Client Data 2022

Global

- **Total Emails Sent: 120,061,371**
- **Avg Open Rate: 50.02%**
- **Avg Click Rate: 18.72%**
- **Avg Conversion Rate: 27.45%**

Retail

- **Avg Open Rate: 49.42%**
- **Avg Click Rate: 16.76%**
- **Avg Email Conversion Rate: 32.18%**

Travel

- **Avg Open Rate: 58.25%**
- **Avg Click Rate: 18.86%**
- **Avg Conversion Rate: 25.26%**

Fashion

- **Avg Open Rate: 47.35%**
- **Avg Click Rate: 19.89%**
- **Avg Conversion Rate: 25.46%**

Optimisation Tips

- Add an extra email cycle. Sending messages 1 hour, 24 hours, and 72 hours after an abandonment can improve campaign performance by up to 30%

- A/B test your email campaigns including images, subject lines and send times to find the best performing version

- Personalise your emails. For example, email content including offer details and imagery can change based on customer purchase and browse history

Helpful Solution: Post-Purchase Emails

After purchase, the journey doesn't end there. It costs five times more to acquire a new customer than to keep an existing one. Use up-selling and cross-selling to encourage your existing customers to keep on buying.
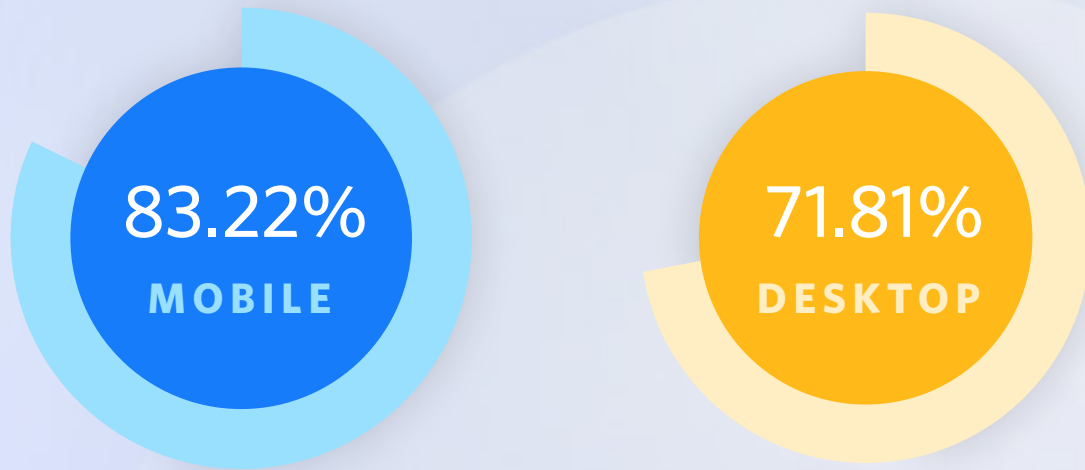
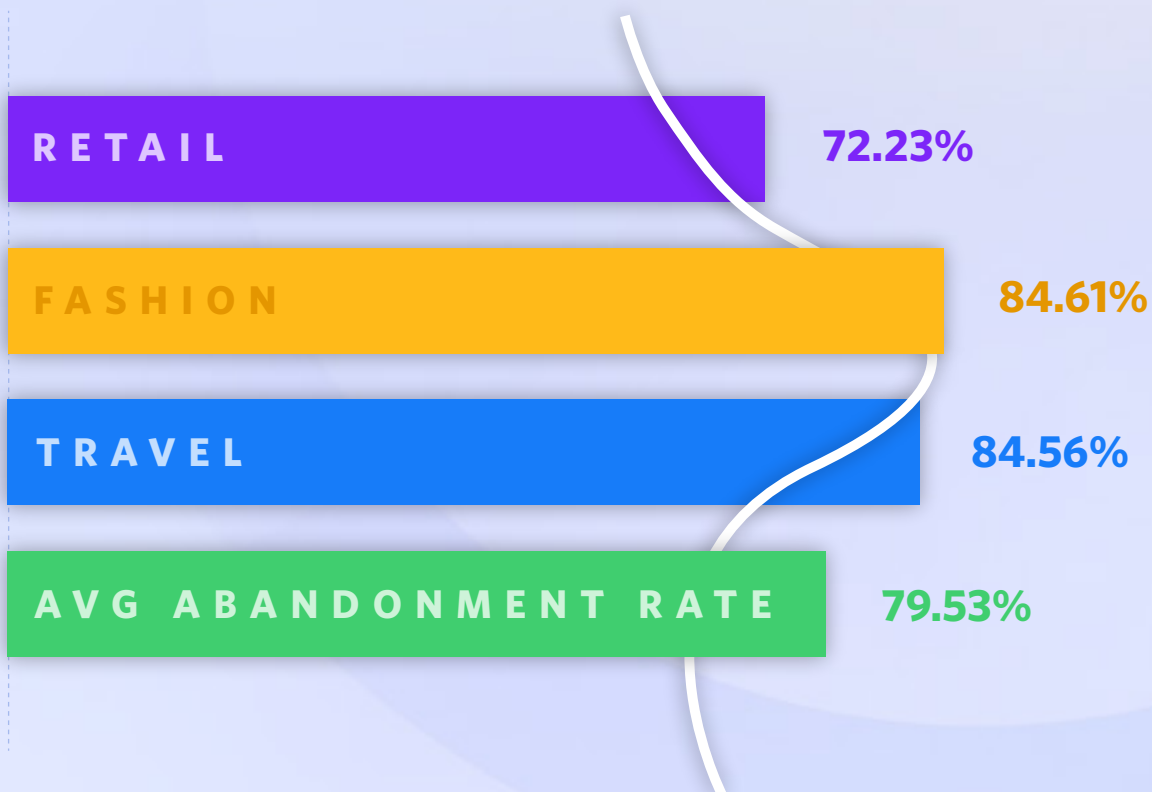**Post-Purchase Emails**

CART ABANDONMENT

SaleCycle Client Data 2022

Cart Abandonment by Device

Cart abandonment rate on mobile hasn't changed since last year, but desktop abandonment rates have decreased by around 4%.

83.22%
MOBILE

71.81%
DESKTOP

Cart Abandonment by Category

RETAIL   **72.23%**

FASHION   **84.61%**

TRAVEL   **84.56%**

AVG ABANDONMENT RATE   **79.53%**
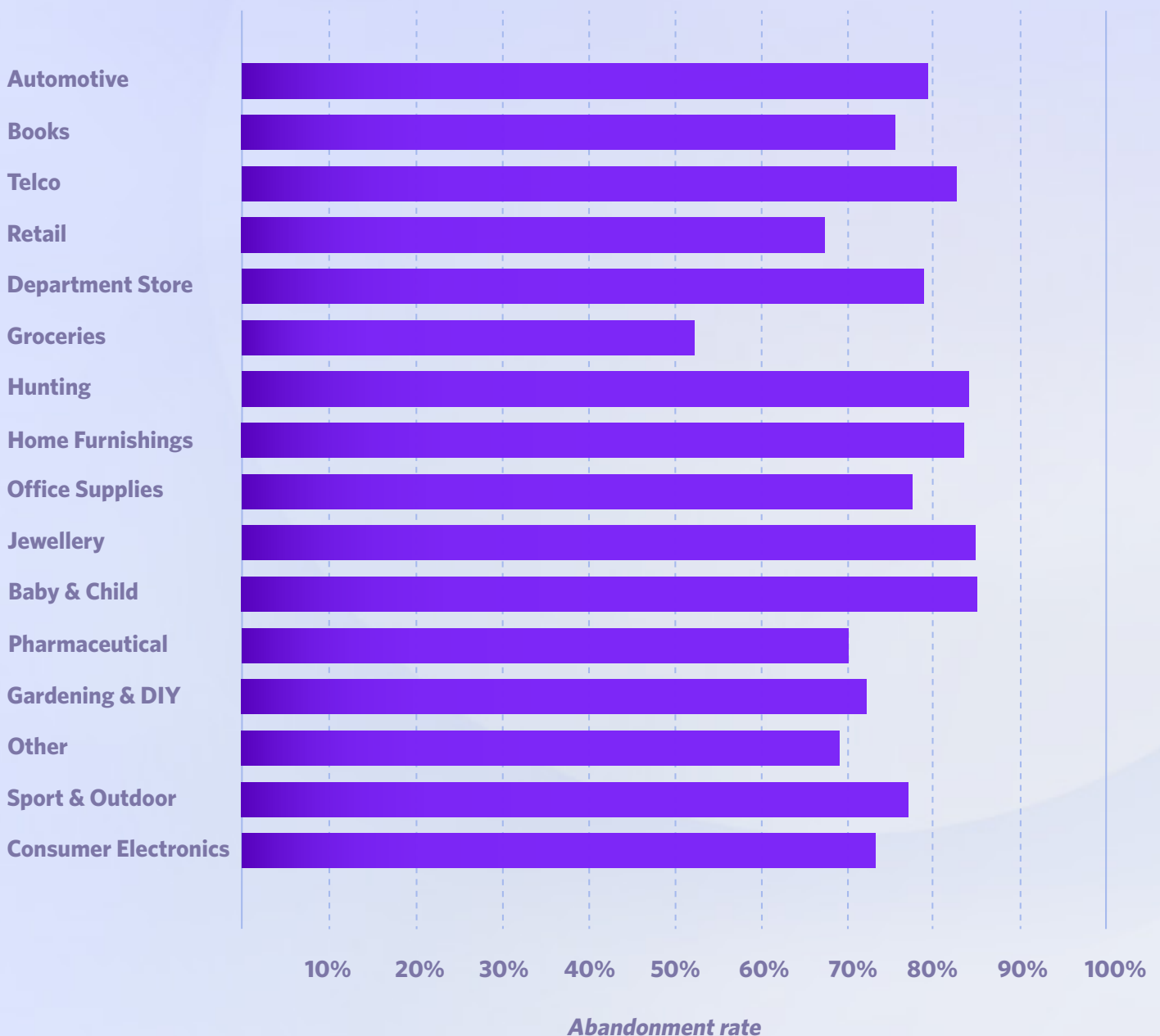
Cart Abandonment by Industry & Sector

Consumer behaviour changes thanks to many different factors including AOV, payment methods, device, product and so on.

It's important for each sector to understand their customers so that their advertisements are more effective.

Retail Sector

Subscription or repeat purchase-based sectors such as groceries and pharmaceuticals is on the lower end of cart abandonment.

Gardening & DIY and consumer electronics also show lower end cart abandonment rate within the sector. Both sectors above can be linked to an increase in interest.

Sector	Abandonment rate
Automotive	79%
Books	75%
Telco	82%
Retail	67%
Department Store	78%
Groceries	52%
Hunting	84%
Home Furnishings	83%
Office Supplies	77%
Jewellery	85%
Baby & Child	85%
Pharmaceutical	70%
Gardening & DIY	72%
Other	69%
Sport & Outdoor	77%
Consumer Electronics	73%

Abandonment rate

21

Fashion Sector

The overall cart abandonment rate in the fashion sector has slightly dropped compared to last year.

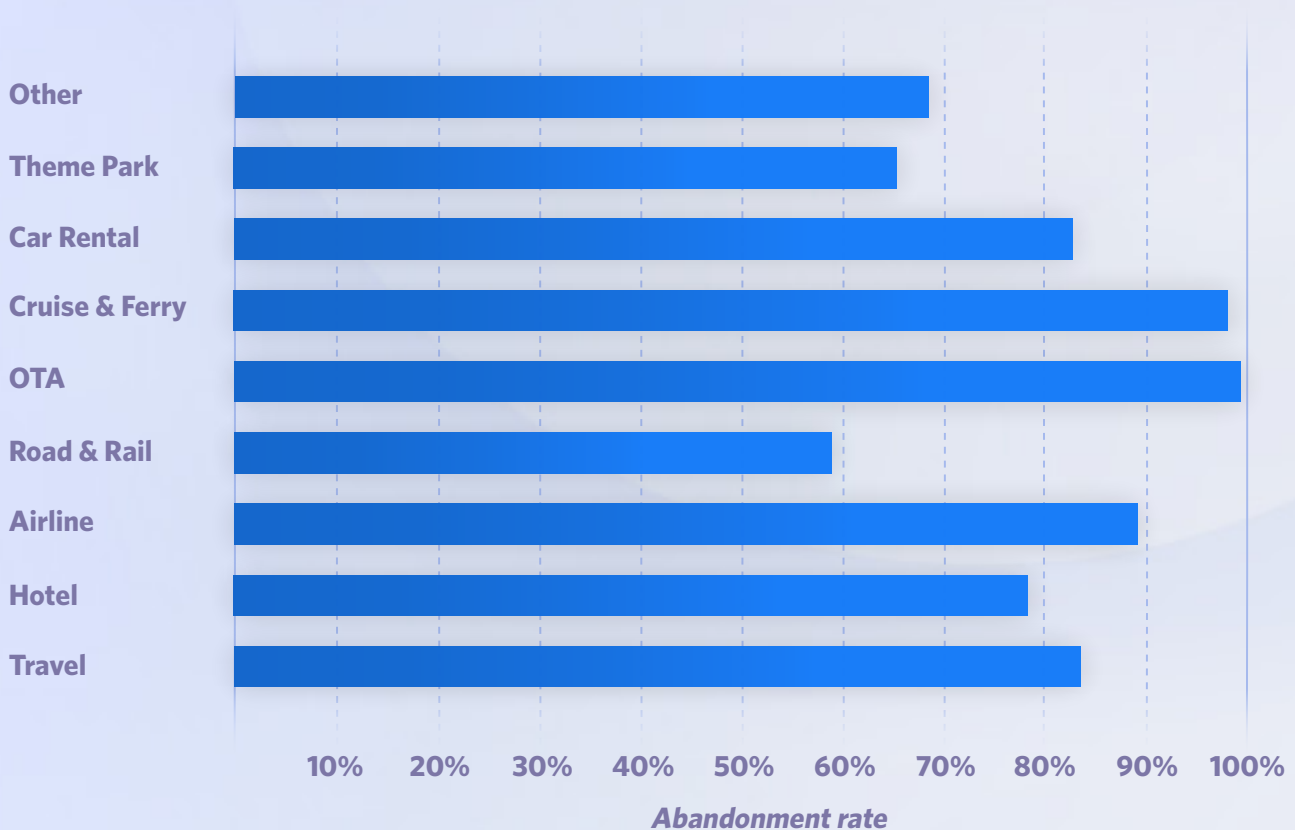Consumer fashion, once again shows the lowest cart abandonment rate within fashion.
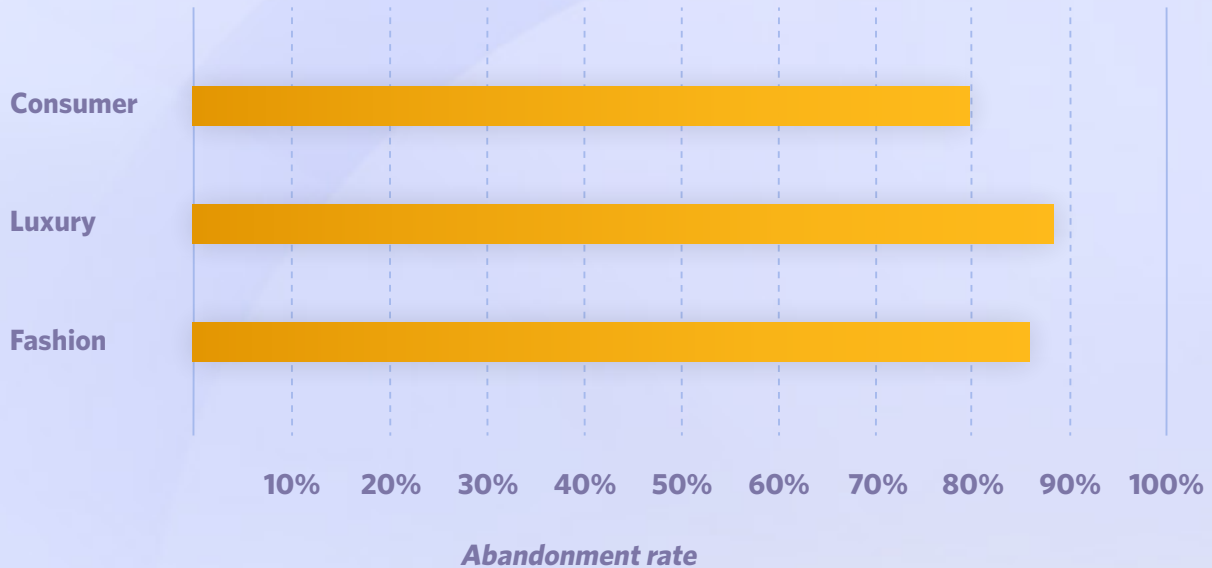
Abandonment rate

Travel Sector

The overall cart abandonment rate in the travel sector has dropped by 2% YoY. As consumers begin to trust the travel industry more abandoners are decreasing.

For example, Airline and Road & Rail have shown strength in their abandonment rates YoY.

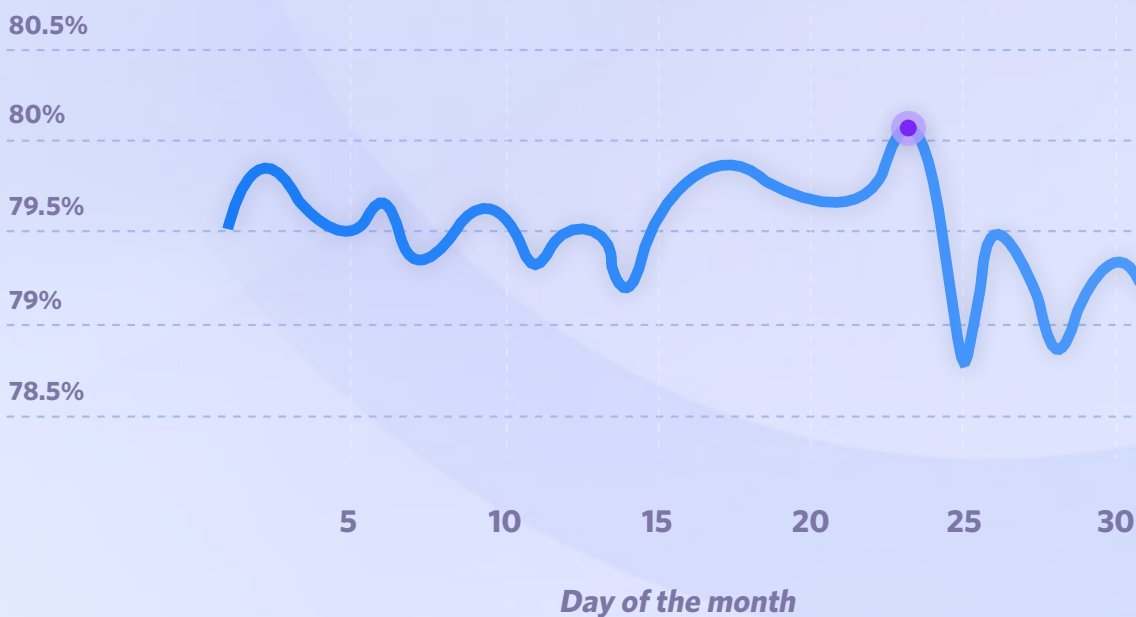*Abandonment rate*

Cart Abandonment by Month

November posted some of the highest online traffic levels of the year. November also had the lowest abandonment rate of the year.

What does this mean? It means that consumers are much more likely to purchase in November. Consumers show much higher intent to buy and are more confident about the products they add to cart.

82.5%	
81.5%	
80.5%	
79.5%	
78.5%	
77.5%	
76.5%	

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
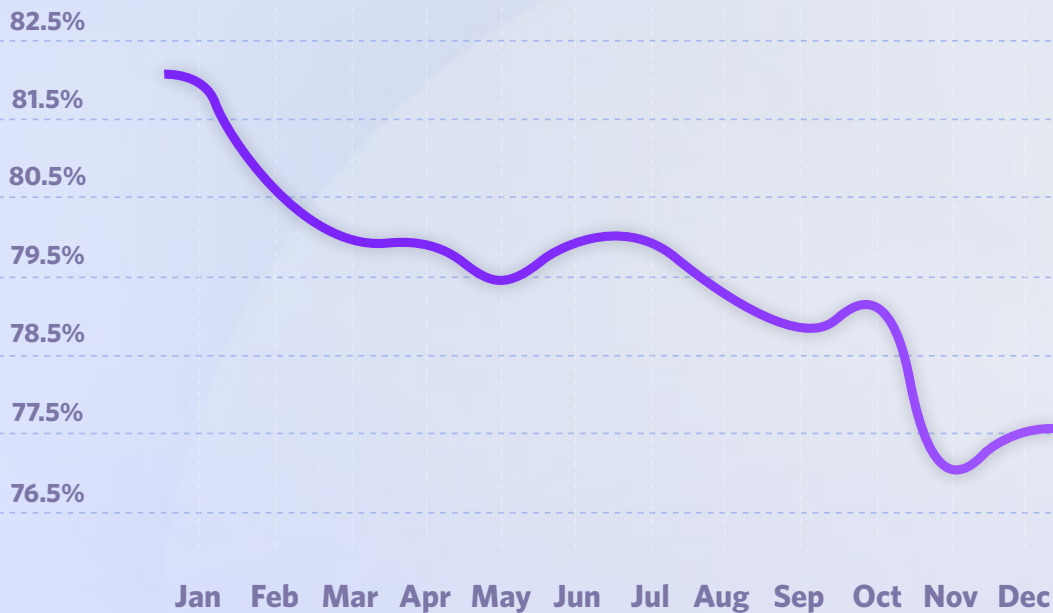
Cart Abandonment by Day of Month

As expected, the 25th of the month has the lowest cart abandonment rate. The 23rd of the month has the highest cart abandonment rate, which makes sense given it's 5 working days before payday.

80.5%	
80%	
79.5%	
79%	
78.5%	

5   10   15   20   25   30

Day of the month

23

Cart Abandonment by Day of Week

The highest cart abandonment rate is on Sunday with the lowest abandonment rate on Monday.

Online shoppers tend to browse on a Sunday and then convert on a Monday. This is important to note because, turning more browsers into buyers or converting more carts into purchases has a direct impact on your business revenue.

Understanding this buying behaviour pattern allows brands to improve their marketing material, send times and cart abandonment email plans.

| Day	Abandonment Rate
Mon	
Tue	
Wed	
Thu	
Fri	
Sat	
Sun	

78.5%   79%   79.5%   80%   80.5%
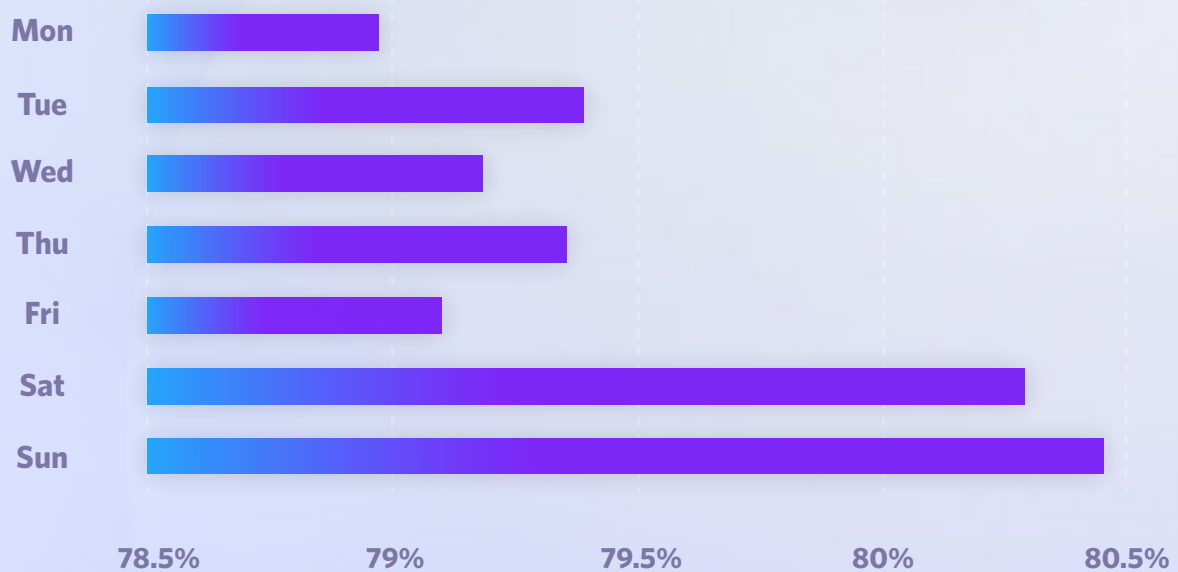
Cart Abandonment by Region

Asia & Pacific has a much lower cart abandonment rate than the other top markets.

Perhaps a reason for this is that North America and Europe are subject to higher shipping costs than Asia & Pacific. Furthermore, global returns are much more complicated.

We also know that Asia & Pacific have a higher mobile device usage, suggesting that mobile devices are slightly more trusted and used to complete the sale.

	76%	77%	78%	79%	80%
Europe					
Asia & Pacific					
North America					
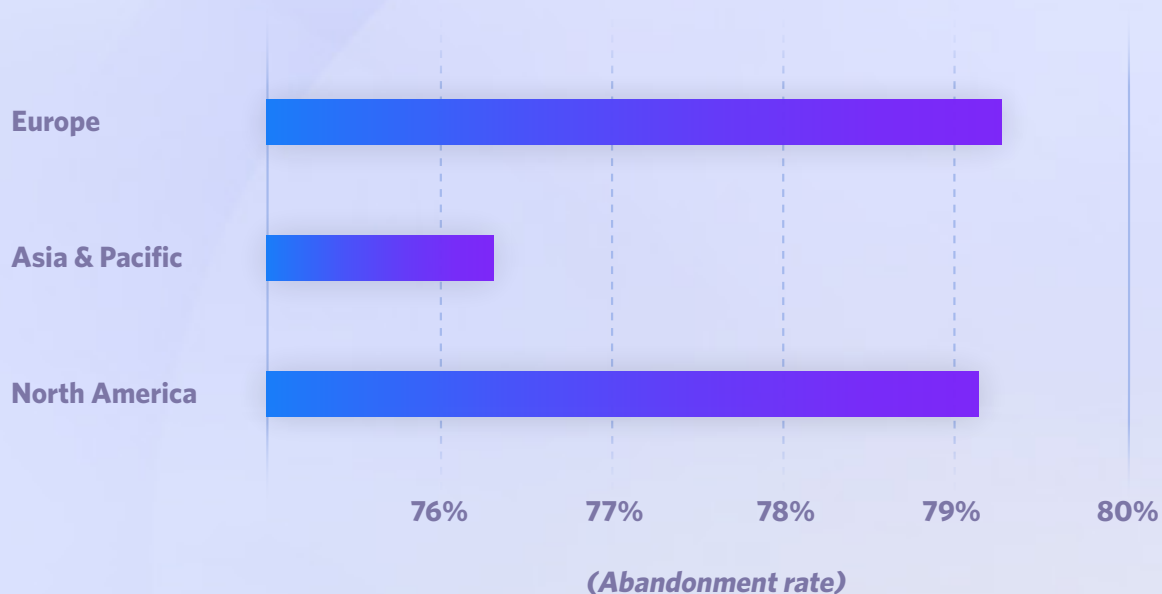
(Abandonment rate)

Optimisation Tips

- In cart abandonment emails show the products they were thinking about buying, and be sure to include the key information they need, such as price and details like size or delivery cost

- Discounting too much and too often can affect profit margins, and could 'train' shoppers to abandon in the expectation of discounts

- A high-performing email should be relevant to recipients and the use of segmentation and personalization can help to achieve this

Helpful Solution: Cart Abandonment Emails

Cart abandonment is a fact of life for online retailers, in fact on average, 84% of shoppers leave without buying the items in their shopping cart. SaleCycle can help your brand reconnect with visitors who have abandoned their purchase via email or SMS campaigns.

Cart Abandonment Emails

ECOMMERCE BY INDUSTRY

Exploring three main ecommerce markets and trends:

- Retail
- Travel
- Fashion

RETAIL

SaleCycle Client Data 2022

Mobile vs Desktop Trends

Users change their device multiple times throughout the day. For example, online shopping, browsing social media and searching on Google News can result in device switching. This means optimising both digital experiences is more nuanced than we might think.
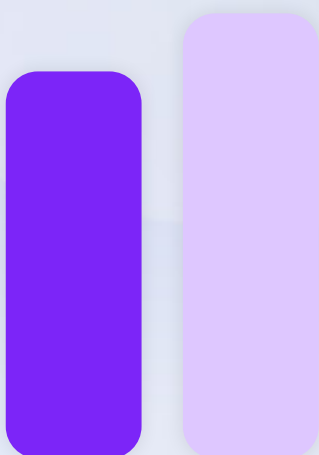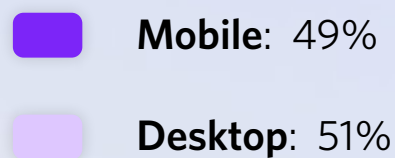
Above all, being aware of the differences between your mobile and desktop audience can help you discover new strategies and improve old ones.
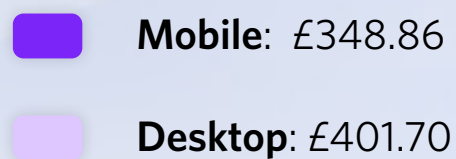
TRAFFIC

Mobile: 74.79%

Desktop: 25.21%

SALES

Mobile: 49%

Desktop: 51%
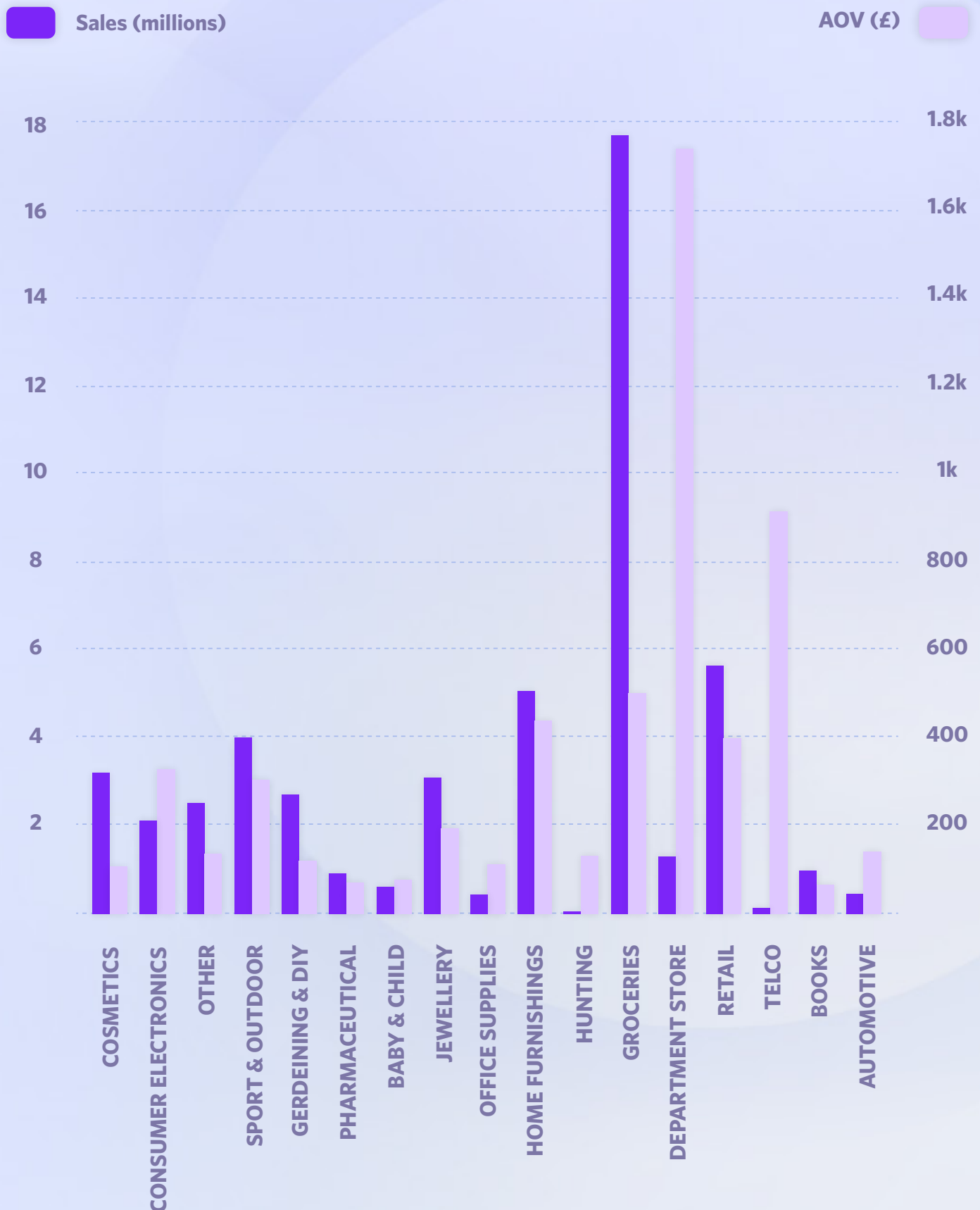
AOV

Mobile: £348.86

Desktop: £401.70
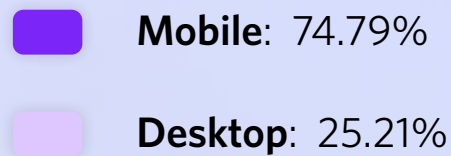
Online Sales & AOV Trends by Sector

Sports & Outdoor and Home Furnishings are two sectors that have both recovered very well since the pandemic. These sectors have solid online sales volumes with high value items.

Groceries lead the pack.

Sales (millions)　　　　　　　　　　　　**AOV (£)**

Axis (left)		Axis (right)
18		1.8k
16		1.6k
14		1.4k
12		1.2k
10		1k
8		800
6		600
4		400
2		200

Categories: COSMETICS, CONSUMER ELECTRONICS, OTHER, SPORT & OUTDOOR, GERDEINING & DIY, PHARMACEUTICAL, BABY & CHILD, JEWELLERY, OFFICE SUPPLIES, HOME FURNISHINGS, HUNTING, GROCERIES, DEPARTMENT STORE, RETAIL, TELCO, BOOKS, AUTOMOTIVE

Online Sales Trends by Month

November takes over January as the peak for online sales in just 12 months. We understand that Black Friday had a huge impact on overall statistics.

The first half of the year (January - May) posted a very strong online sales performance compared to the summer months.

Online Sales

11%
10%
9%
8%
7%
6%

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
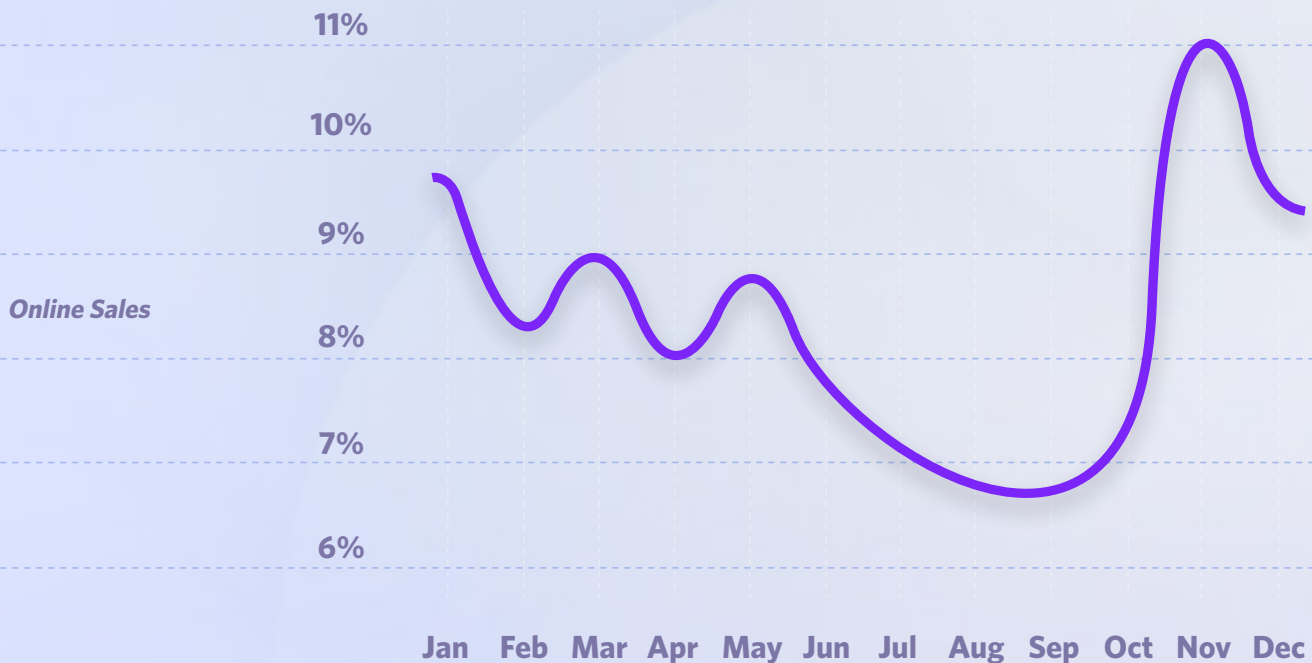
Online Sales Trends by Day of Month

The 25th of the month in retail was the highest for online sales. Perhaps we can attribute this to the grocery sector given payday impact.

However, like with the overall ecommerce market, the 25th - 28th does show considerable online sales strength.

Online Sales

4%
3.5%
3%
2.5%
2%
1.5%

5   10   15   20   25   30

(Day of the month)

30
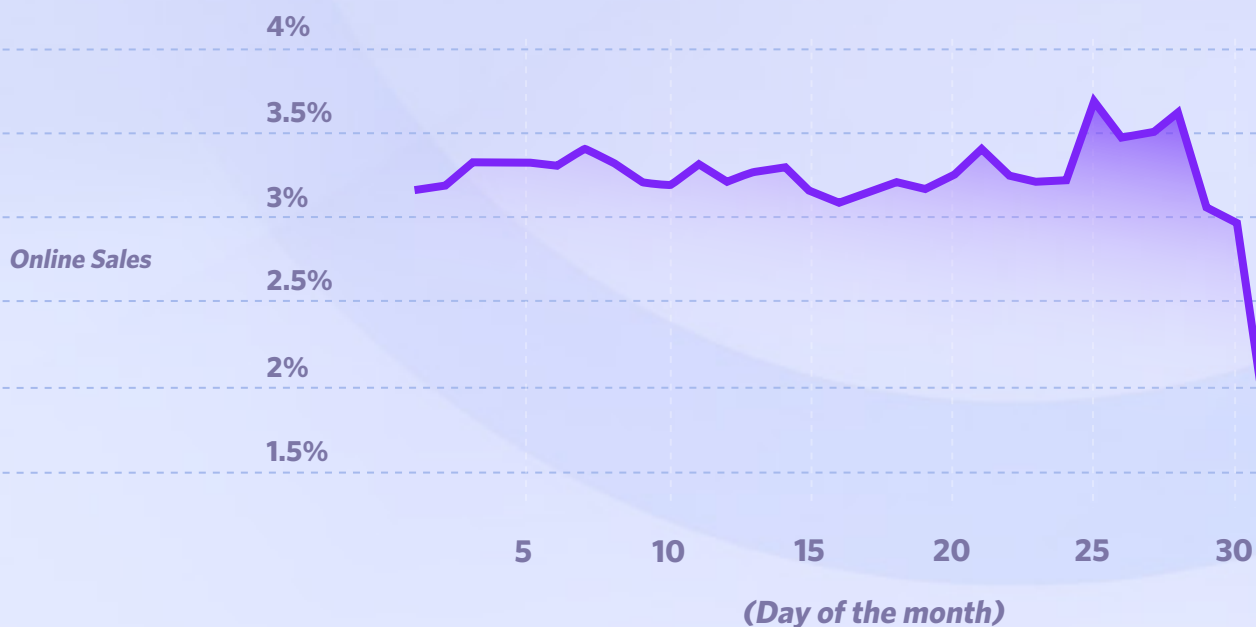
Online Sales Trends by Week
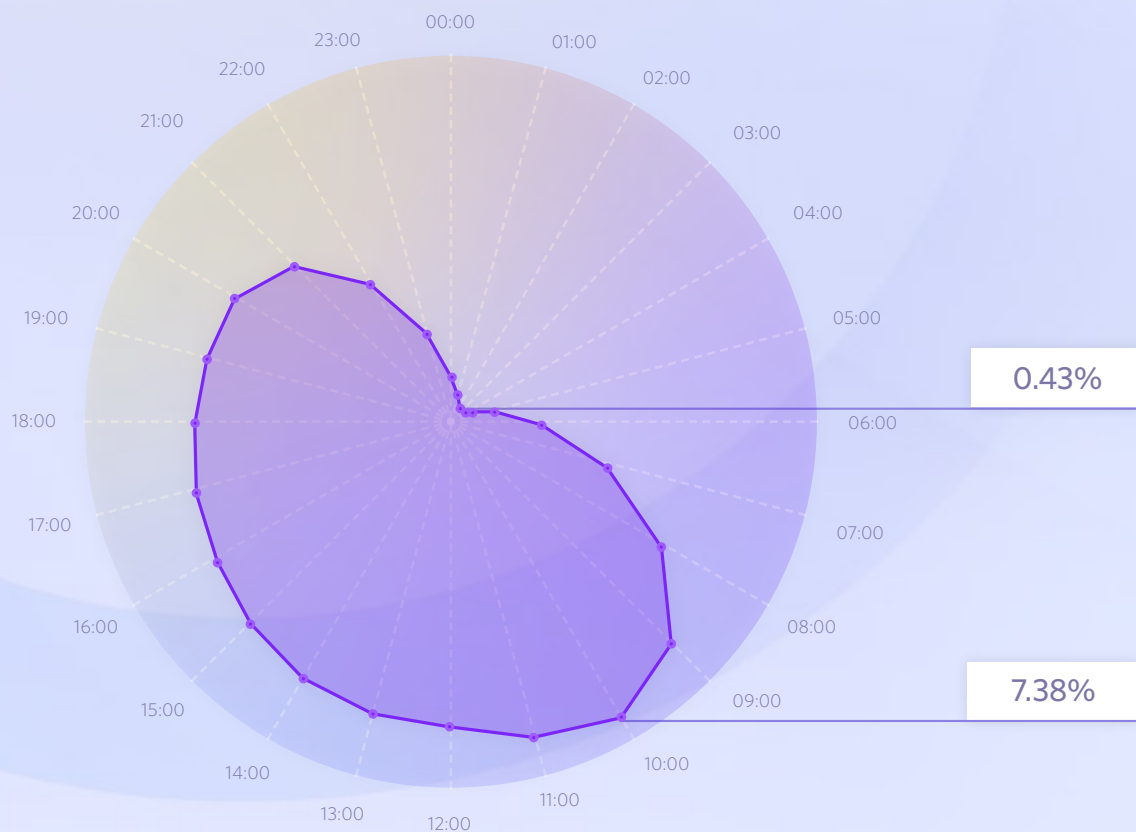
Monday has the highest percentage of online sales and decreases gradually as the week progresses until a slight upward trend on Sunday.

Online Sales

Online Sales Trends by Hour

In the retail sector, 10:00 saw the highest online sales percentage which is consistent with last year.

Two years in a row suggests a somewhat solid trend.
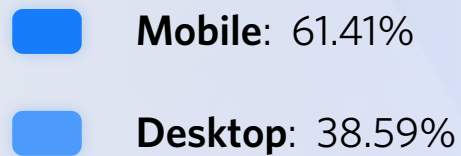
TRAVEL

SaleCycle Client Data 2022

Mobile vs Desktop Trends

Due to the complexity of the online travel buying/booking journey as well as the high AOV we notice desktop leading mobile.

For example, online travel consumers prefer to browse on mobile but convert on desktop. Mobile takes a 61% share of online traffic in the sector but 55% of travel consumers purchase on desktop.
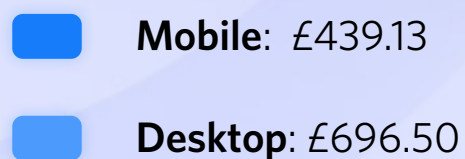
TRAFFIC

Mobile: 61.41%

Desktop: 38.59%

SALES

Mobile: 45%

Desktop: 55%

AOV

Mobile: £439.13

Desktop: £696.50
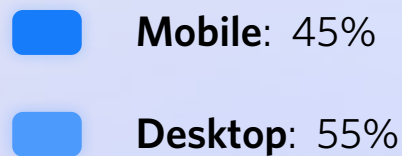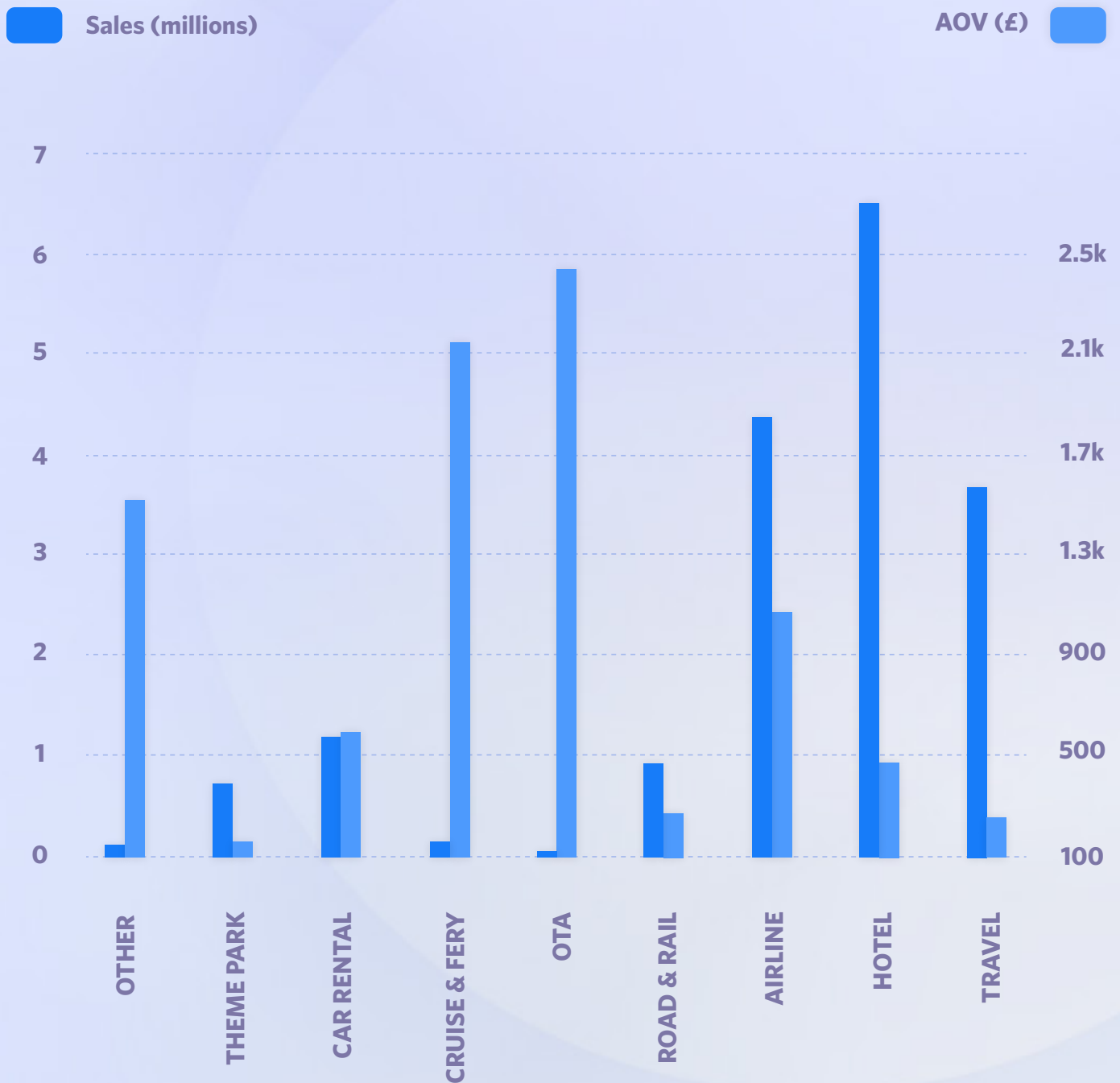
Online Sales & AOV Trends By Sector

OTA (online travel agents) have the highest AOV but the least amount of traffic. OTA brands have a competitive landscape when it comes to acquiring customers because of the amount of affiliate websites in the space.


Legend:
- Sales (millions)
- AOV (£)

Left axis (Sales millions): 0, 1, 2, 3, 4, 5, 6, 7

Right axis (AOV £): 100, 500, 900, 1.3k, 1.7k, 2.1k, 2.5k

Categories: OTHER, THEME PARK, CAR RENTAL, CRUISE & FERY, OTA, ROAD & RAIL, AIRLINE, HOTEL, TRAVEL

Online Sales Trends by Month

In the travel sector, August sees the highest amount of online sales volume, which is very different to other ecommerce sectors.

The travel industry increases month on month from January to August.

Online Sales

| 11% | 10% | 9% | 8% | 7% | 6% | 5% |

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Online Sales Trends by Day of Month

Peak online sales are delivered on the 28th of the month, which is slightly later than fashion and retail.

Online Sales

| 3.5% | 3.2% | 2.9% | 2.6% | 2.3% | 2% |

5   10   15   20   25   30

Day of the month

35
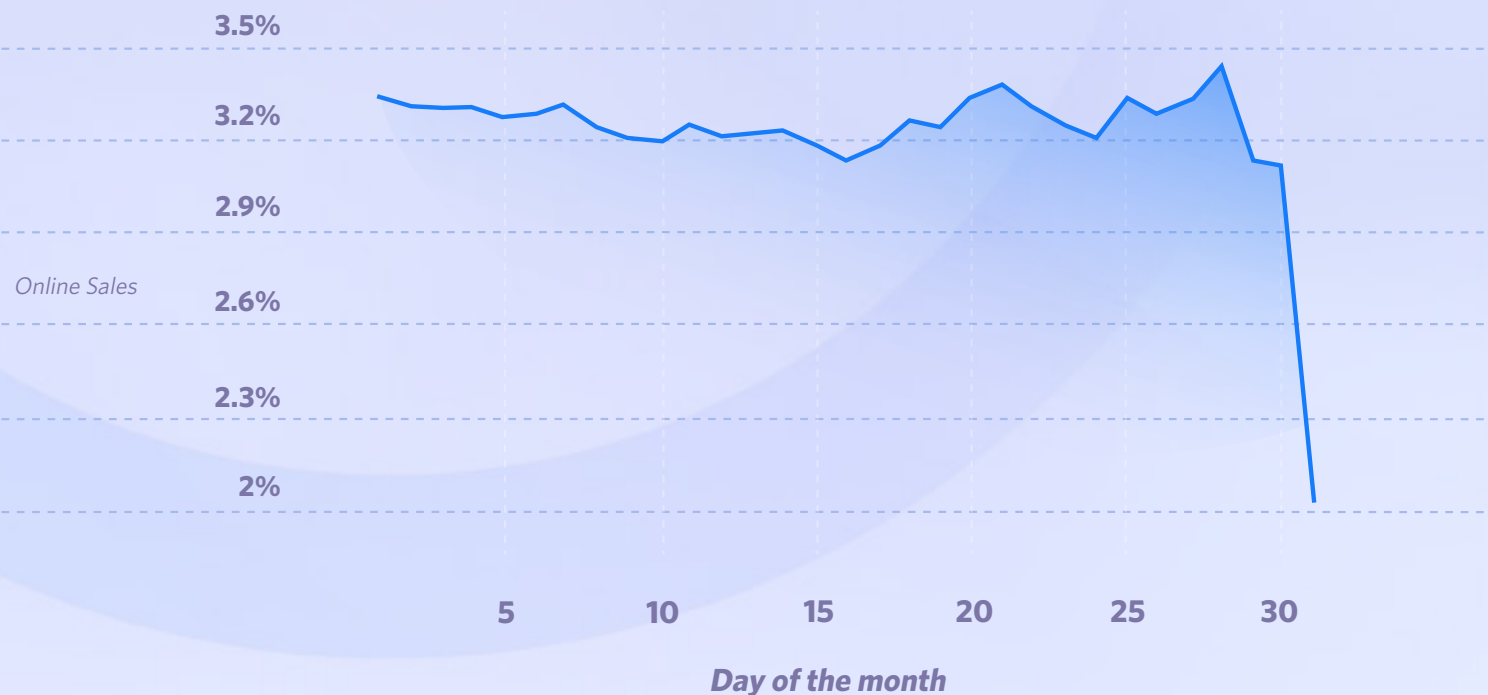
Online Sales Trends by Week

Similar to last year, Monday is the most popular day for online sales.

Online Sales Trends By Hour

Between 10:00 - 15:00 we see the highest amount of online sales with 10:00 being the peak.
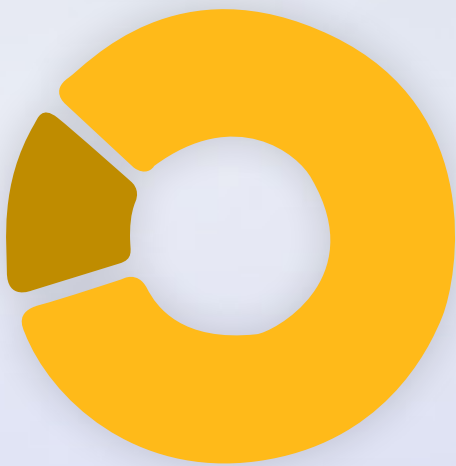

0.41%

6.70%
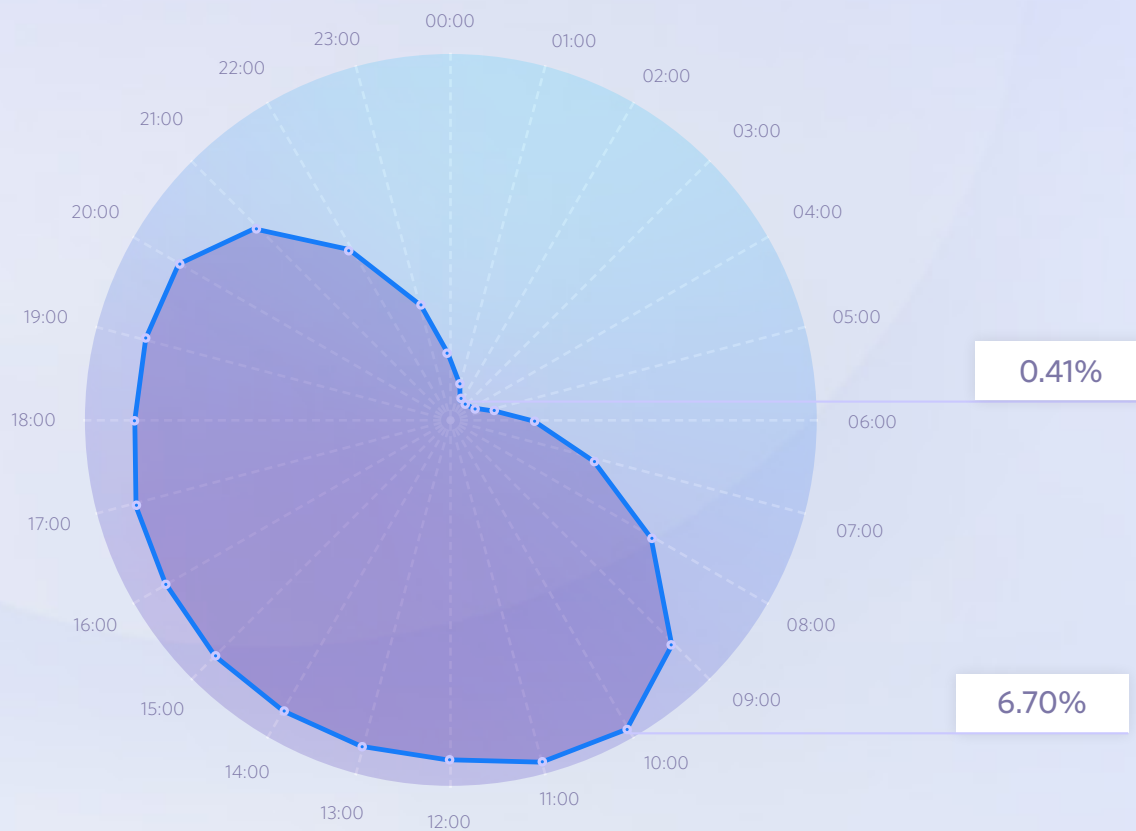
FASHION
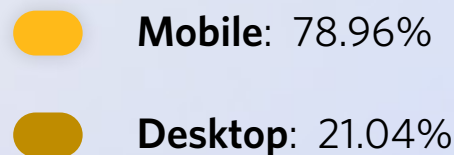
SaleCycle Client Data 2022

Mobile vs Desktop Trends

Mobile commerce is driving the online fashion industry. Fashion consumers expect a premier mobile buying experience so if you're planning on running a successful fashion ecommerce brand you can't afford to ignore mobile.

Being available on smartphones not only helps fashion brands reach a wider audience but also builds brand awareness and recognition.
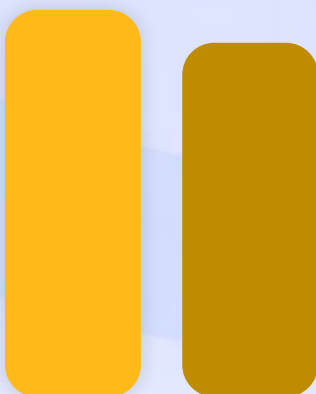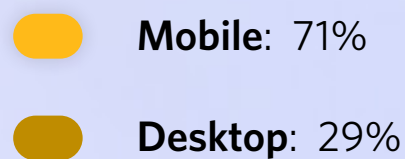
Another advantage of m-commerce is that it allows the shopper to purchase from anywhere and anytime they want.
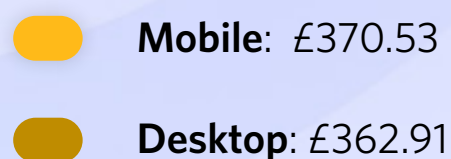
TRAFFIC

Mobile: 78.96%

Desktop: 21.04%

SALES

Mobile: 71%

Desktop: 29%

AOV

Mobile: £370.53

**Desktop**: £362.91

38

Online Sales & AOV Trends by Sector

Consumer fashion sees significantly more online sales than luxury retail, which could be explained by the average order values being almost double.

Sales (millions) — AOV (£)

	7		600
6			500
4			400
3			300
2			200
1			100

LUXURY   FASHION   COBSUMER

Online Sales Trends by Month

The fashion sector has been heavily impacted by November and January. We can assume that Black Friday and January sales.

There is also movement in June and July around the summer sales / summer holiday shopping.
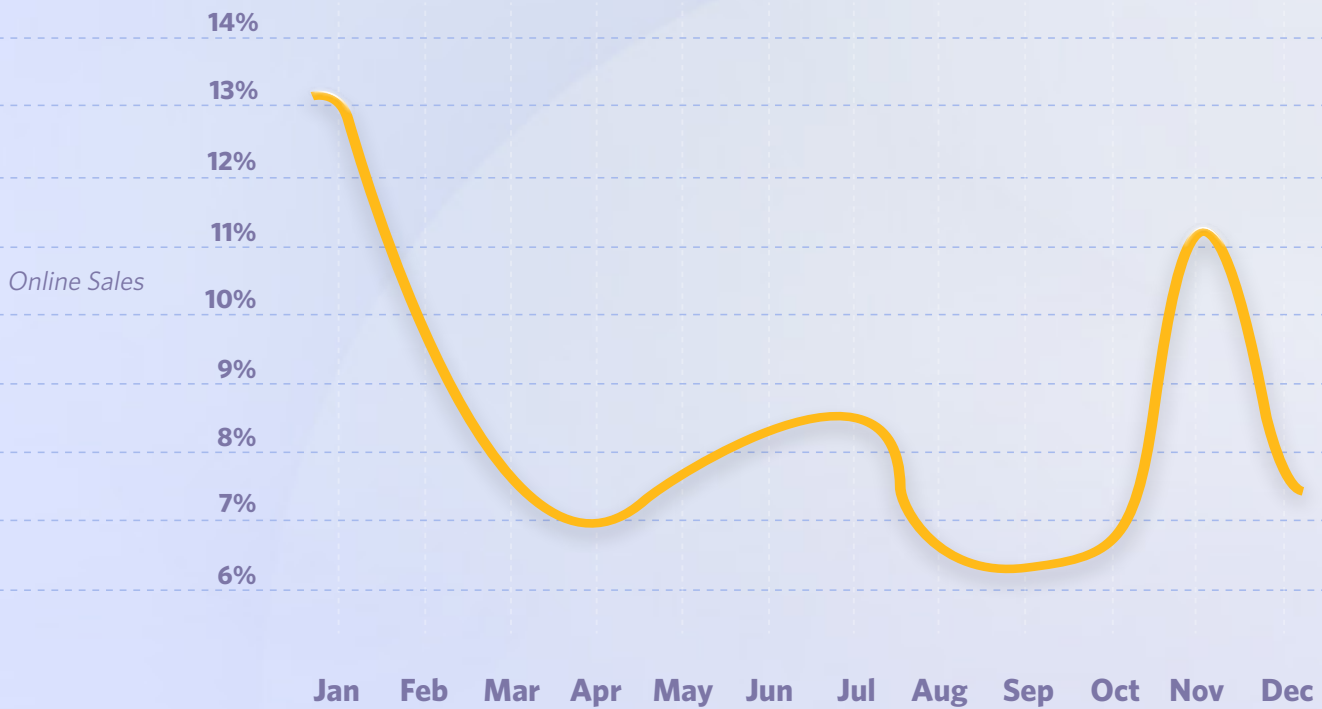
Online Sales Trends by Day of Month

The impact of payday doesn't affect the fashion sector as much as the retail sector. We can see that fashion consumers are consistent in their buying activity over the month.


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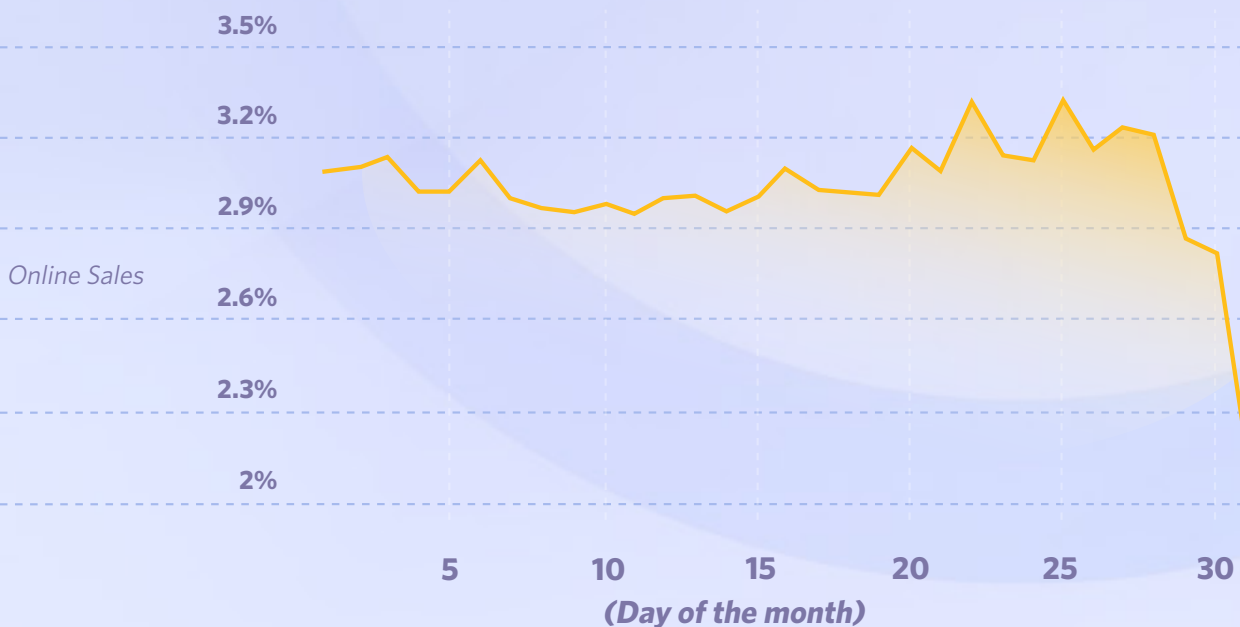
Online Sales Trends by Week

Thursday is the most popular day of the week for online sales. Given that consumers rely on their weekends for social activities we can assume they are buying in time for the weekend.

This is important data to understand. For example, offering a next day delivery service could boost conversions.

Also, making your customers aware of next day delivery in on-site messaging, banners and in emails could also aid conversions.
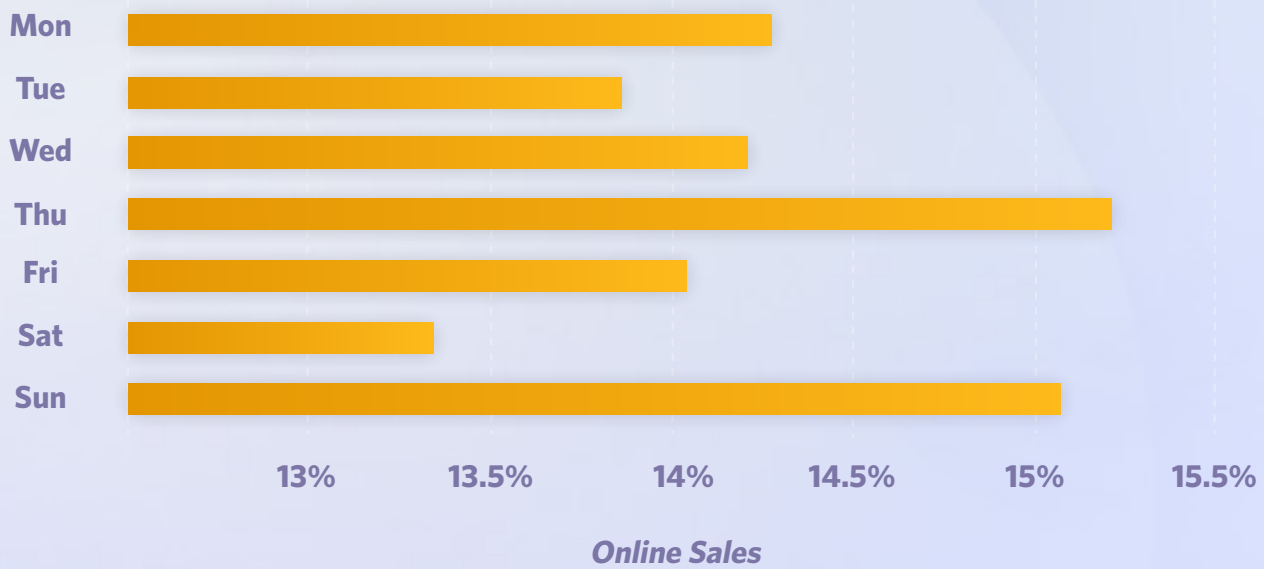
Online Sales

Online Sales Trends by Hour

20:00 is the peak for online sales in fashion. Travel and Retail both have strong buying intent at 10:00.

Fashion consumers have different buying patterns and highlight how different sectors need to be marketed to in different ways and at different times.
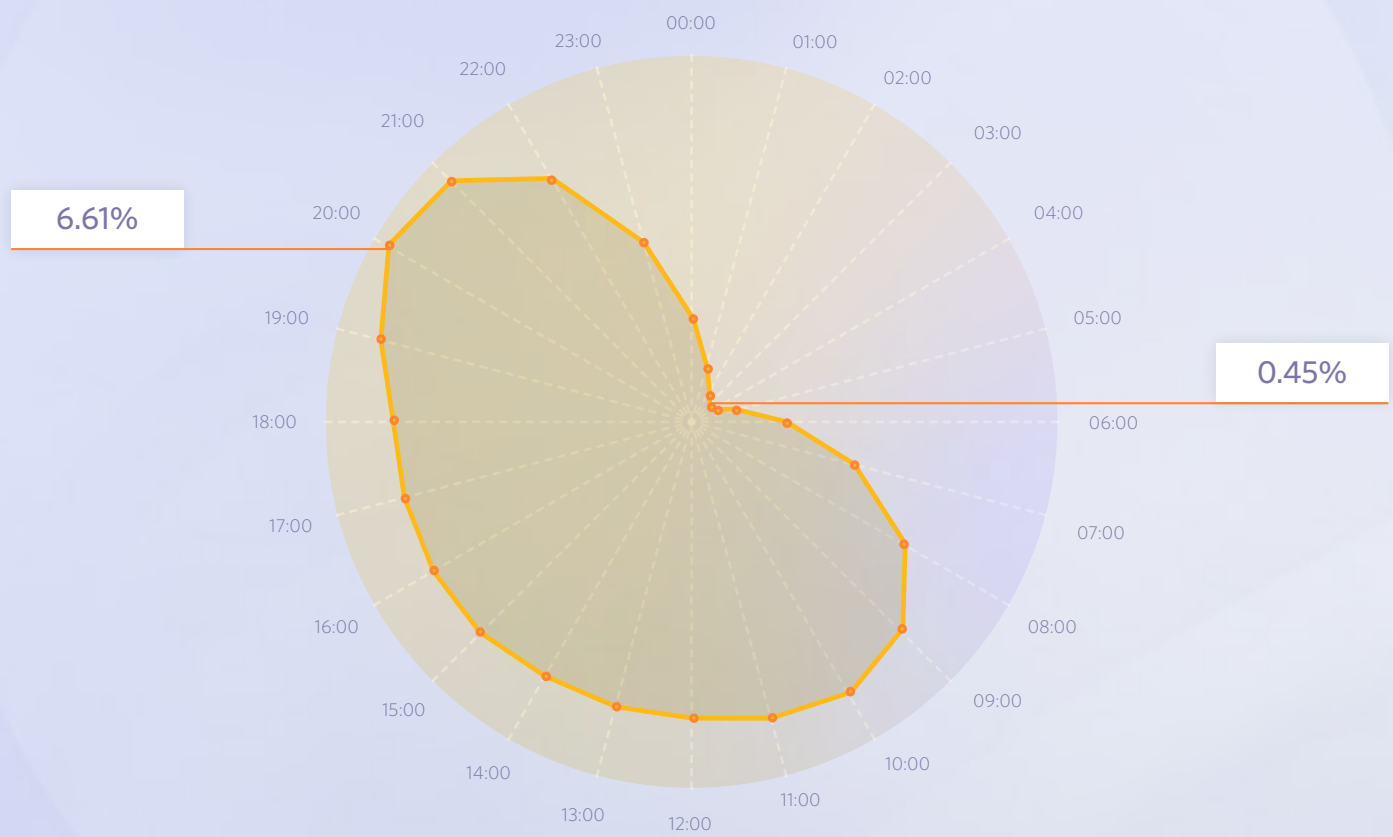
About SaleCycle & Further Resources

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.
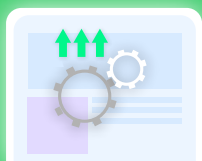
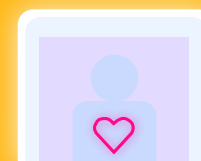Our solutions include:

Abandoned Sales Recovery

Customer Insights

Conversion Rate Optimsation

Customer Loyalty

RECOVER MORE SALES: Get a **free demo** with one of our experts

Learn how over 500 brands within your space are recovering lost sales and traffic

Get your demo now

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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.