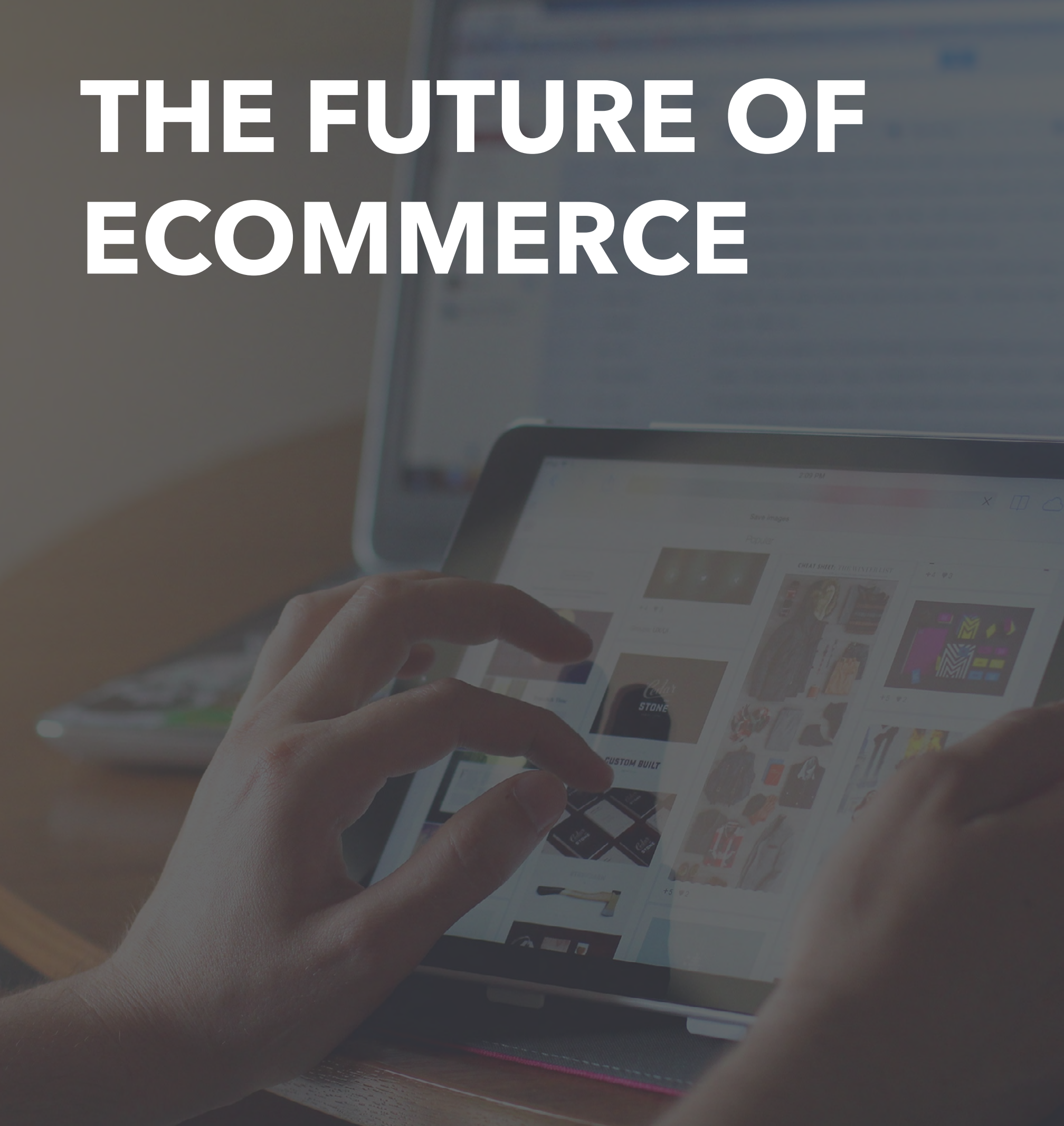


THE FUTURE OF ECOMMERCE

MAD FISH
D I G I T A L

THE FUTURE OF ECOMMERCE

A person's hands are shown interacting with a tablet. The tablet screen displays a digital interface, possibly a design tool or a catalog, with various images and text elements. The background is a blurred office or workspace setting.

With the ecommerce landscape changing rapidly, marketing leaders need to adapt to their consumers' needs. Here's how things are changing, and how to craft a strategy that lets you thrive.

ECOMMERCE IS GROWING



50%

increase in
ecommerce sales

Forbes



13%

of all U.S. retail sales in 2021
came from ecommerce

Forbes



59%

of U.S. consumers are planning to
purchase a personal effect in the next
six months

GWI

Opportunity: Set up ecommerce options for your most frequently purchased products. Instagram and Facebook shops are a great starting point, along with Google Shopping Feeds.

LONG TERM ECOMMERCE IMPACTS

38%

say their online shopping has increased while 21% say it will increase in the future

GW

73%

say they are more conscious of protecting their physical or mental health than before the pandemic

GW

OVER THE PAST TWO YEARS,

the fastest-growing categories of ecommerce sales were:

- Furniture
- Building Materials
- Personal Electronics (including smartphones)

Opportunity: Think about how to scale ecommerce for your business. VR, customer experience, and augmented reality may all help you convert customers when they aren't going into traditional retail environments.

36%

increase in the number of Americans doing most of their household or mobile shopping on mobile

GWJ

31%

of respondents say they used their mobile to shop or browse for products online in the past week

GWJ

BRAND SUPPORT

is influenced most strongly by:

- Product availability
- Consumer needs
- Whether a brand helped during the outbreak

MORE

Gen Zs discover brands via social ads than search engines

Opportunity: Use customer surveys to understand more about what your customers are looking for at this time. Use user interface and user experience testing to see how their journeys may look different, and adjust for the new normal.

ECOMMERCE CONSUMER INSIGHTS

CURIOUS ABOUT HOW MAD FISH DIGITAL CAN HELP YOU OPTIMIZE YOUR ECOMMERCE STRATEGY?

Reach out today for a free consultation.

THANK YOU!

Resources: [Forbes](#), [Global Web Index](#)

MAD FISH
D I G I T A L