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2023 Ecommerce Trends Explained

There's no arguing that ecommerce moves more quickly than a best selling item during the holiday season. The fast-paced industry is influenced by up-and-coming technology, consumer behaviors and behemoth marketplaces like Amazon, so it's no wonder why other online retailers may have a hard time keeping up. In 2023 alone, dozens of trends are either on the rise or going stronger than ever.

These are the ones sellers need to know to be informed and to leverage so you can stay ahead of the competition.

Mobile Commerce Is Officially Taking Over:

Today, transactions made from mobile devices comprise nearly 73% of all ecommerce sales, and 75% of consumers use their cell phones to shop online. This massive portion totals more than $3.5 trillion in sales per year, and there are no signs of mcommerce slowing down.

How can you join the wave?

Start with a mobile-optimized site that automatically fits to the shopper's screen and loads quickly. Then consider adding mobile payments like Apple Pay to streamline the checkout process and boost conversions.

Shopping Tools Integrate Further into Social Platforms:

In 2023, online retailers are leveraging social media to drive sales because consumers already spend their time on these apps and websites. The native checkout tools mean shoppers can see a product, do further research and buy it without ever leaving the platform. It's so convenient that 98% of consumers planned to make a purchase using social shopping (or buy through an influencer) in 2022.

Social commerce is easy to set up, and online retailers can quickly reap the rewards.

It's simply a matter of uploading your catalog and tagging your products in your posts. Product discovery is a major driver of social shopping, with 28% of consumers saying they spend at least "some time" discovering new products while scrolling through social media updates.

Consumers Are More Data-Conscious:

55% of online shoppers are willing to hand over their data to receive tailored, relevant content. However, Google and other major players are moving away from third-party data, so brands will soon only be able to collect data from consenting customers. Online retailers will have to be creative to continue providing interesting curated experiences to their customers.

Artificial Intelligence Goes Mainstream:

Few topics have been hotter in 2023 than the rise of ChatGPT and other artificial intelligence tools, and online retailers are capitalizing. They're using AI, which describes technology that can "think" like humans, to personalize consumer experiences (more on this later) and optimize and automate processes. From writing product descriptions to suggesting items in a shopper's search query to powering chatbots, artificial intelligence is becoming a cornerstone of online retailers' operations.

Tech Allows for Hyper-Personalization :

Leaps and bounds in technology, specifically artificial intelligence, has ushered in a new wave of hyper-personalization. The data proves shoppers prefer it: roughly 70% are frustrated with impersonal shopping experiences, and 80% are more likely to shop with a brand that customizes their journey.

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R Bogdan

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Plunkett's E-commerce Business Trends & Statistics (summary) Jack W. Plunkett,2001 Condensed version of Plunkett s e commerce internet business almanac Containing highlights from the 2nd edition this version is designed for general research

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Table of Contents 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained

1. Understanding the eBook 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - The Rise of Digital Reading 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - Advantages of eBooks Over Traditional Books
2. Identifying 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - Exploring Different Genres
    - Considering Fiction vs. Non-Fiction
    - Determining Your Reading Goals
3. Choosing the Right eBook Platform
    - Popular eBook Platforms
    - Features to Look for in an 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - User-Friendly Interface
4. Exploring eBook Recommendations from 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained

- Personalized Recommendations
- 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained User Reviews and Ratings
- 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained and Bestseller Lists

5. Accessing 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained Free and Paid eBooks
   - 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained Public Domain eBooks
   - 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained eBook Subscription Services
   - 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained Budget-Friendly Options
6. Navigating 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained eBook Formats
   - ePub, PDF, MOBI, and More
   - 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained Compatibility with Devices
   - 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained Enhanced eBook Features
7. Enhancing Your Reading Experience
   - Adjustable Fonts and Text Sizes of 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
   - Highlighting and Note-Taking 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
   - Interactive Elements 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
8. Staying Engaged with 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
   - Joining Online Reading Communities
   - Participating in Virtual Book Clubs
   - Following Authors and Publishers 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
9. Balancing eBooks and Physical Books 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
   - Benefits of a Digital Library
   - Creating a Diverse Reading Collection 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
10. Overcoming Reading Challenges
    - Dealing with Digital Eye Strain
    - Minimizing Distractions
    - Managing Screen Time
11. Cultivating a Reading Routine 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained

- Setting Reading Goals 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
- Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - Fact-Checking eBook Content of 44 559 Ecommerce Trends Explained USA 44 1851 Ecommerce Trends Explained
    - Distinguishing Credible Sources
13. Promoting Lifelong Learning
    - Utilizing eBooks for Skill Development
    - Exploring Educational eBooks
14. Embracing eBook Trends
    - Integration of Multimedia Elements
    - Interactive and Gamified eBooks

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