



# 2020

## Ecommerce Stats Report

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# About this Report.

SaleCycle has worked with hundreds of ecommerce clients over the past ten years, helping them to recover abandoned sales, and increase online conversions.

During 2019, we witnessed more than 130 million online conversions and played a part in more than 5 million for clients across many sectors, including retail, travel, financial services and telco.

For this report, we've collected a wide variety of data to show ecommerce sales growth and patterns, how shoppers behave across different sectors and devices, and abandonment trends.

**In 2019 we witnessed more than 130 million online conversions. We played a part in more than 5 million for our clients.**



# 2019 Ecommerce Trends & Market Growth

The online retail market has experienced strong growth over the past decade, as customers increasingly move online.

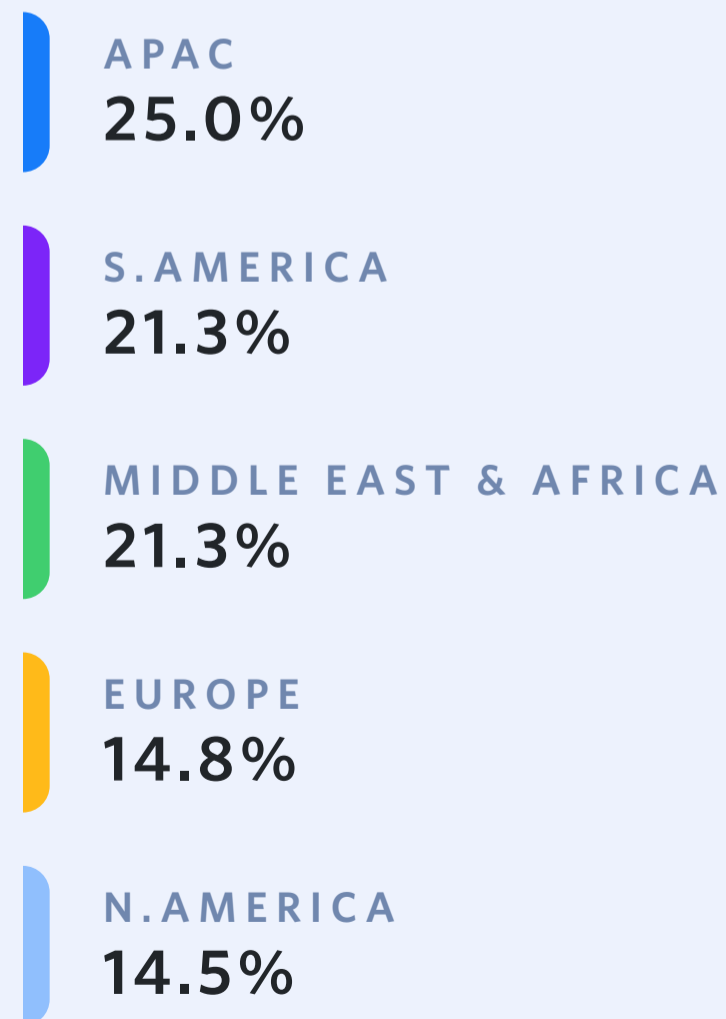
This is driven by a combination of increased broadband penetration, retailers moving online, and customer awareness of ecommerce.

# Retail Ecommerce Sales Growth Worldwide

## % CHANGE, BY REGION

eMarketer May 2019

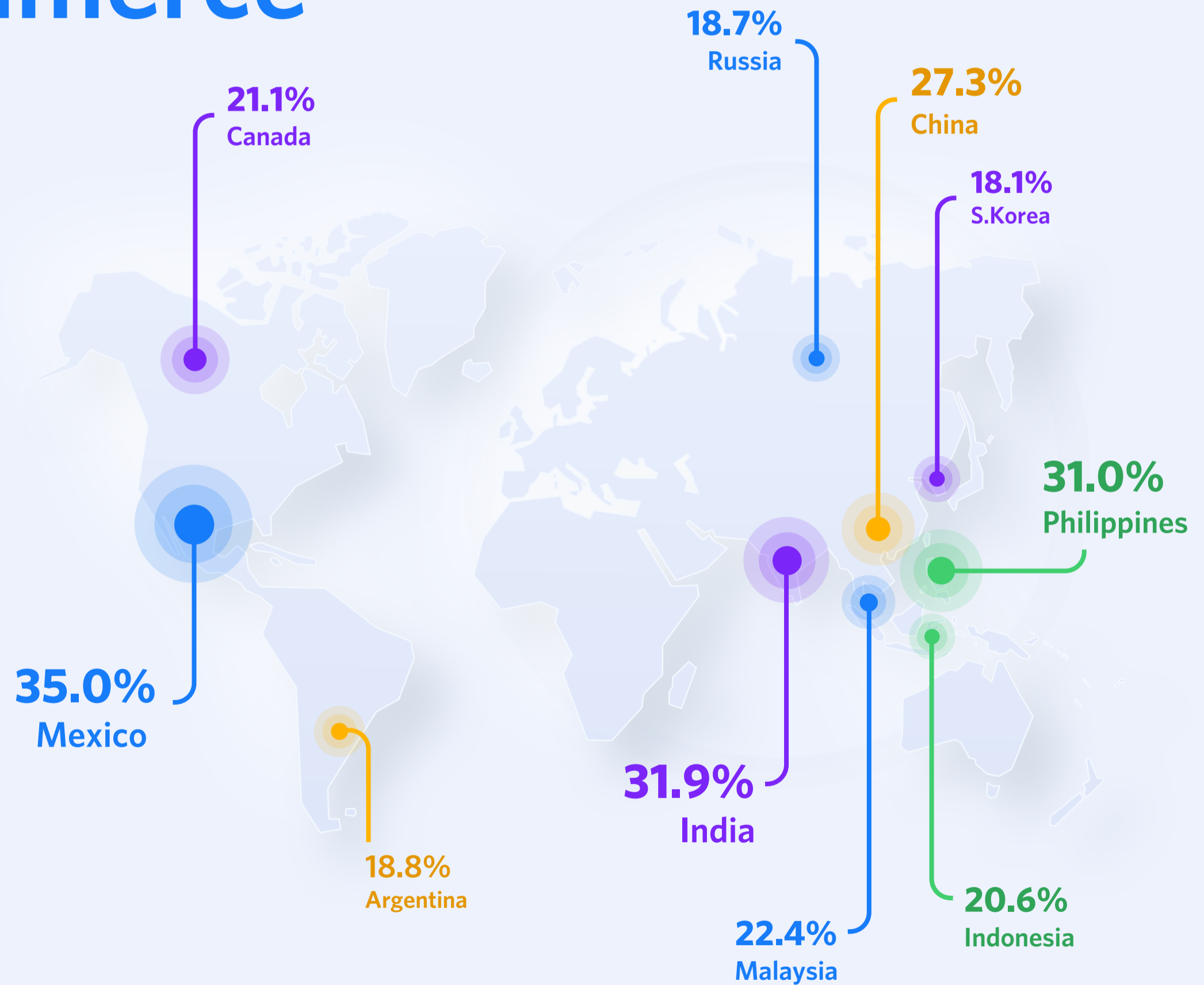
These growth trends look set to continue for some time, and we're now seeing strong growth in APAC and South America, while growth in more mature markets including Europe and North America has slowed slightly.



# Top 10 Fastest Growing Ecommerce Countries

SALES GROWTH 2019 (% CHANGE)

eMarketer May 2019



Looking at the fastest growing countries we can see that, with the exception of Mexico, the strongest growth is coming from Asia.

Mexico, with internet penetration expanding and growth in consumer spending, has experienced rapid growth in 2019. Online accounts for just 1.7% of all retail spend, so there remains plenty of scope for further growth in this market.

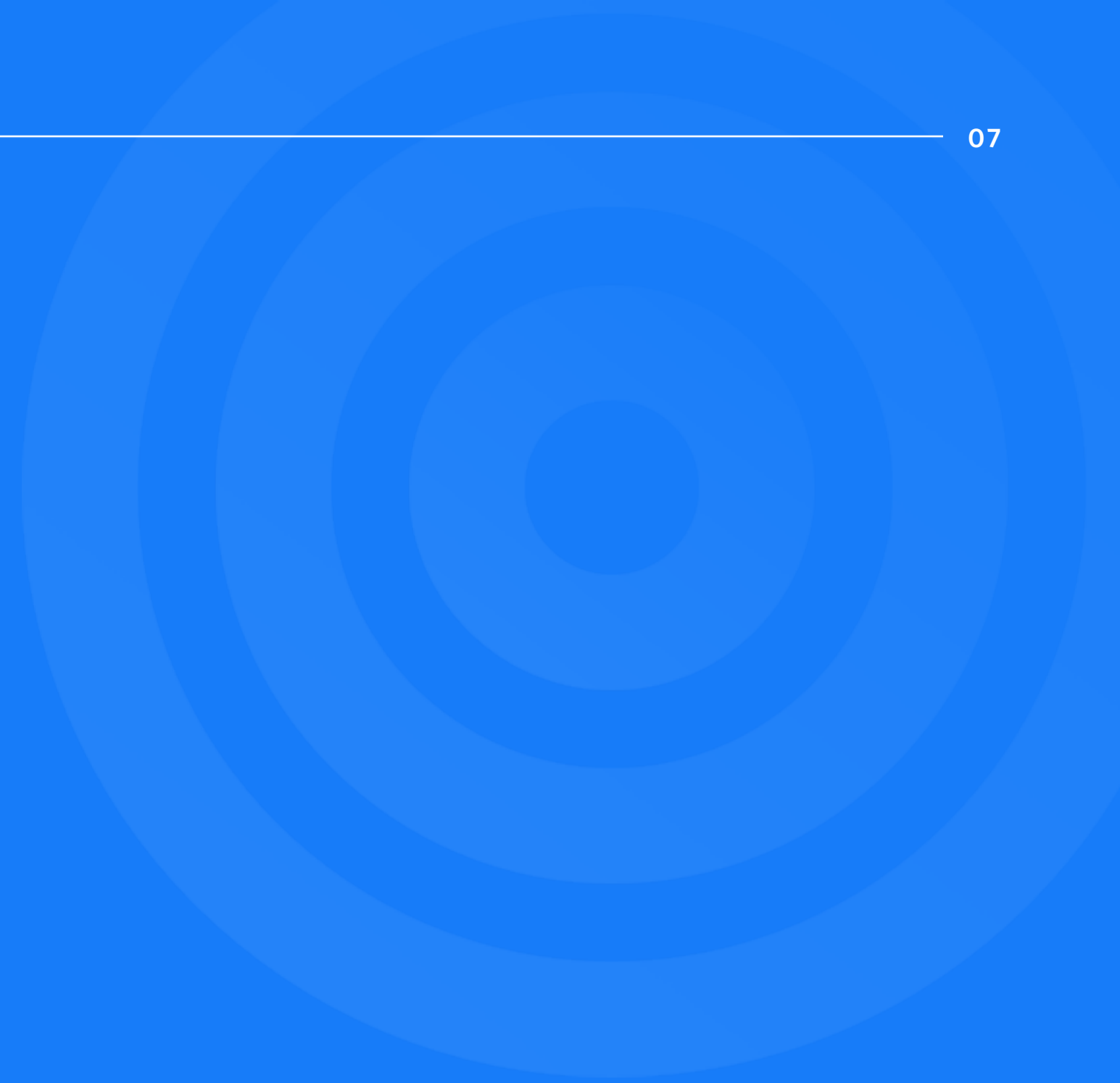
Increased broadband penetration, along with greater confidence in ecommerce is a key driver of growth in many emerging markets.

With broadband reach still relatively low in many countries, there remains room for greater growth in the coming years. For example, while broadband penetration in Western Europe is well above 90%, broadband only reaches 40.9% of people in India, 58.4% in China, and 65% in Mexico.

As broadband rolls out further in these countries, we can expect online sales to continue growing.

**While broadband penetration in Western Europe is well above 90%, broadband only reaches 40.9% of people in India, 58.4% in China, and 65% in Mexico.**

# Online Sales Trends





# Sales Volume Trends

## PERCENTAGE OF YEARLY SALES VOLUMES BY MONTH

SaleCycle Client Data 2019

When we look at sales volumes throughout the year, we can see how Black Friday, sales holidays, and the Christmas shopping season dominate, with sales volumes in November and December up around 40% on the rest of the year.

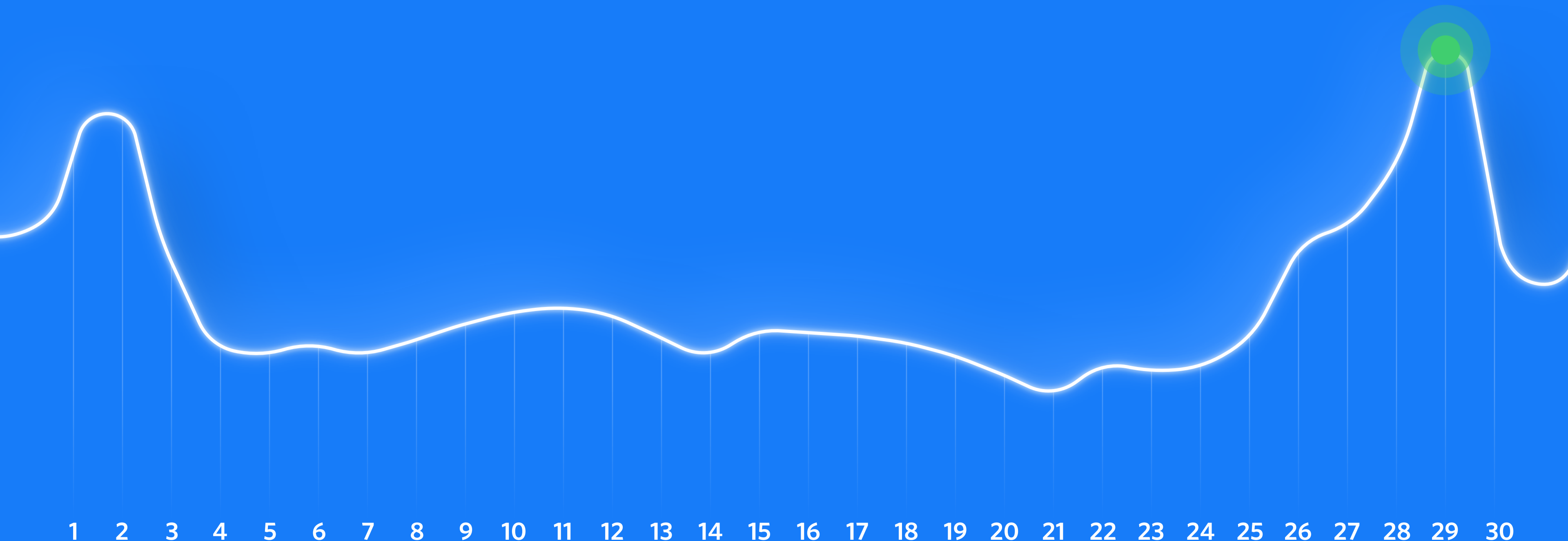


# Monthly Trends in Sales Volumes

## SaleCycle Client Data 2019

The trend here is for greater sales volumes at the beginning and end of each month, which reflects the fact that many people receiving monthly pay have more to spend around payday.

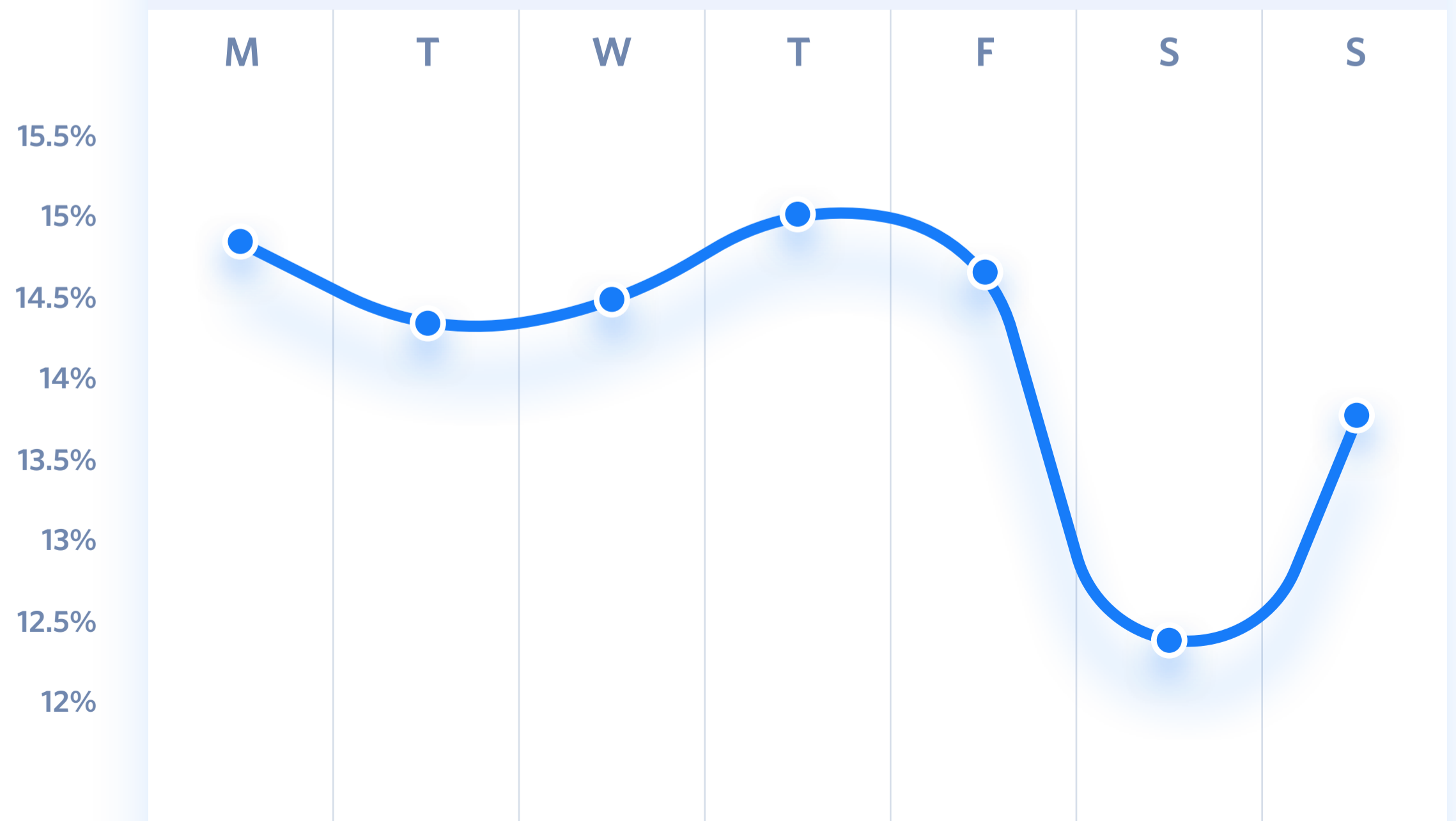
The lowest buying point fell on each month on the 21st, with the 29th being the highest spending day on average.



# Average Percentage of Sales Volume by Day of Week

## SaleCycle Client Data 2019

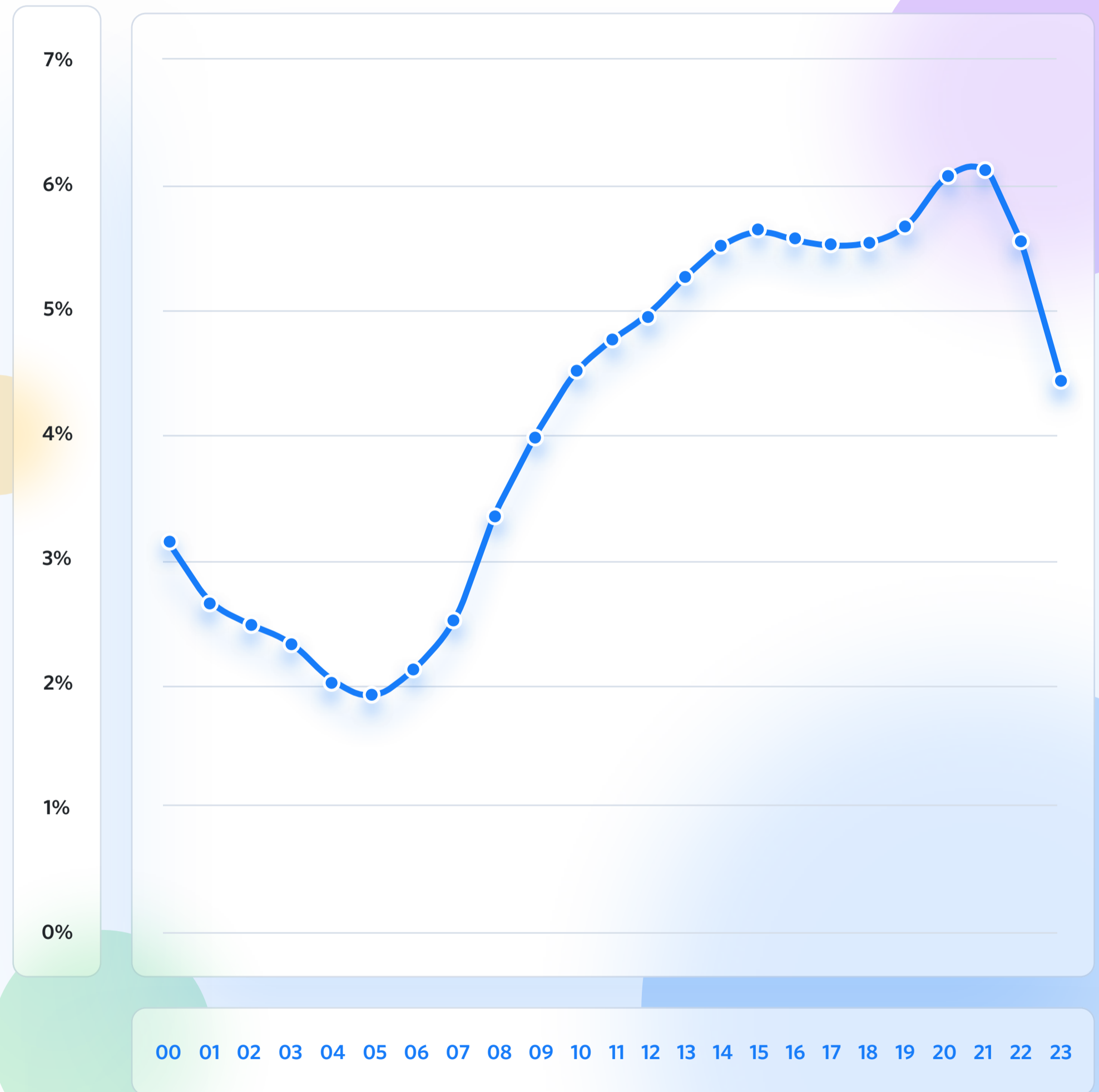
In 2019, shoppers were more likely to buy on a Thursday than any other day of the week, buying three million more times than customers buying on a Saturday.



# Average Percentage of Sales Volume by Time of Day

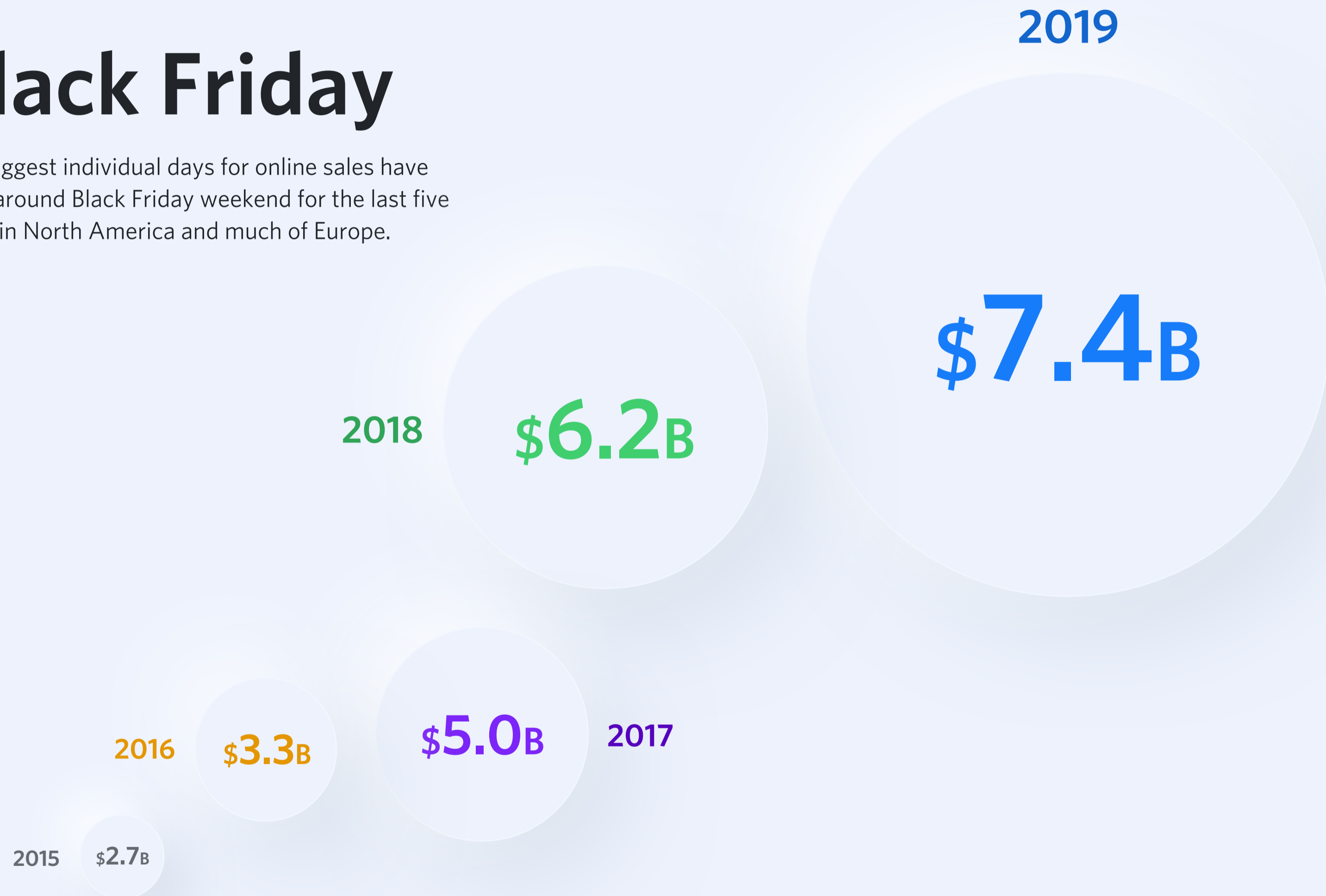
## SaleCycle Client Data 2019

The peak hour for online sales is between 8am and 9am (adjusted for time zones). Sales volumes reflect average hours of sleep, with sales beginning to build from 8am and peaking between 3pm and 9pm.



# Black Friday

The biggest individual days for online sales have been around Black Friday weekend for the last five years in North America and much of Europe.



2019

\$9.4B

2018

\$7.9B

2017

\$6.6B

2016

\$3.4B

2015

\$3.1B

# Cyber Monday

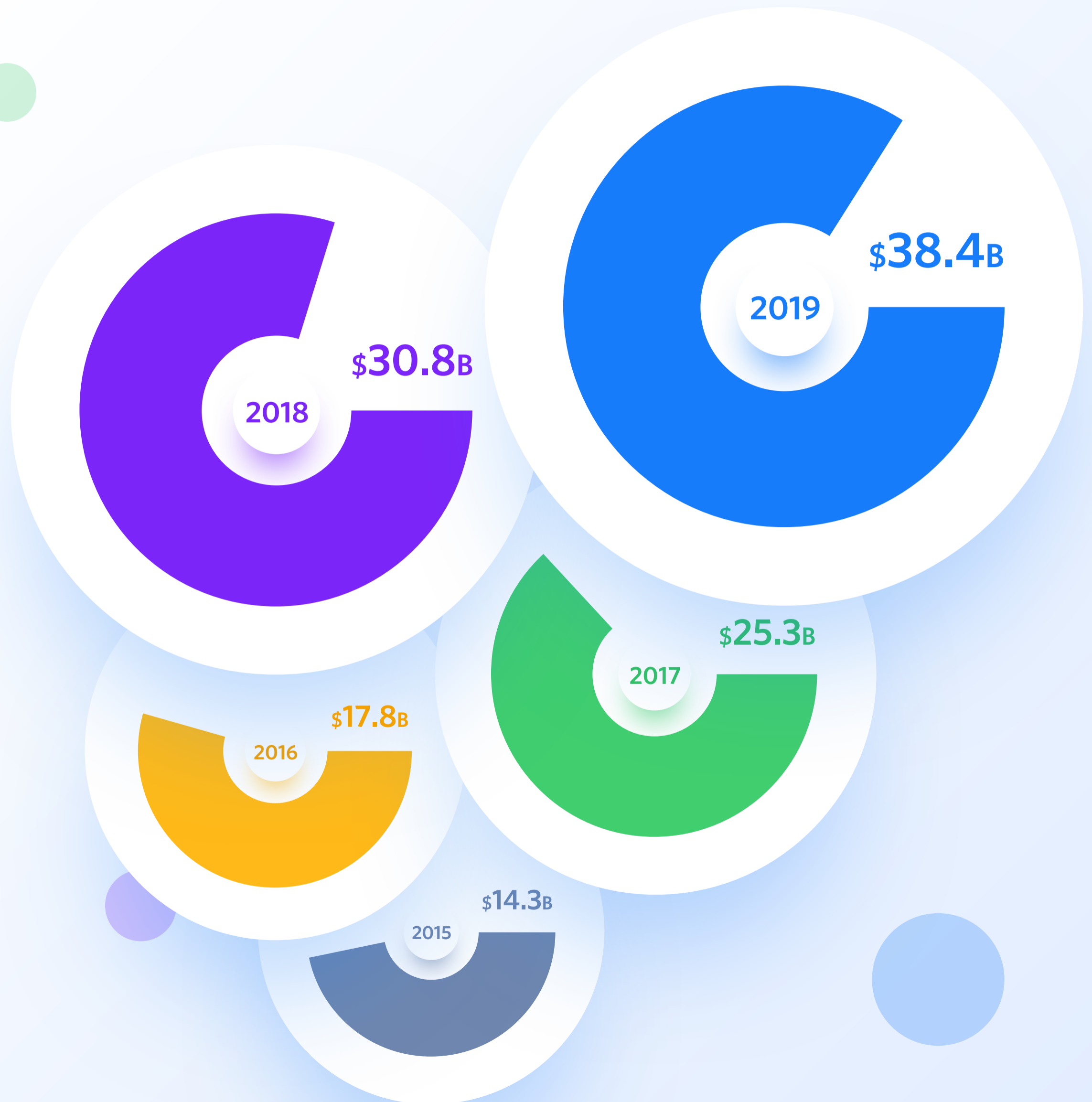
In North America, Cyber Monday is generally the single busiest day for online shopping, reaching \$9.4 billion in 2019.

# Singles Day (11.11)

The volume of sales generated around Black Friday however, is nothing compared to that around Singles Day in the APAC region.

This started out as 'anti-Valentines' day, celebrated on November 11th (11.11) in China during the 1990s, but has now morphed into a massive online sales event across South East Asia.

In 2019, Singles Day was responsible for a massive \$38.4 billion in ecommerce sales, more than double that of Black Friday and Cyber Monday combined.



# Mobile and Desktop Traffic & Sales

Shoppers are increasingly visiting retailers' sites on mobile, but there remains a gap between the numbers who browse on mobile, and those who are happy to make a purchase.

## 65%

of traffic comes from mobile.

## 35%

of traffic comes from desktop.

While 65% of visits to ecommerce sites were from mobiles, just 53% of sales were completed there. This suggests that shoppers find it easier to complete purchases on desktop.

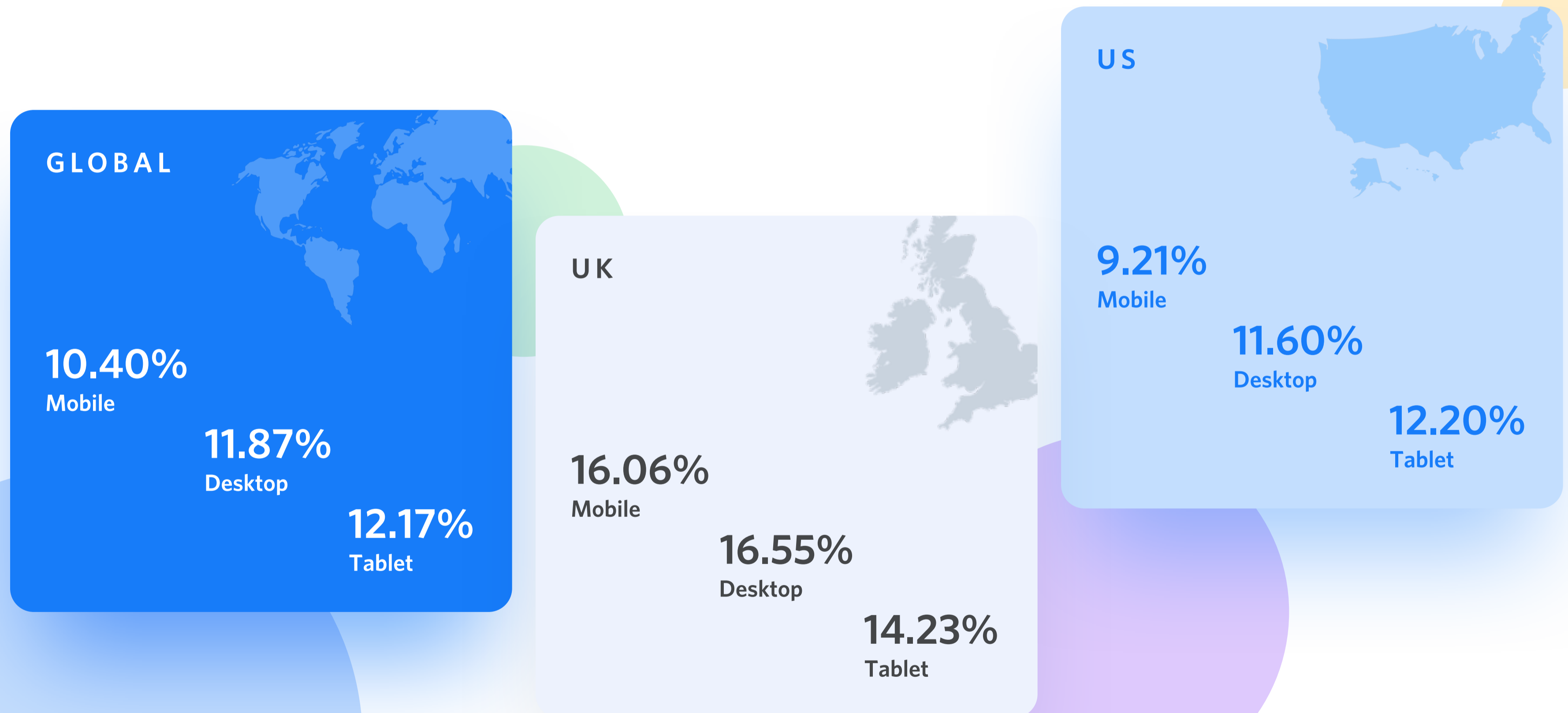
SaleCycle Client Data 2019





# Add-to-Cart Rates by Device

We see much less divergence in add-to-cart rates across devices, which suggests that shoppers are happy to add items to their cart whatever the device.



# Conversion Rates by Device

We see a big difference in conversion rates by device, with desktop shoppers twice as likely to convert than mobile users.

When looked at alongside add-to-cart rates, this suggests that a key issue for mobile shoppers is the checkout process.

## GLOBAL



**1.82%**  
Mobile

**3.90%**  
Desktop

**3.49%**  
Tablet

## UK



**3.35%**  
Mobile

**4.97%**  
Desktop

**4.48%**  
Tablet

## US



**1.53%**  
Mobile

**4.14%**  
Desktop

**3.36%**  
Tablet

# Traffic & Sales Trends by Industry

In this section, we'll take a look at trends across the key sectors that SaleCycle tracks.

**All following data comes from SaleCycle clients in 2019**

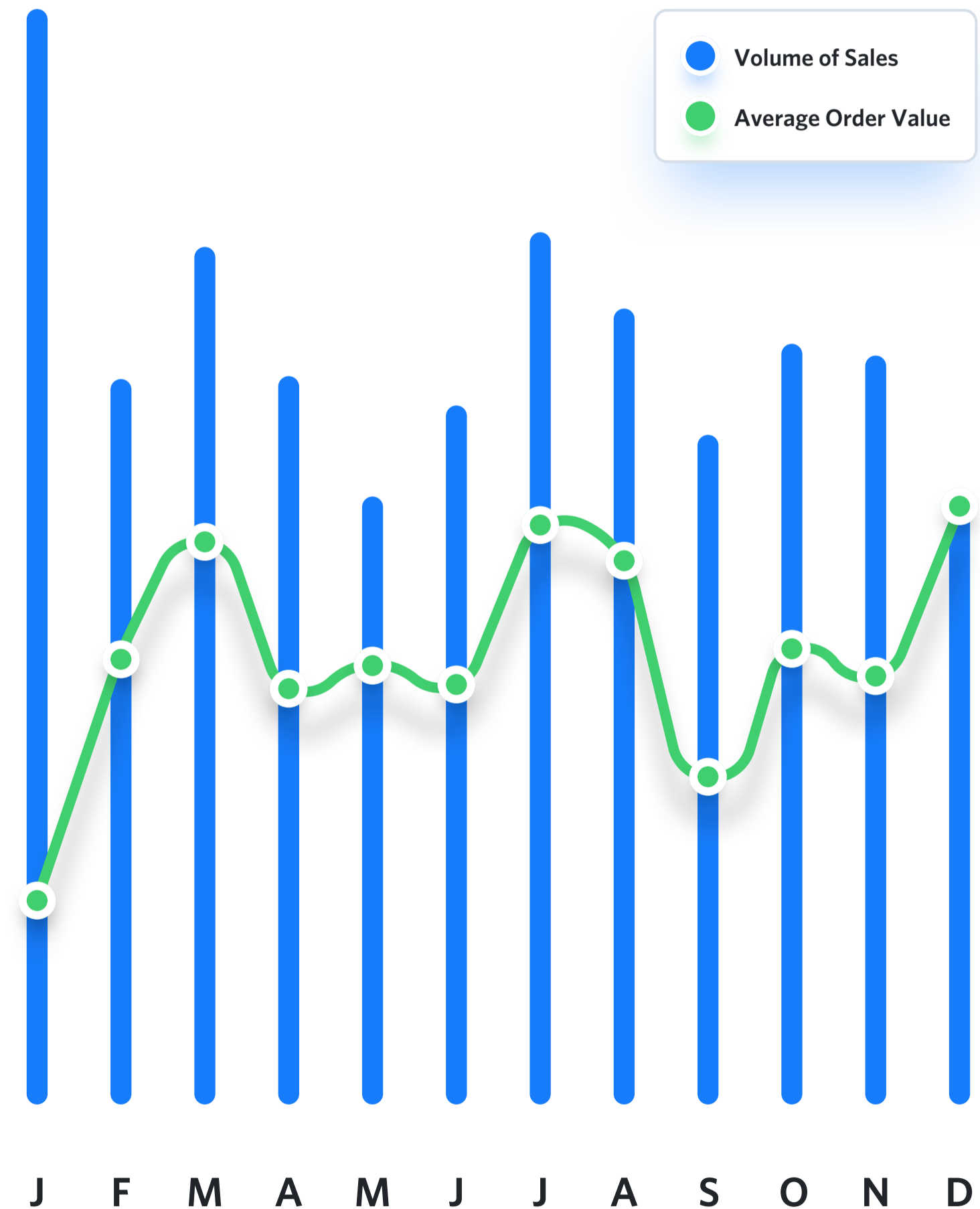
# Travel

The peaks for sales volume and AOV are at different times of the year. While travel booking volumes are highest in March, July and December, people are spending most during January, although we also see peaks in March and July.

With clients tracked worldwide, it can be harder to pick out trends, though we do generally see peaks in the summer months in all regions.

## MONTHLY TRENDS IN TRAVEL SALES VOLUMES & AOV

Data from SaleCycle Travel Clients 2019



# Traffic & Sales by Device

When we look at device trends, we can see that travel shoppers are much less likely to convert on mobile. Traffic from mobile to travel sites is only just higher than from desktop, but people are much less likely to complete bookings on mobile, with just 29% of bookings from mobile.



## AOV by Device

Abandonment rates in travel tend to reflect the price and complexity of the purchase, and the typical length of time that customers take to research and make a decision to book.

For this reason, we see lower abandonment rates for car rental (87%) as this is a relatively simple purchase and one which is often made after other travel arrangements are complete.

The same is true of hotel bookings. These can often be last minute for business travel or weekend trips and, since payment is often made on arrival, the booking process can be relatively simple.

### DESKTOP AOV

# \$392

### MOBILE AOV

# \$250

## Average Abandonment Rates in the Travel Sector





**Hello Hazret**

We've noticed that on a recent visit to the Hertz website, you didn't complete your reservation.

For your convenience we've displayed your details below.

[Return Now](#)

[Review and complete your reservation](#)

**(B) Vauxhall Corsa or similar**



By contrast, booking through an OTA (online travel agent) can require customers to choose a mix of flights and hotels for a number of people, and takes more time and effort. For this reason, abandonment rates were over 93% in 2019.

This is where abandonment emails can help. When customers abandon a travel purchase they aren't necessarily giving up on it altogether; it could be that they're not ready to book at that time.

**An email sent at the right time can keep your site in the customer's mind and remind them of the booking details. They perform well too, with high open and click rates, and conversion rates of 25.32%.**



**AVERAGE EMAIL OPEN RATE**

**46.48%**



**AVERAGE EMAIL CLICK RATE**

**25.07%**



**AVERAGE EMAIL CONVERSION RATE**

**25.32%**

# Retail

December was the biggest month for sales volumes across 2019, and also the second highest peak in terms of average order values (AOV). AOV peaked in January, a possible consequence of post-holiday sales promotions.

## MONTHLY TRENDS IN RETAIL SALES VOLUMES & AOV

Data from SaleCycle Retail Clients 2019





# Traffic & Sales by Device

While the majority of traffic to retailers is now mobile (64%) only half of retail sales were made on mobile devices (including tablet) in 2019.

There is still a disparity between mobile traffic and sales, which suggests room for improvement in terms of mobile checkout UX.



## AOV by Device

As with travel, retail abandonments vary between sectors, with ease of checkout, convenience and product price affecting abandonment rates.

For example, higher ticket items such as jewellery and cosmetics have higher abandonment rates than grocery and pharmaceutical items. Grocery and pharmaceuticals are more likely to be regular, necessary purchases, and so produce lower abandonment rates.

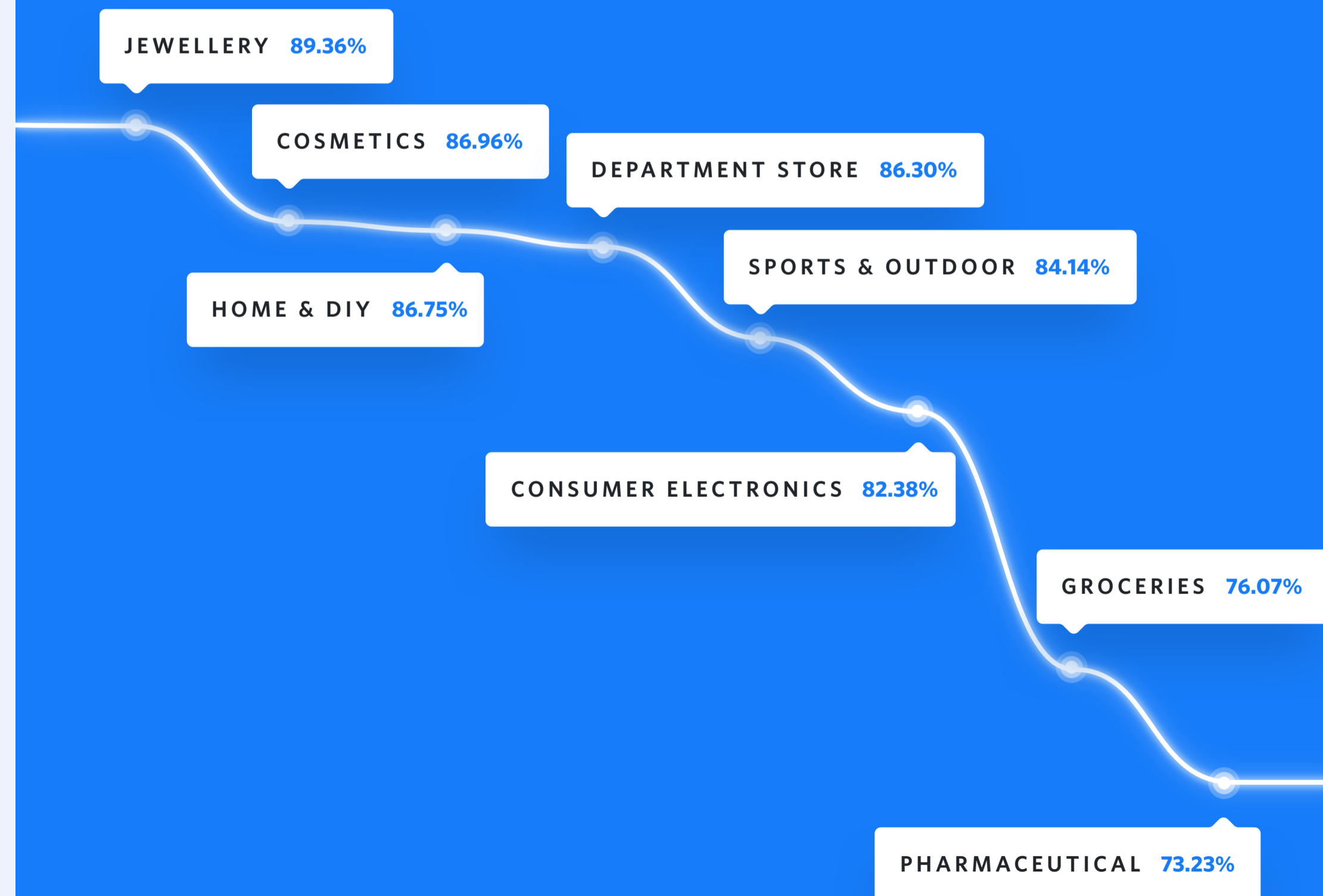
DESKTOP AOV

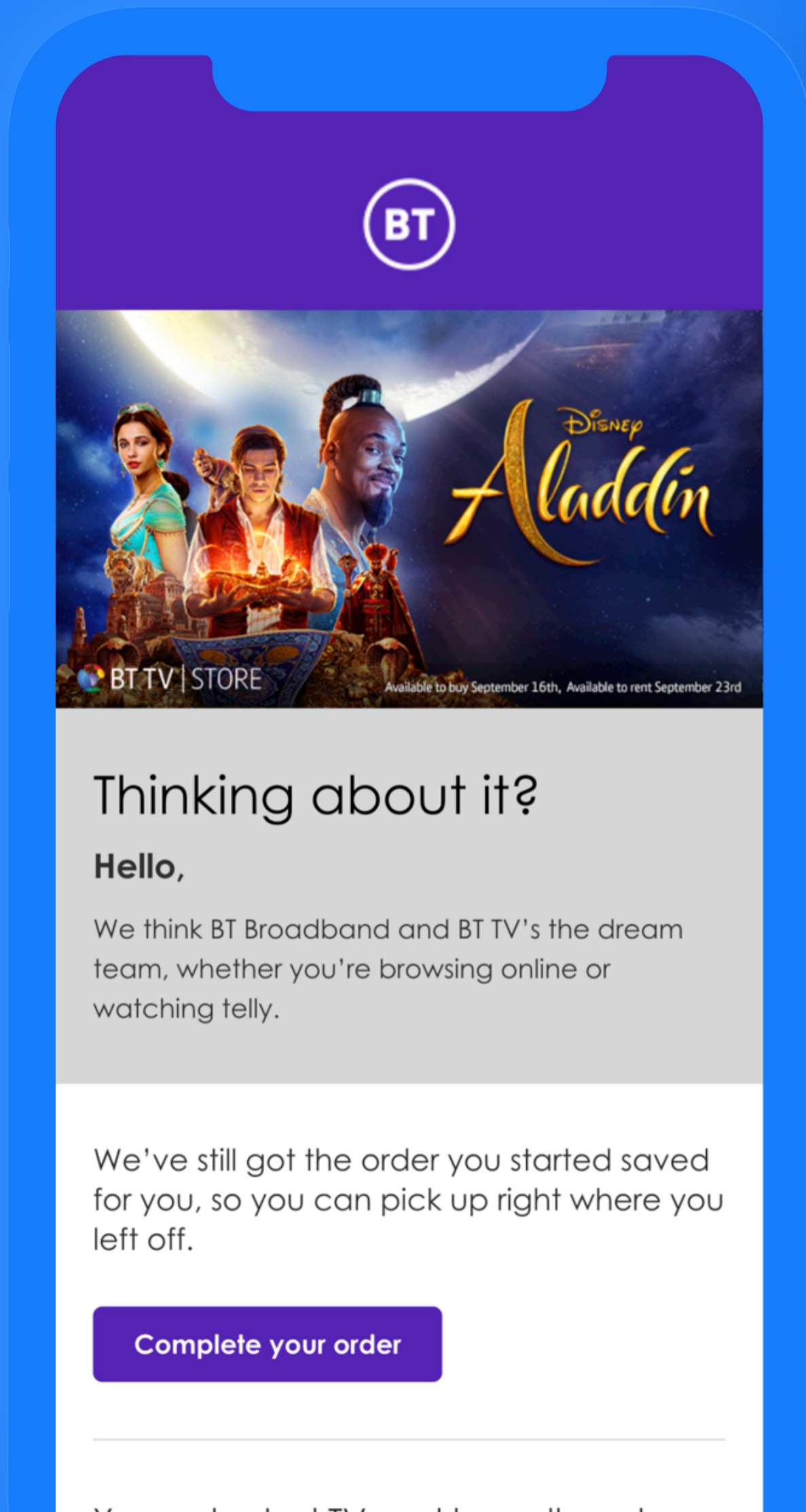
**\$187**

MOBILE AOV

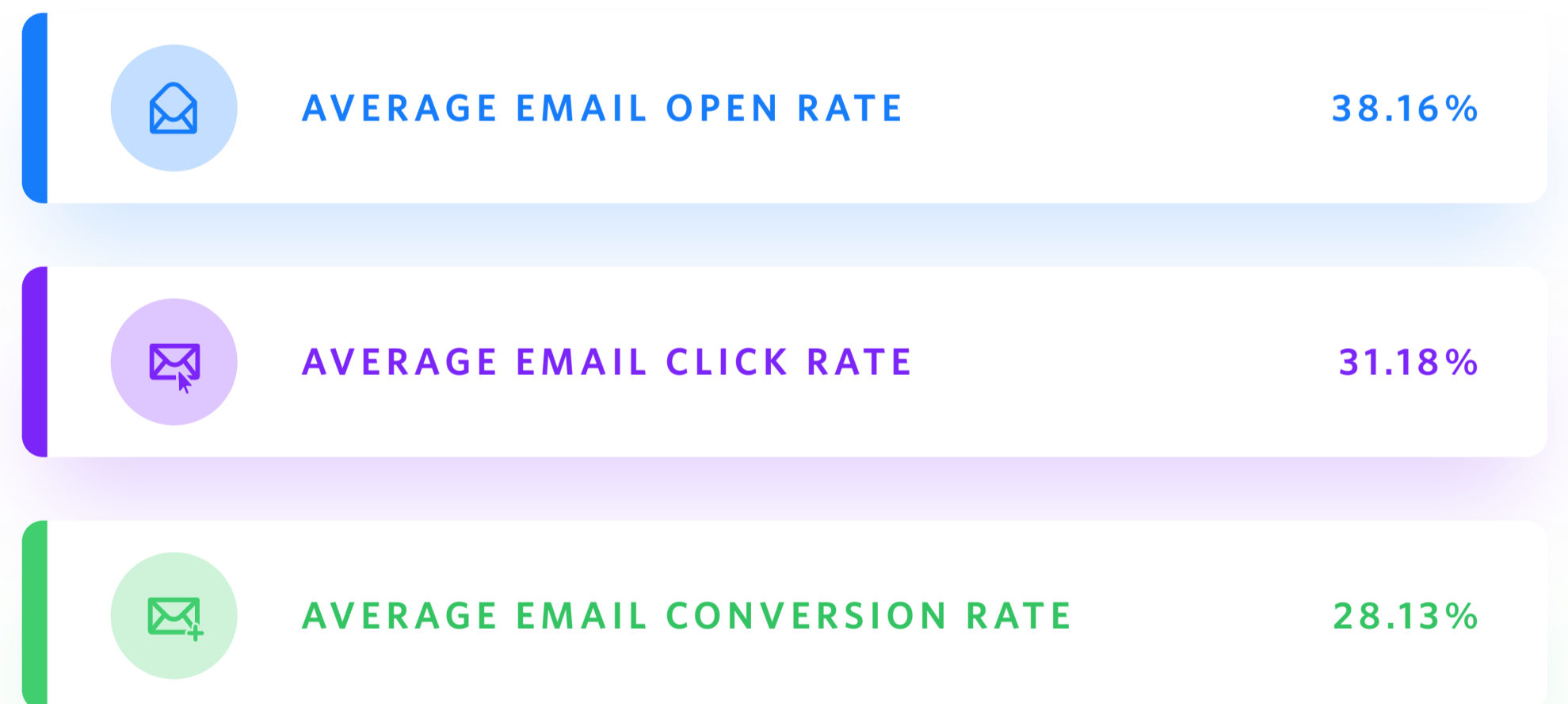
**\$150**

## Average Abandonment Rates in the Retail Sector





Abandonment email open rates for retail are lower than travel, but click and conversion rates are higher.

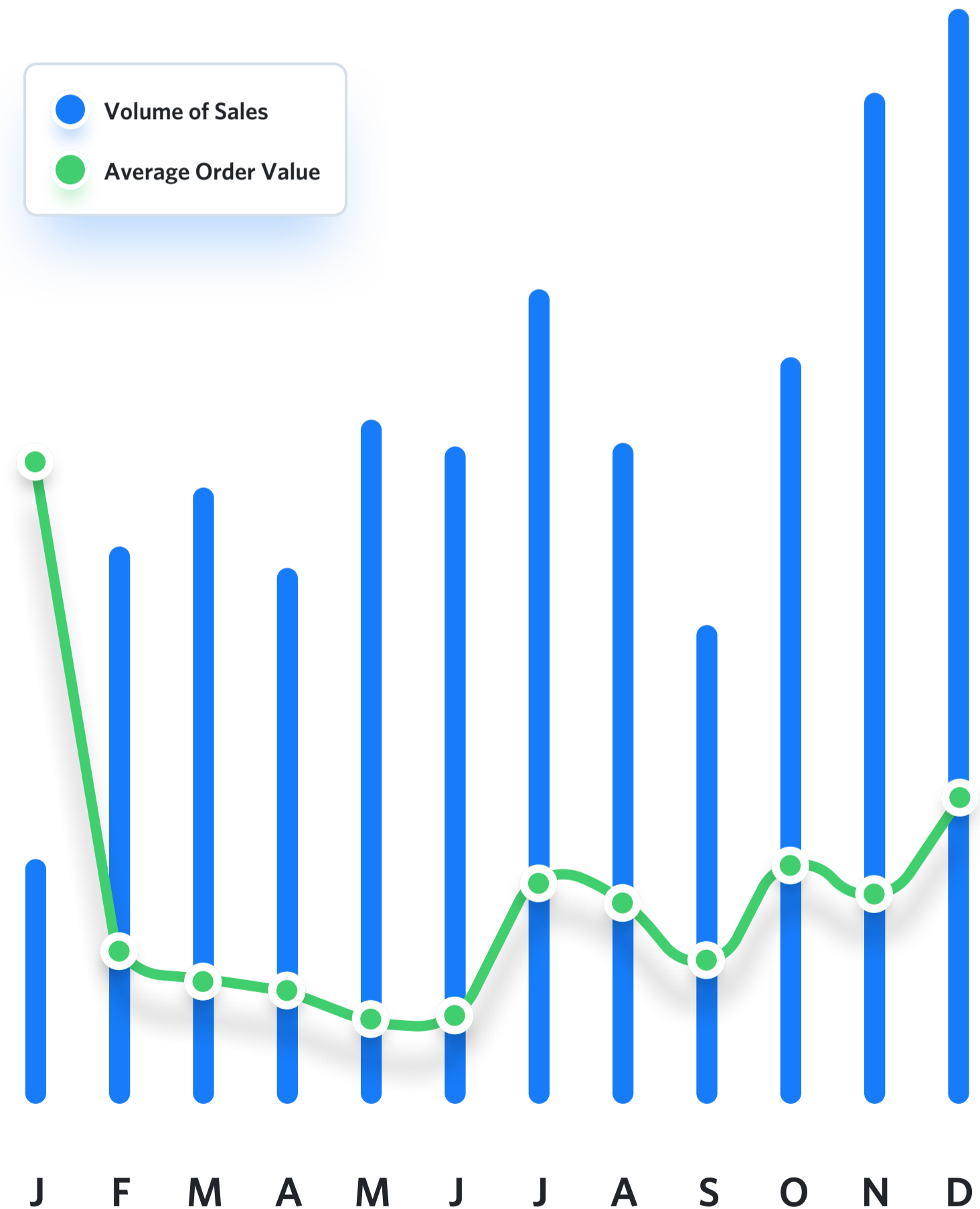


# Fashion

Fashion retail sales peak in November and December, with a third peak in July. Average order values, as with retail in general, are highest in January.

## MONTHLY TRENDS IN FASHION SALES VOLUMES & AOV

Data from SaleCycle Fashion Clients 2019



# Traffic & Sales by Device

Fashion retailers are often targeting a generally younger demographic who are more likely to be shopping via mobile.

For this reason, the vast majority of traffic is mobile (75%), while 67% of sales are from mobile users. These relatively high mobile conversions also reflect the focus that many retailers have had on mobile usability.



When we split fashion into luxury and consumer, we can see how higher prices affect abandonment rates, with luxury shoppers more likely to abandon purchases.

## AOV by Device

DESKTOP AOV

**\$109**

MOBILE AOV

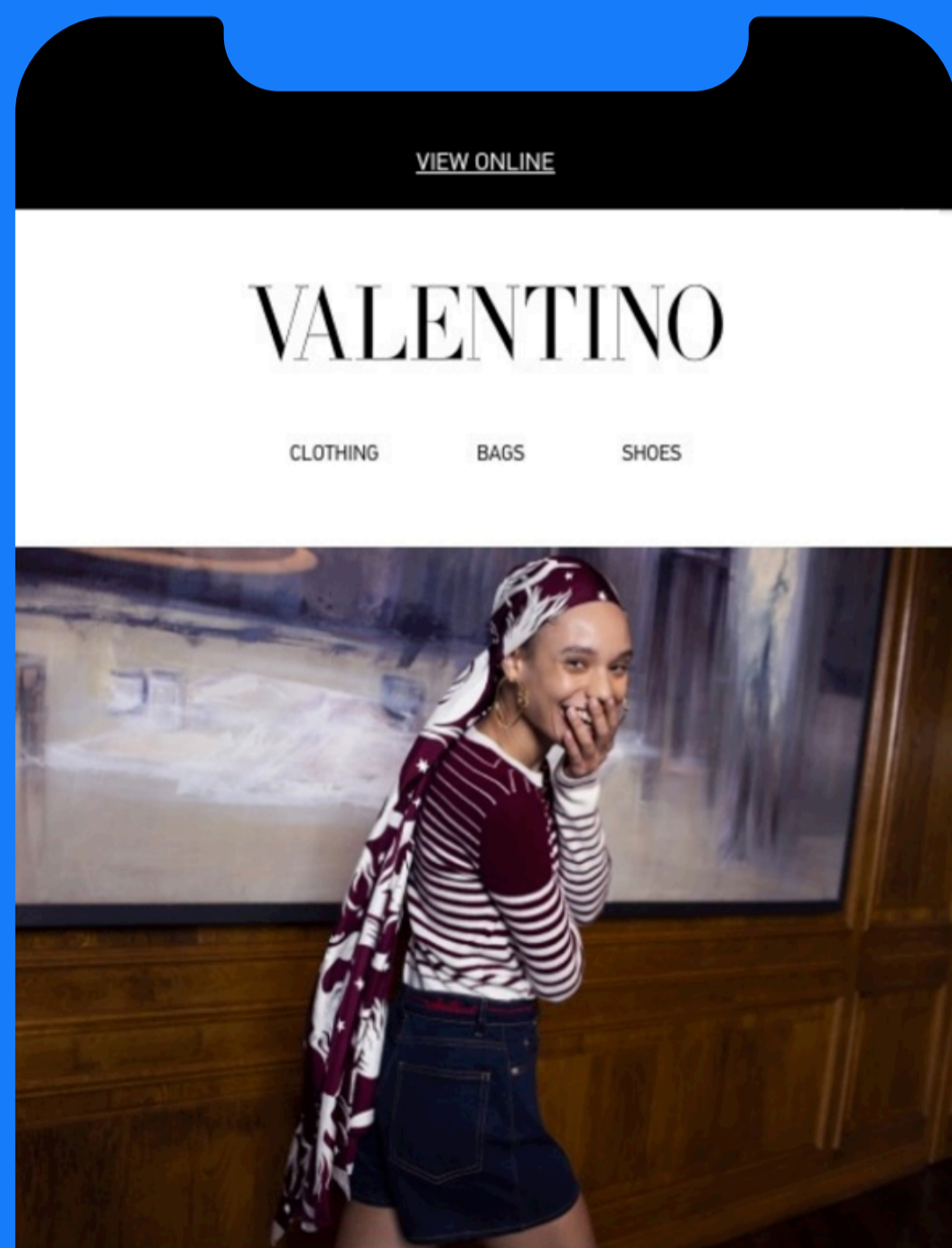
**\$73**

# Average Abandonment Rates in the Fashion Sector

SaleCycle client data 2019

LUXURY FASHION 90.77%

CONSUMER FASHION 85.94%

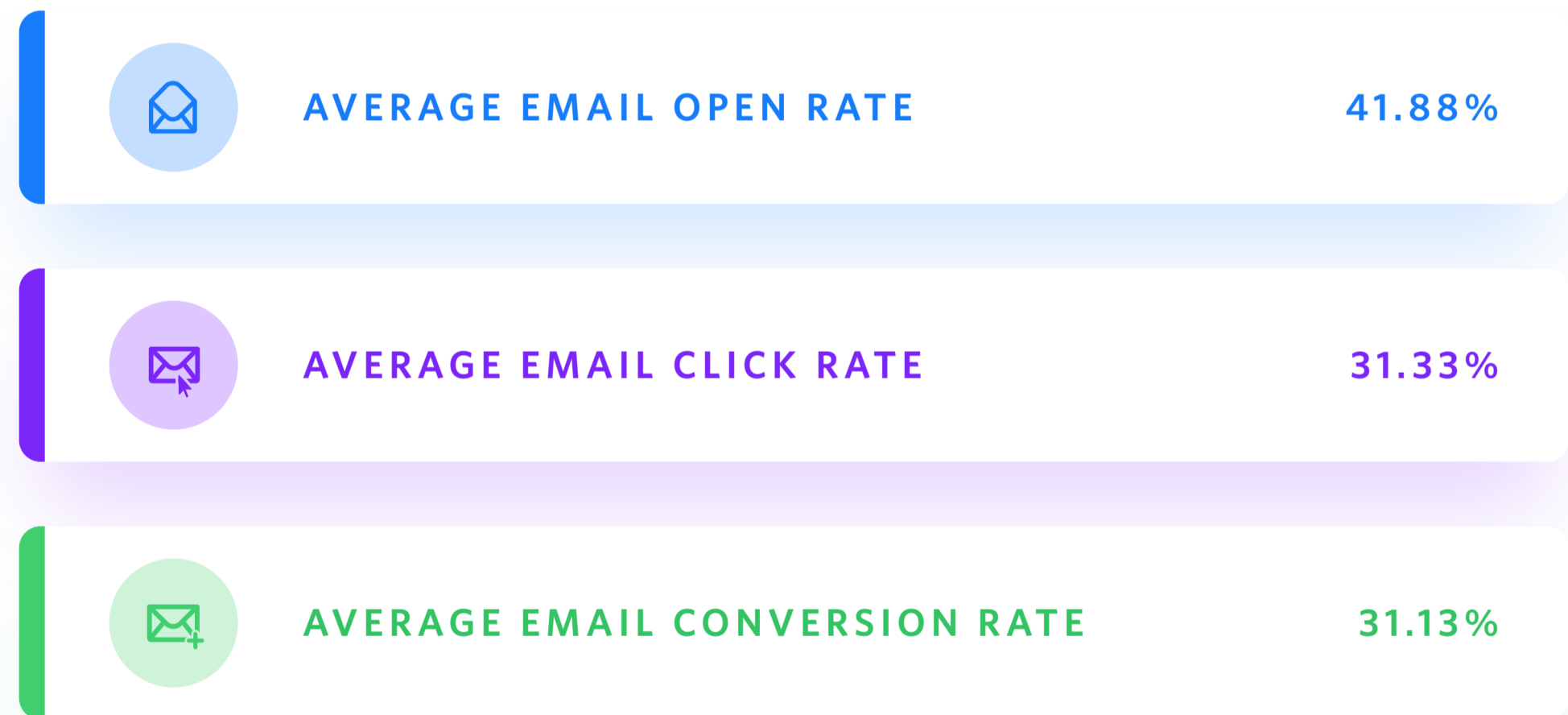


### DON'T FORGET YOUR ITEMS

Thank you for shopping at Valentino Online Boutique. The items in your shopping bag are still available. Don't miss the opportunity to wear what you love. As a reminder, our Customer Service team is always available to assist you with your purchases.

[CONTINUE TO CHECKOUT](#)

Fashion abandonment emails perform well when compared to retail in general, with higher open and conversion rates.



# Online Abandonment Trends

All following data comes from SaleCycle clients in 2019



# Cart Abandonment Rates

Cart, or basket abandonment, refers to shoppers who add items to carts but leave the website without completing a purchase. For travel, this may be leaving a booking behind, or a quote or purchase on finance and utilities websites.

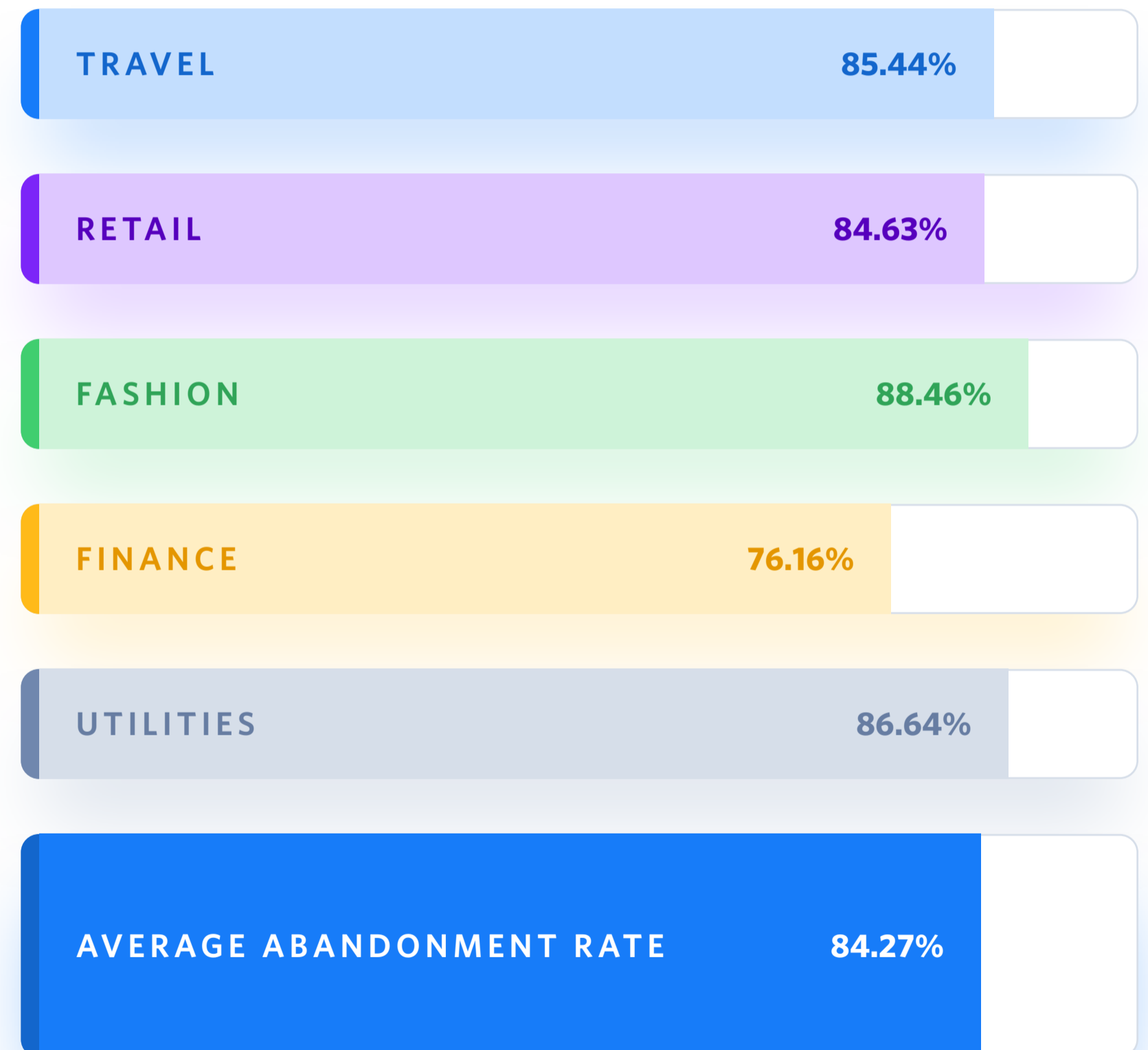
Overall, 84.27% of website visitors abandoned a purchase, quote or booking in 2019. People abandon them for a variety of reasons.

Some simply aren't ready to buy, and want to shop around or research a little more before making a decision, while others may encounter issues that deter them from completing the checkout process.

Abandonment can also vary between sectors. Finance sites have the lowest abandonment rates, even though obtaining quotes for products like car and home insurance can sometimes involve filling out relatively long forms.

However, some forms can be very quick and easy (travel insurance for example) and if a form is well-designed and easy to complete, people are less likely to abandon.

The same is true for any sector; good user experience and well-designed checkout forms will always help to reduce abandonment.

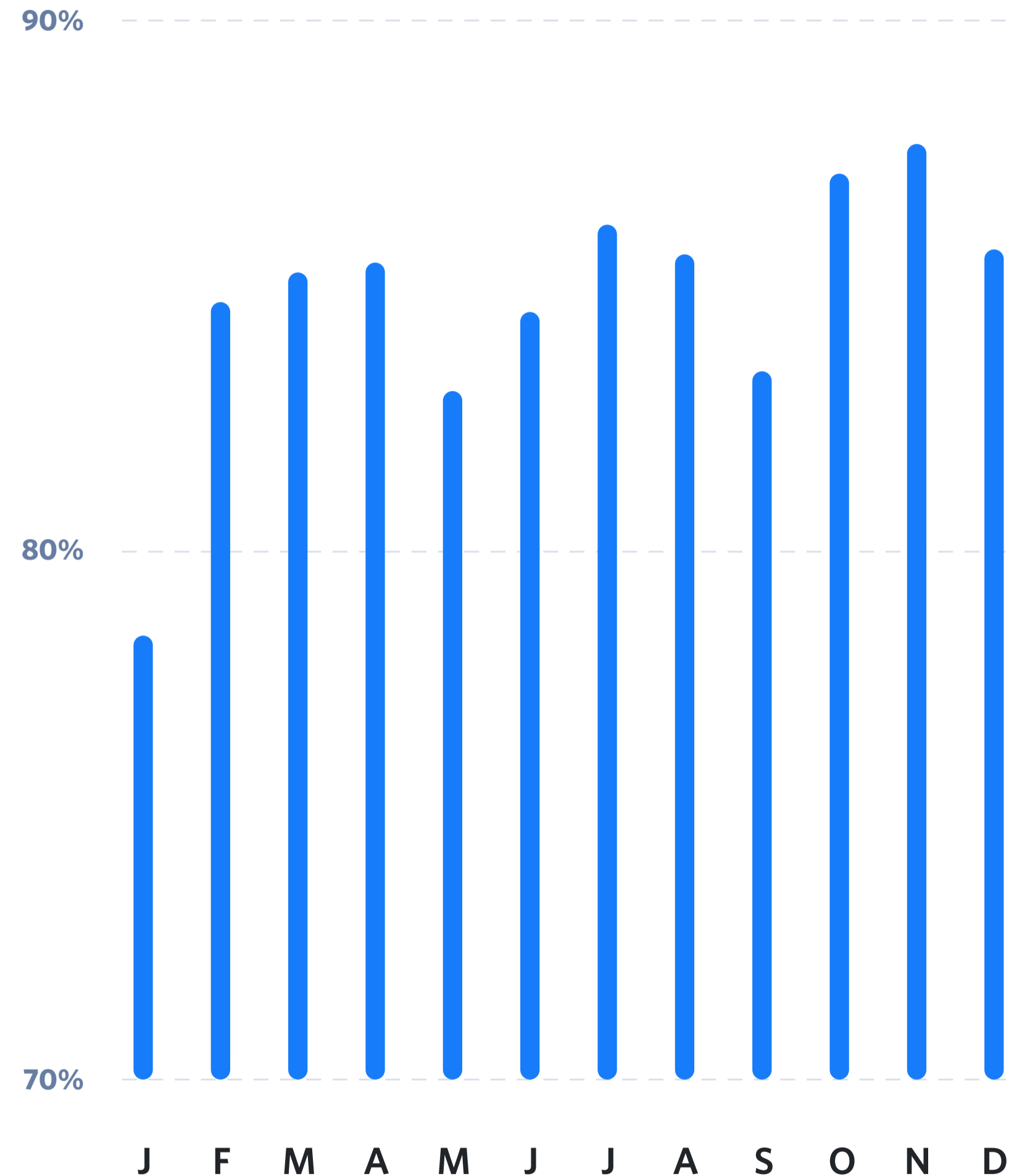


# Abandonment Trends Across the Year

Abandonment rates generally hold steady throughout the year, and are highest in October and November.

This may reflect pre-sale shopping as most visitors to ecommerce sites in these months are aware that big sales events such as Black Friday, Cyber Monday and Singles Day are coming soon, so they're checking prices but waiting for bigger discounts to come.

Abandonment rates are lowest in January, at a peak time from promotional activity for fashion retailers. Generous discounts and limited stock levels can encourage more people to buy on their first visit, thus reducing abandonment rates.



Generally, abandonment rates are lower in the more established ecommerce markets of North America, Europe and Asia.

N.AMERICA

85.5%

S.AMERICA

92.7%

EUROPE

85.8%

SEMEA

87.4%

MIDDLE EAST

90.8%

AFRICA

94.2%

ASIA

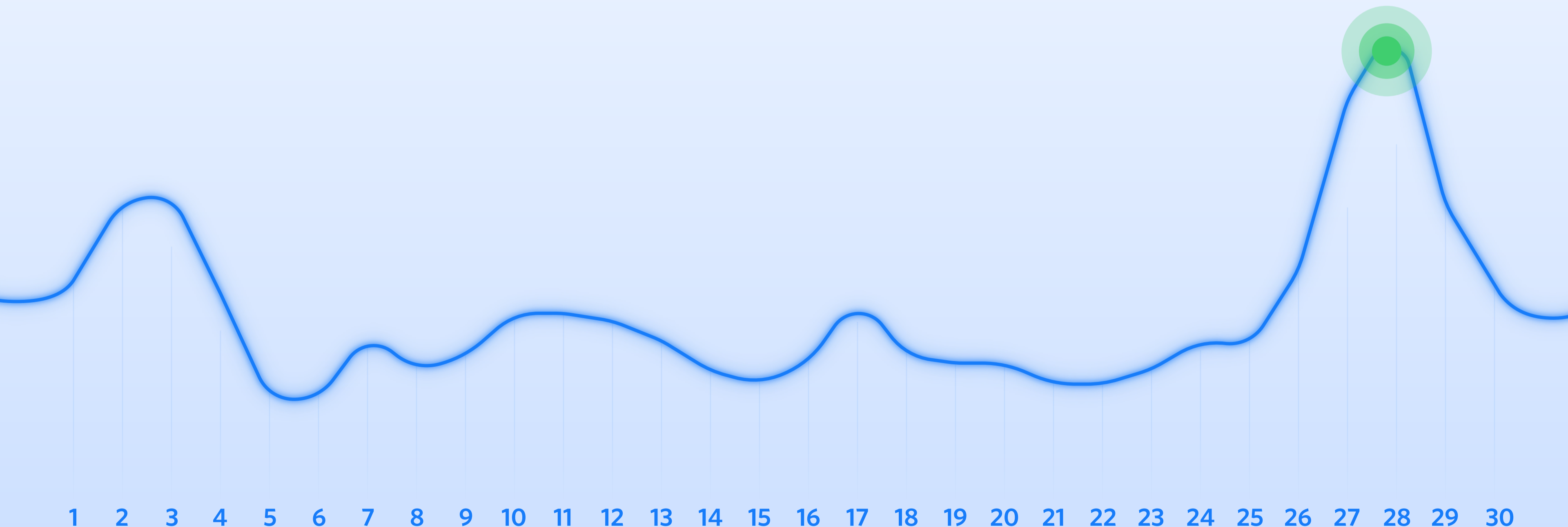
85.0%

AVERAGE

88.8%

# Abandonment Volumes by Day of Month

Looking at abandonment volumes by month, we see them remain relatively steady throughout the month, then peaking towards the end of each month and the beginning of the next, which reflects the days around payday where shoppers are more likely to browse and buy.



# Abandonment Volumes by Day of Week

Abandonment volumes are lowest on Saturday, closely followed by Sunday, which are also the days with the lowest sales volumes.

Low abandonment volumes coincide with low purchase volumes on weekends.

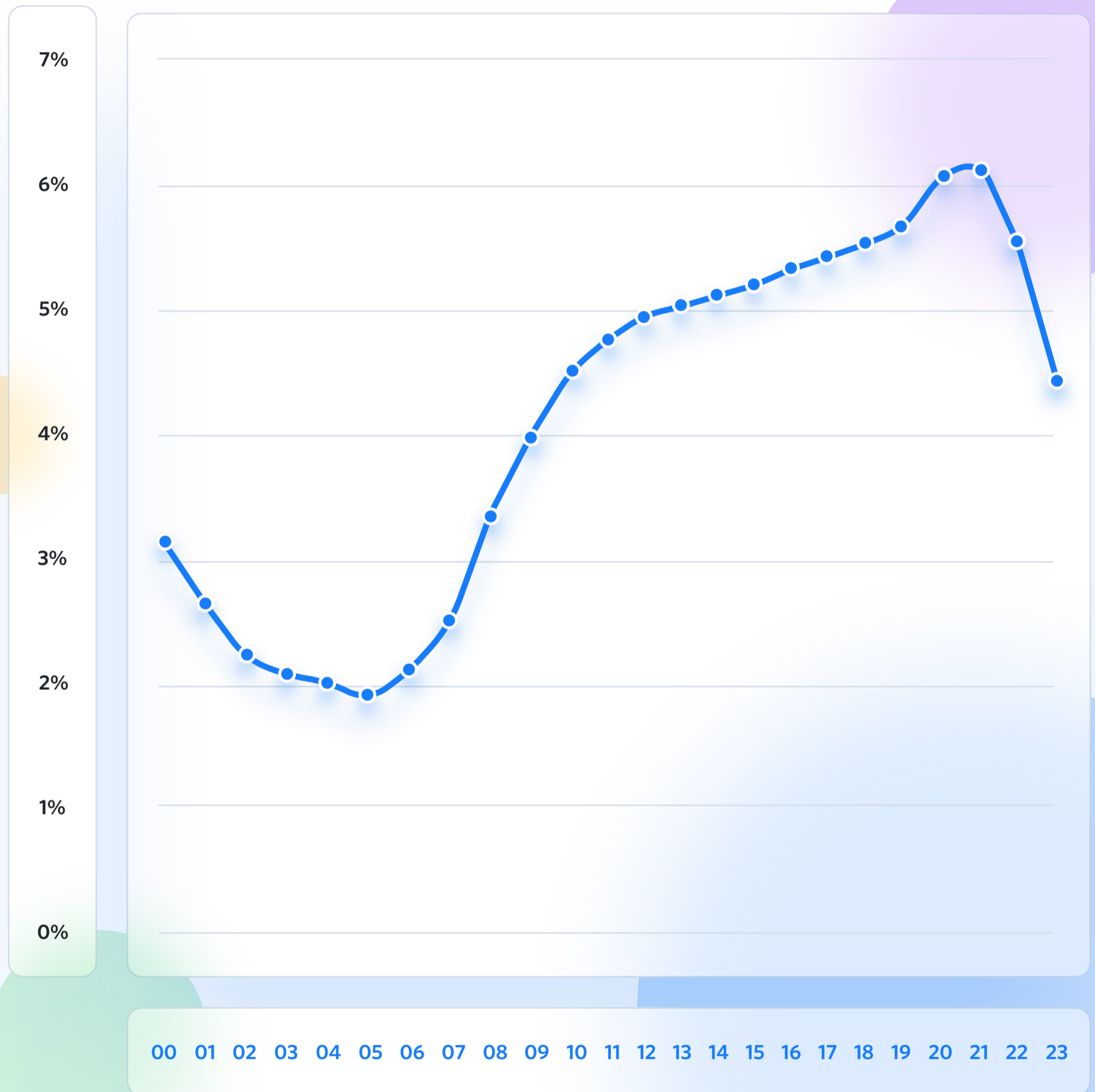
15.5%  
15%  
14.5%  
14%  
13.5%  
13%  
12.5%  
12%



# Abandonment Volumes by Time of Day

Abandonment volumes begin to rise from early morning, peaking around 9pm, then dipping slightly after the peak time for sales (8pm to 10pm).

**Online sales peak at 9pm, and are the lowest at 5am.**



# Summary

The data in this report highlights some of the key areas online ecommerce brands can focus on.

Firstly, the disparity in abandonment rates between sites spells out the opportunity for brands to minimise this issue, and to convert more shoppers after they have abandoned. For example, while the average retail abandonment rate is 84.63%, we see some retailers with abandonment levels 10% to 15% lower than that.

Basket abandonment can be minimised with a focus on user experience, which can cover everything from optimised product discovery and site navigation, to an improved checkout process.

Even with the greatest customer experience on the web, customers will still abandon for a number of reasons, often because they're simply not quite ready to buy. At this point, abandonment emails and SMS can keep your brand in the customer's mind, and encourage them to return and complete a purchase when they're ready.

**One very important area for retailers is mobile. Mobile traffic to retailers continues to grow, and in some sectors and regions it is by far the most important channel for ecommerce.**

Our stats on traffic and sales from mobile devices show that mobile sales volumes and order values lag behind smartphone traffic. In addition, stats show that mobile conversion rates are less than half of those on desktop. **10.4% of shoppers add items to cart on mobile, which isn't far behind the 11.8% that add items on desktop.**

Mobile users therefore are indicating an intent to purchase which is similar to desktop, but the fact mobile conversion rates are half that of desktop suggests that mobile checkout is a key area for brands to focus on. A well-designed mobile checkout, with time-saving features like guest checkout, streamlined forms, and easy payment can make the difference.

Sites now have the choice of payment options that suit mobile perfectly, from touch and face ID payment through Apple and Google Pay, to established payment methods such as PayPal and Amazon Pay which can save users the effort of entering payment card and address details.

Some sectors, travel especially, face more of a challenge to convert mobile customers, but sectors like fashion show what can be achieved with a mobile-first outlook that focuses on the mobile user experience.

Our mission is to inspire, shape and support the conversions that exist within every customer journey.

[www.SaleCycle.com](http://www.SaleCycle.com)

Get in touch.

hello@salecycle.com

**Americas**

New York, NY

+1 917 243 9974

**NEMEA**

Durham, UK

+44 (0) 191 500 7400

**SEMEA**

Paris, FR

+33 (0) 181 806 048

**APAC**

Singapore

+65 6635 2487