

2021

ECOMMERCE STATS & TRENDS REPORT

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2021 Ecommerce Stats & Trends Report.

SaleCycle is trusted by over 500 ecommerce clients and has worked with many more over the last decade. Everyday we help brands to recover abandoned sales and boost online conversions by interacting with shoppers online. All of our clients have a fully managed-service with a dedicated account manager.

During 2020 we witnessed more than 155 million online conversions compared to 130 million in 2019 and we played a key role by influencing more than 6 million conversions for our clients across a wide range of sectors including retail, fashion, luxury, financial services, travel and many more.

The coronavirus (COVID-19) pandemic has had a significant impact on global ecommerce and online consumer behaviour. The pandemic has drawn a spotlight on ecommerce retail channels as the population became reliant on digital transactions amid brick-and-mortar store closures and various lockdowns. However, the spotlight has not been felt evenly in all regions.

For example, the entirety of 2020 showed positive digital global growth trends. Online transactions increased by 39.7% with the global conversion rate increasing by 40.3%. However, not all regions and sectors have seen an upward trend, such as the travel.

In June 2020, global retail ecommerce traffic hit a record-high of 22 billion monthly visits as billions of people stayed at home to prevent the spread of the virus.

This report shows ecommerce trends, sales and growth across different sectors, regions and devices. We also highlight abandonment trends and sales data.

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The Impact of **COVID-19** on Ecommerce.

The coronavirus (COVID-19) global pandemic demanded a lot of changes in the way we live our daily lives, namely an unprecedented series of lockdowns. Consumers and businesses alike were forced to make the digital transition at an accelerated pace.

Ecommerce underwent a period of transition like no other, with increased supply and demand for niche products and supply chain issues to name but two. However, we also saw investments in new software, upgraded digital user experience and an overall giant leap forward for ecommerce roadmaps. Digital buyers worldwide increased from 1.92bn in 2019 to 2.05bn in 2020.

Retailers focused heavily on omnichannel marketing and intensified features and actions to maximise the opportunity of the increased demand and volume of online traffic. However, with this came a much broader and more competitive landscape for many. As more money was invested in website development, app development and digital marketing it caused competition to increase rapidly.



2020 Ecommerce Trends & Market Growth.

The online retail market has witnessed solid growth over the past decade, but the last twelve months have seen huge and unprecedented growth in some sectors due to the global pandemic.

In 2020, global retail ecommerce sales reached over 3.9 trillion U.S. dollars worldwide, compared to 2019 (3.5 trillion U.S. dollars worldwide) this was a 10.2% increase.

Customers of all age groups are increasingly moving online out of necessity due to COVID-19. Various quarantine measures and business closures due to the pandemic have forced internet users to turn to ecommerce in extraordinary numbers.

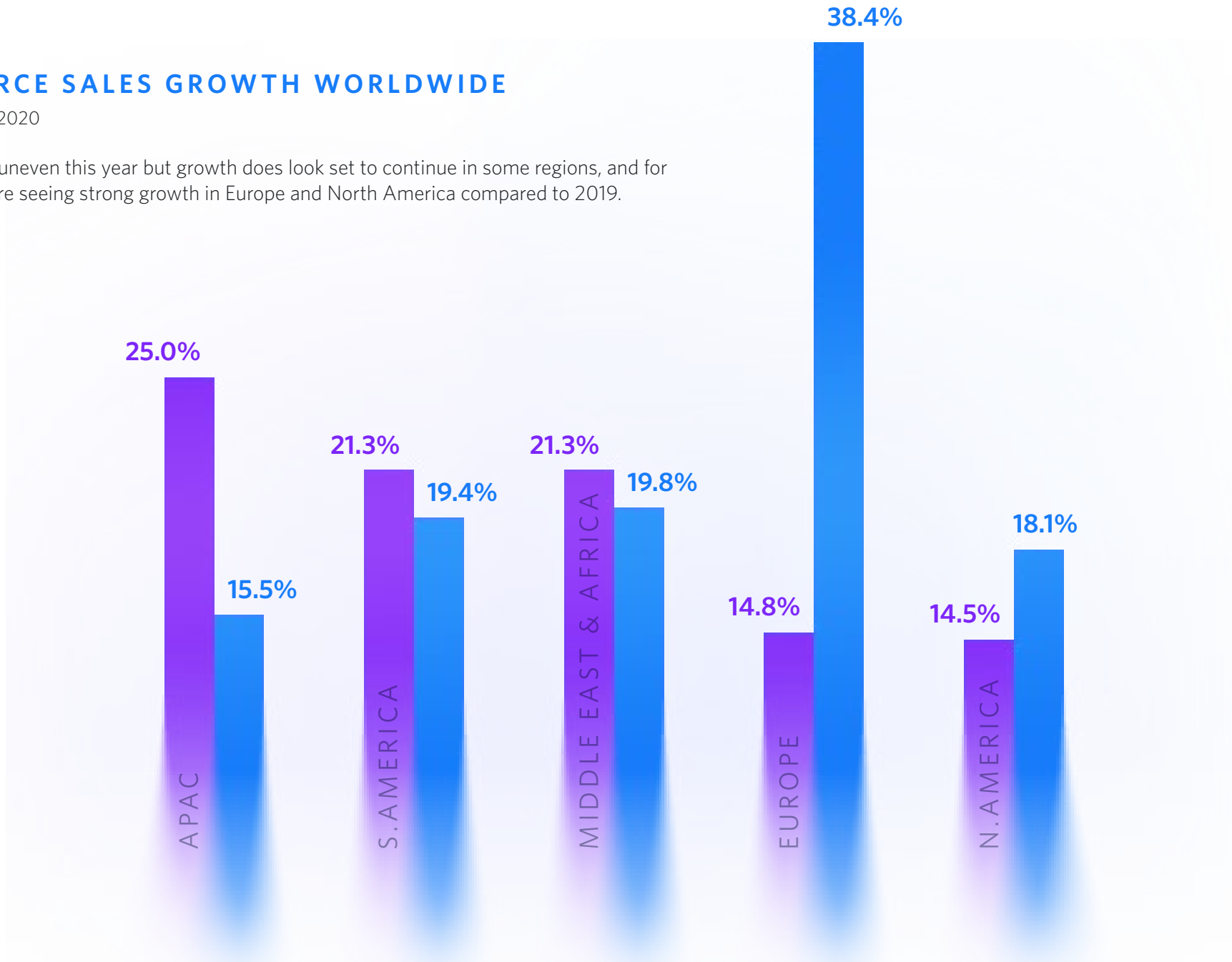
However, virtually every country now enjoys the perks of online transactions thanks to the ongoing digitalisation of modern life. The rate of ecommerce still grows with a healthy combination of broadband penetration, retailers moving online, and customer awareness of ecommerce.

RETAIL ECOMMERCE SALES GROWTH WORLDWIDE

% change by region | eMarketer 2020

The growth trends have been uneven this year but growth does look set to continue in some regions, and for some time. For example, we are seeing strong growth in Europe and North America compared to 2019.

2019
2020



Top 10 Most Valuable Ecommerce Markets.

SHARE OF TOTAL RETAIL SALES 2020 (%)

Business.com 2020

Canada

ANNUAL ONLINE SALES

\$30 billion

SHARE OF TOTAL RETAIL SALES

5.7%

United Kingdom

ANNUAL ONLINE SALES

\$79 billion

SHARE OF TOTAL RETAIL SALES

14.5%

Germany

ANNUAL ONLINE SALES

\$73 billion

SHARE OF TOTAL RETAIL SALES

8.4%

Russia

ANNUAL ONLINE SALES

\$20 billion

SHARE OF TOTAL RETAIL SALES

2%

South Korea

ANNUAL ONLINE SALES

\$37 billion

SHARE OF TOTAL RETAIL SALES

9.8%

United States

ANNUAL ONLINE SALES

\$340 billion

SHARE OF TOTAL RETAIL SALES

7.5%

France

ANNUAL ONLINE SALES

\$43 billion

SHARE OF TOTAL RETAIL SALES

5.1%

China

ANNUAL ONLINE SALES

\$672 billion

SHARE OF TOTAL RETAIL SALES

15.9%

Japan

ANNUAL ONLINE SALES

\$79 billion

SHARE OF TOTAL RETAIL SALES

5.4%

Brazil

ANNUAL ONLINE SALES

\$19 billion

SHARE OF TOTAL RETAIL SALES

2.8%

Asia continues to dominate the market while also boasting the fastest rate of ecommerce growth globally with China's annual growth of 35%.

Brazil is the only South American country in the top 10 with annual online sales of \$19 billion. The country is attracting interest from North American online retailers, which is no surprise given the opportunity available.

Emerging markets with strong and rapid growth include the Philippines, Malaysia and Spain. According to the eMarketer 2020 Report the latter plus nine further countries will see more than 20% growth rate, surpassing acceleration growth rate in 2019.

Perhaps the most notable trend in the world of ecommerce is the unprecedented use of mobile devices. In Q3 2020, smartphones accounted for over 50% of global website traffic. This suggests that mobile shopping will continue to influence online buying behaviour. For example, South Korea who generated 9.8% of total online sales saw up to 65% of their total online transactions via mobile traffic.

Even regions with insufficient digital infrastructure are seeing mobile usage increase at a rapid pace. Emerging digital markets have bypassed desktop technology.



SALECYCLE TIP:

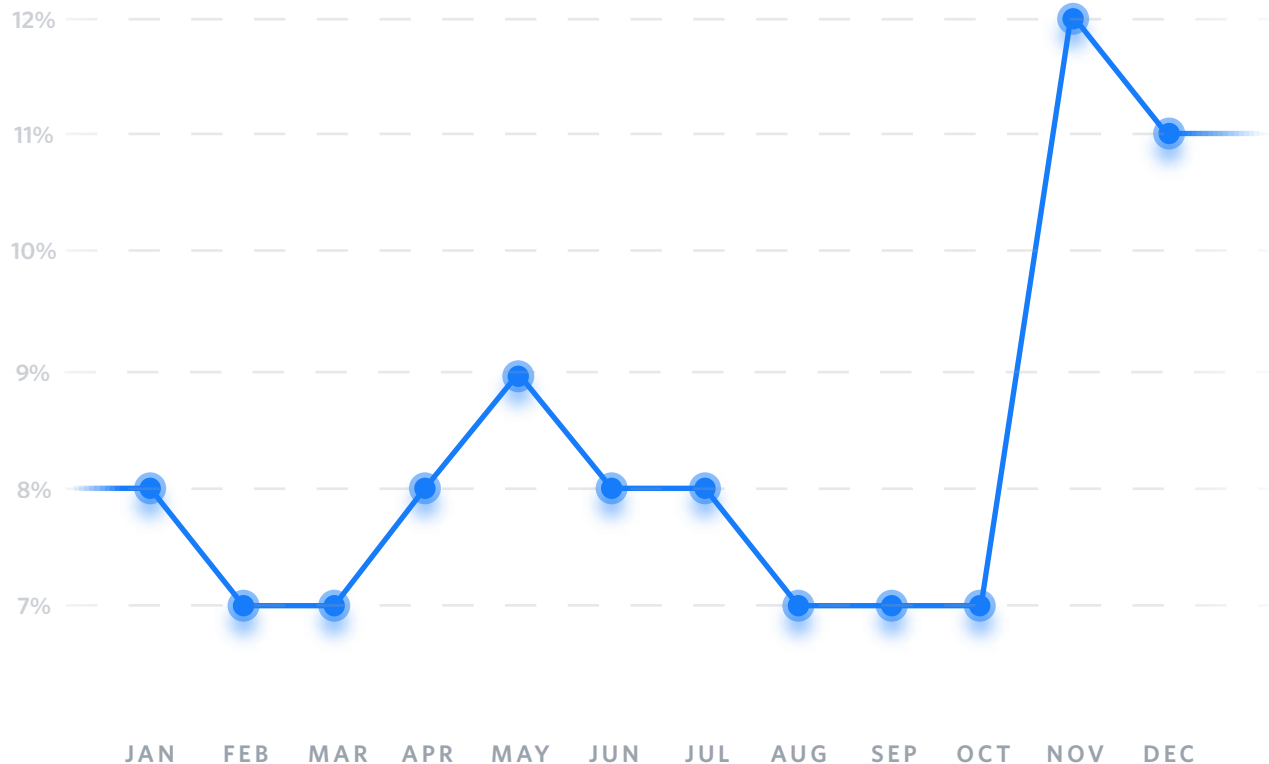
SMS abandonment messages are opened within 90 seconds, compared to 90 minutes of emails. Plus the SMS open rate is 98% with a click through rate of 36%. Use a multi-cycle and optimised abandonment SMS within your digital strategy to recover online sales. 87% of people who abandon their cart say they would consider returning to their purchase given the right prompt.

Online Sales Trends.

PERCENTAGE OF YEARLY SALES VOLUMES PER MONTH

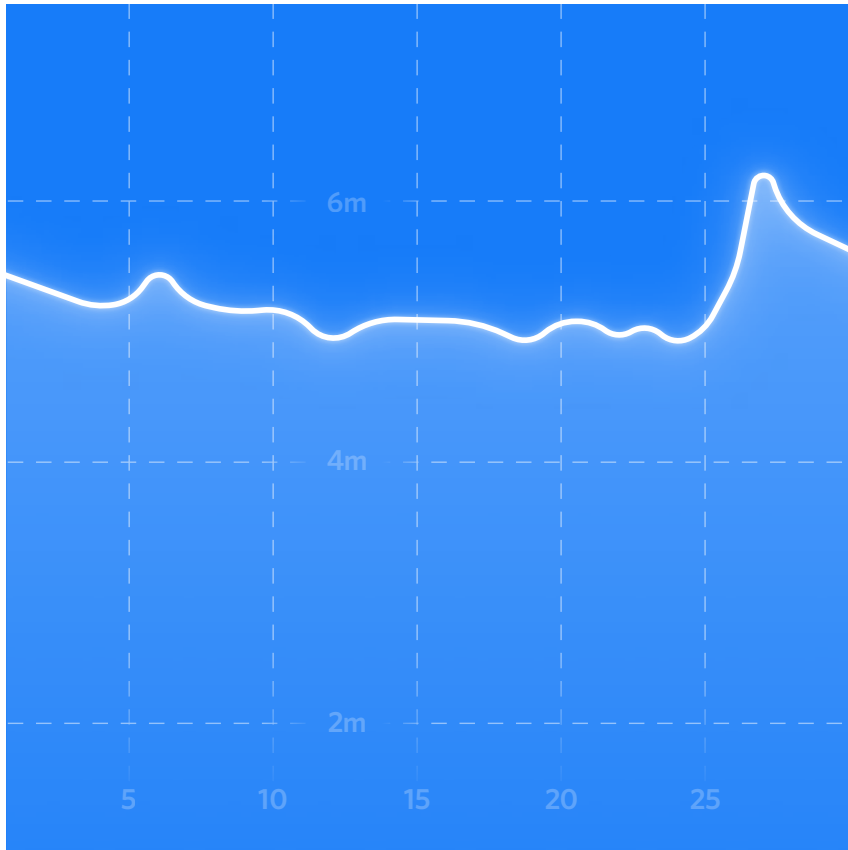
SaleCycle Client Data 2020

Upon analysing the data here we can see that Black Friday, Singles Day, sales holidays, Christmas shopping seasons and, interestingly, March when Europe imposed country-wide lockdowns have dominated. We can clearly see the breakout in sales volumes in May which continued throughout summer and then again in November & December.



SALECYCLE TIP:

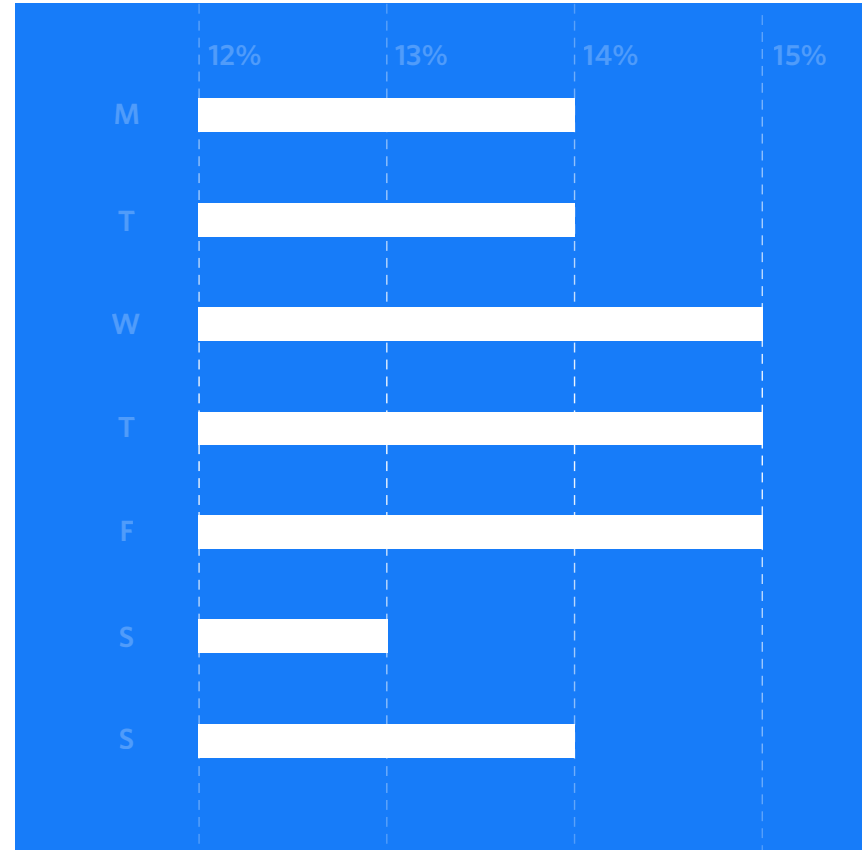
Timing the market is essential for any ecommerce business looking to increase ROI. Learning the buying patterns of your customers and industry allows you to align your strategy accordingly. For example, understanding the busiest times of each year, month, week or day provides the greatest opportunity to build optimised and bespoke campaigns, launch new products and upsell at the right times such as events or around payday. Planning for events such as Valentine's Day can help you maximise your returns, similarly when it's a quiet time and the digital footfall is lower marketing may need to be increased. The rest of this chapter will provide you with the data you need to maximise opportunities.



MONTHLY TRENDS IN SALES VOLUMES

SaleCycle Client Data 2020

Higher sales volumes are present at the start and end of the month, which reflected payday. The lowest buying point fell on the 19th with the 27th being the highest spending day on average.



AVERAGE PERCENTAGE OF SALES VOLUME BY DAY OF WEEK

SaleCycle Client Data 2020

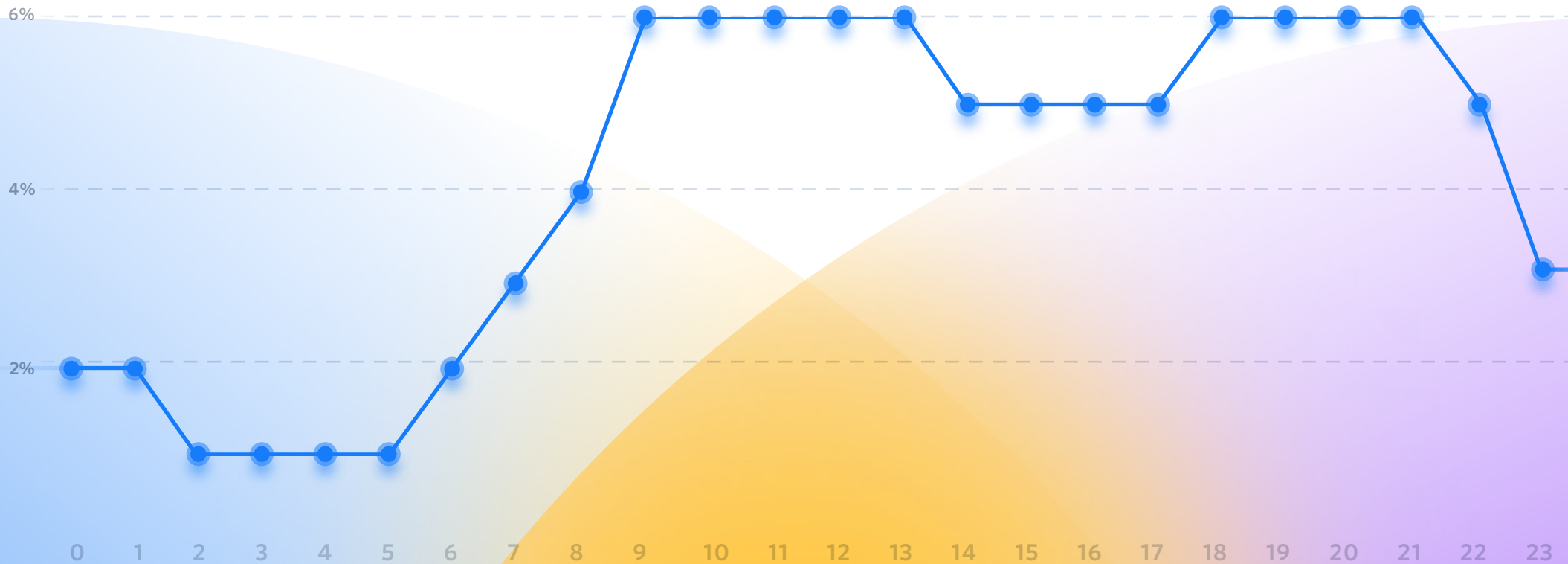
In 2020 online shoppers were more likely to buy online on Wednesday, Thursday and Friday. In 2019 Thursday was the standout day, however, in 2020 shoppers were more evenly spread throughout the week. Although Thursday in 2020 still accumulated the highest buying volume. Saturday saw the biggest dip in online sales volume.

AVERAGE PERCENTAGE OF SALES VOLUME BY TIME OF DAY

SaleCycle Client Data 2020

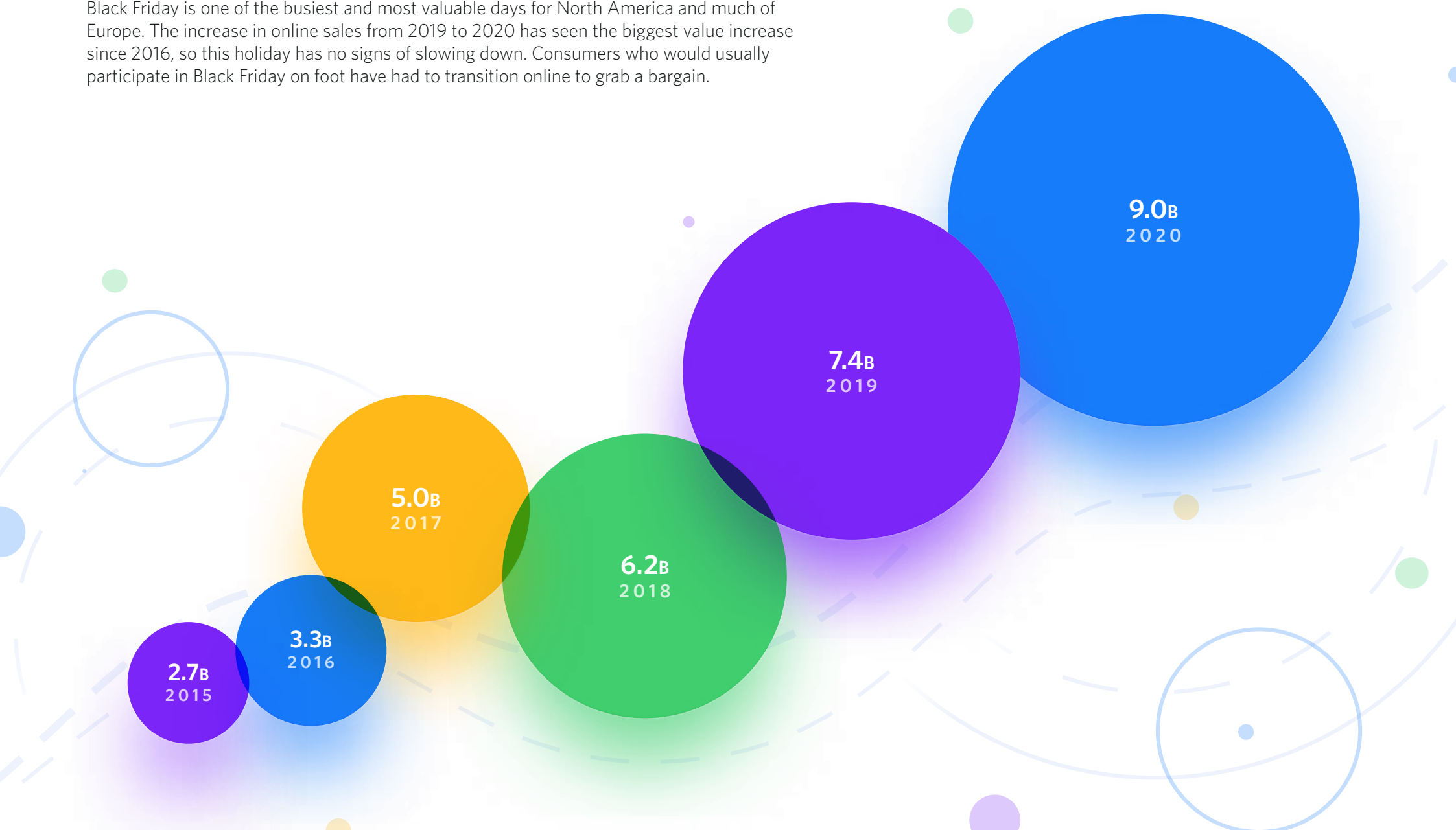
The peak times for online sales is between 10:00am - 11:00am and 20:00 - 21:00, which is slightly later than peak times in 2019 which were 8am - 9am. This could be due to flexible and remote working as a result of the global pandemic.

According to research by Deloitte, the number of people working from home since the pandemic began is 50% which is a 26% increase from pre-COVID working. Home working levels are also predicted to remain high even after the pandemic is over.



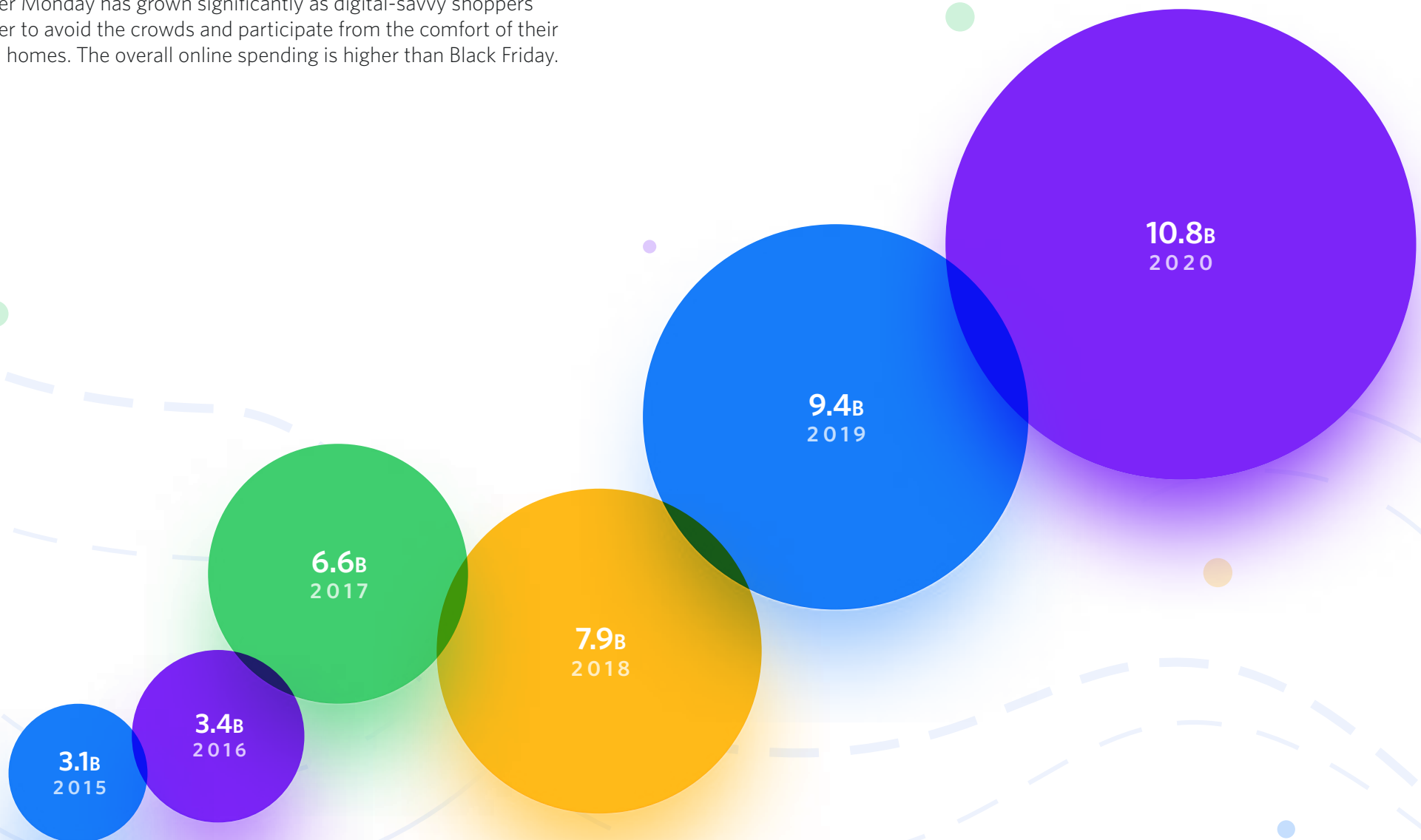
BLACK FRIDAY

Black Friday is one of the busiest and most valuable days for North America and much of Europe. The increase in online sales from 2019 to 2020 has seen the biggest value increase since 2016, so this holiday has no signs of slowing down. Consumers who would usually participate in Black Friday on foot have had to transition online to grab a bargain.



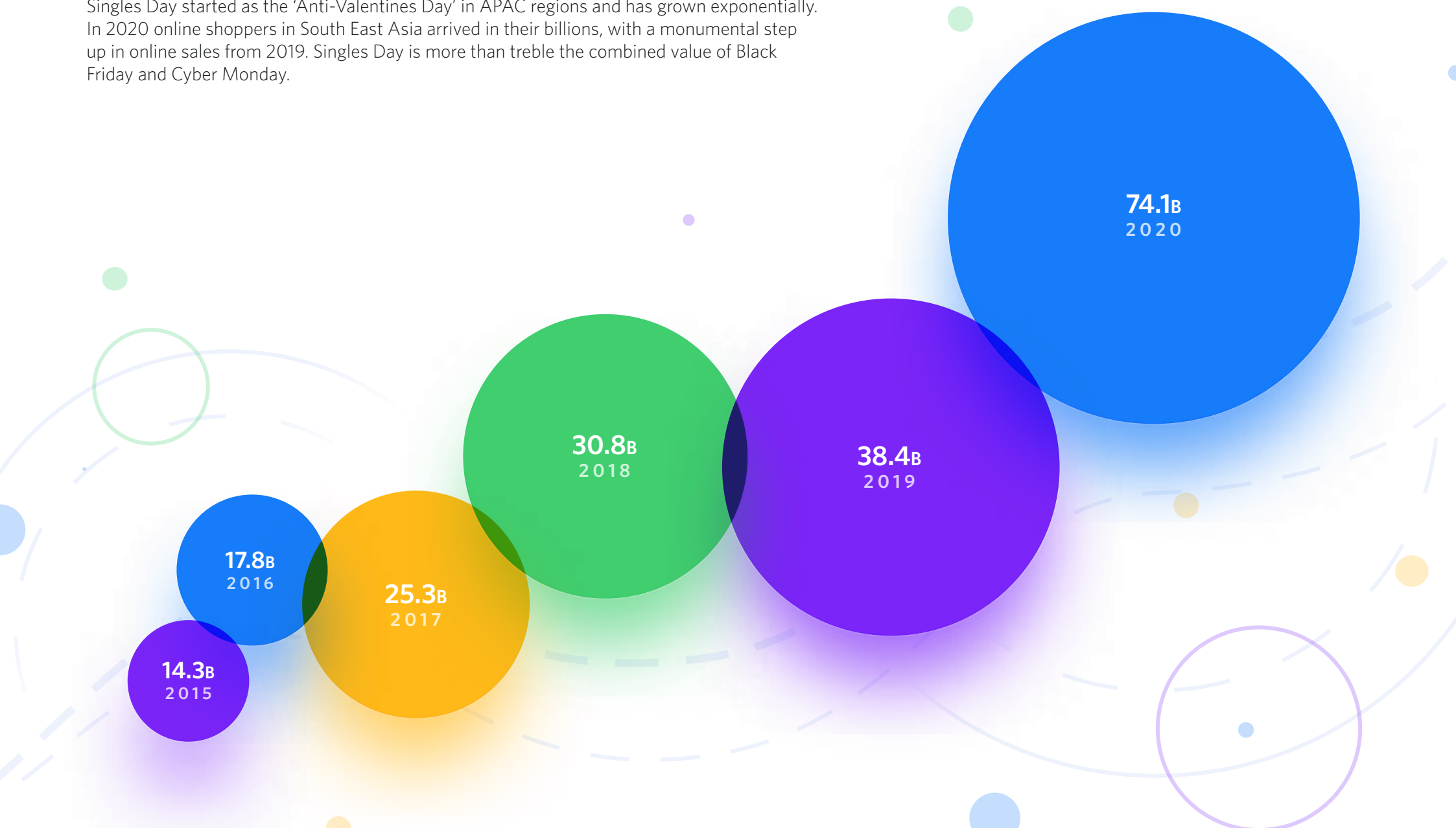
CYBER MONDAY

Cyber Monday has grown significantly as digital-savvy shoppers prefer to avoid the crowds and participate from the comfort of their own homes. The overall online spending is higher than Black Friday.



SINGLES DAY

Singles Day started as the 'Anti-Valentines Day' in APAC regions and has grown exponentially. In 2020 online shoppers in South East Asia arrived in their billions, with a monumental step up in online sales from 2019. Singles Day is more than treble the combined value of Black Friday and Cyber Monday.



MOBILE AND DESKTOP TRAFFIC & SALES

SaleCycle Client Data 2020

Online sales from mobile are 3% higher than 2019, which suggests more confidence in the mobile checkout user journey and improved UX. Traffic continues to increase on mobile but there is still a disparity between traffic and sales. Research by eMarketer found users spend an average of 2.55 hours per day on their smartphones. Although the gap is closing there seems to still be some work to be done from retailers to make the experience better.

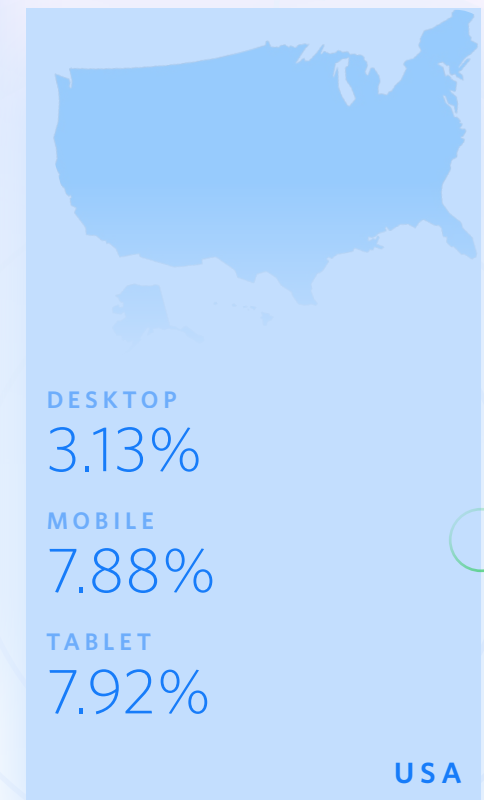
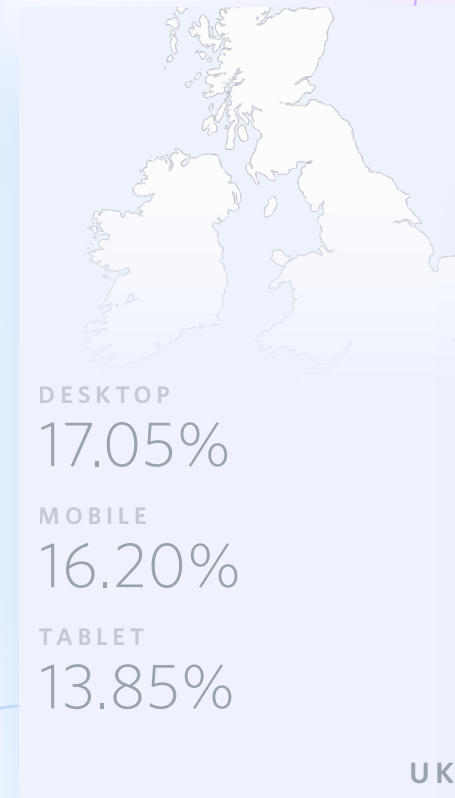
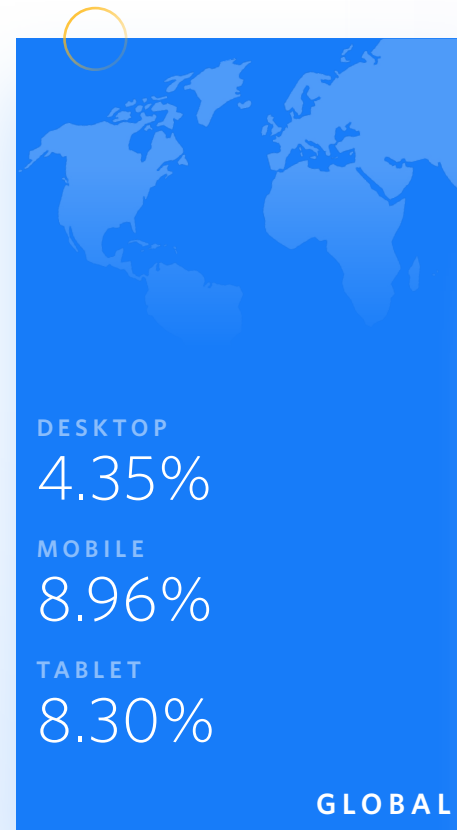


ADD-TO-CART RATES BY DEVICE

Monetate Q1 2020 Ecommerce Benchmarks (comparison Q1 2019)

Historically, we have seen little change in add-to-cart-rates across devices, which suggests shoppers are happy to add items to their cart whatever their device. Two-thirds of internet users use shopping apps on their mobile devices, according to Datareportal, 2020.

However, we can see an increase in add-to-cart-rates in the UK by over 10% for desktop and mobile. However, the global figures show that mobile has continued to grow as a trustworthy device with a 2.48% increase year on year.



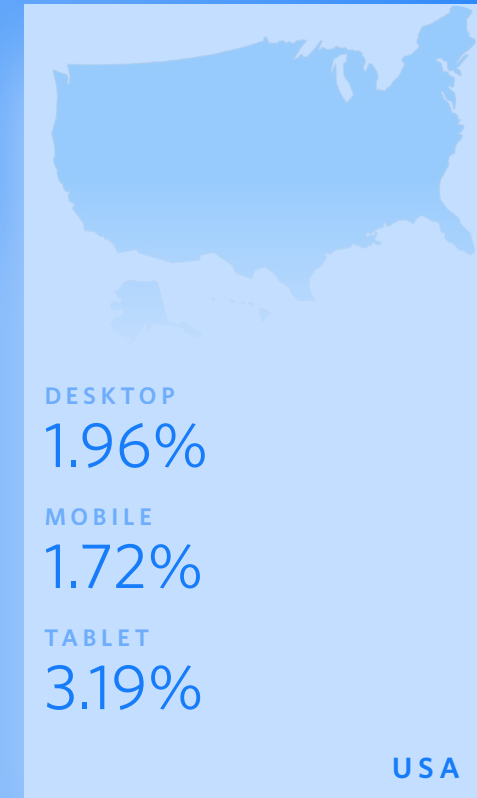
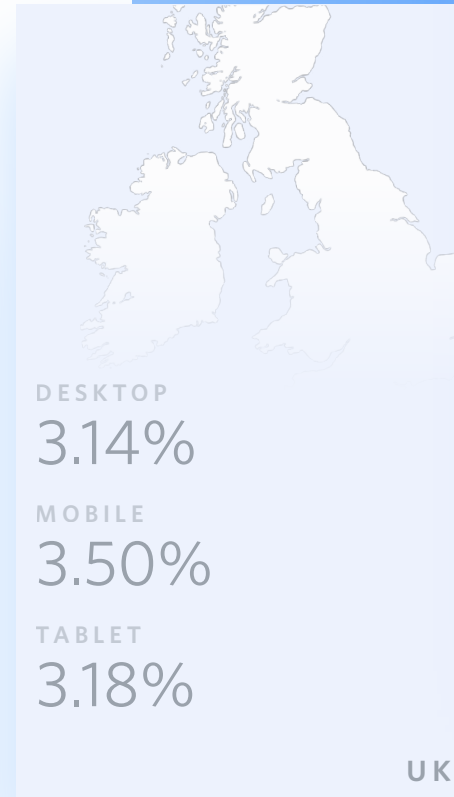
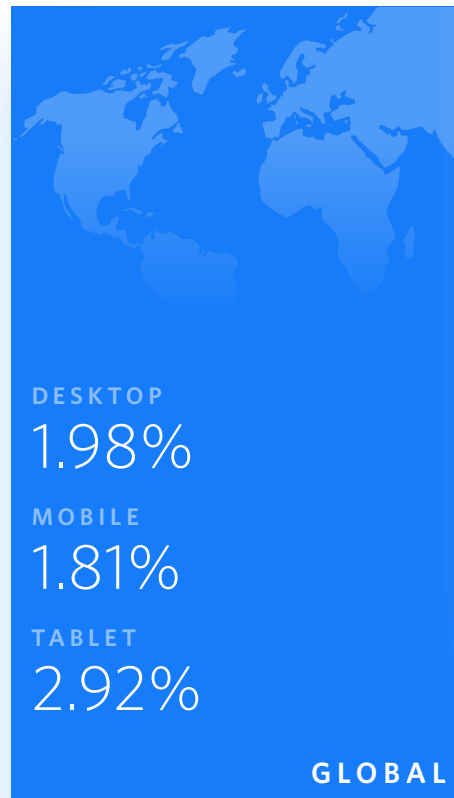
CONVERSION RATES BY DEVICE

Monetate Q1 2020 Ecommerce Benchmarks (comparison Q1 2019)

In 2019 we saw a big difference in conversion rates by device, with desktop shoppers twice as likely to convert than mobile users.

However, in 2020, the conversion rates have evened out. When looking at the add-to-cart rates we can see consumers are converting more through mobile although there is still a lag between traffic volumes and sales. Research by Google found 6 out of 10 shoppers say the ability to shop via mobile is an important factor in brand selection.

Mobile sales are growing rapidly, especially in Asian markets such as China, South Korea, Japan and Thailand. In the UK mobile sales account for more than half of the total online sales.

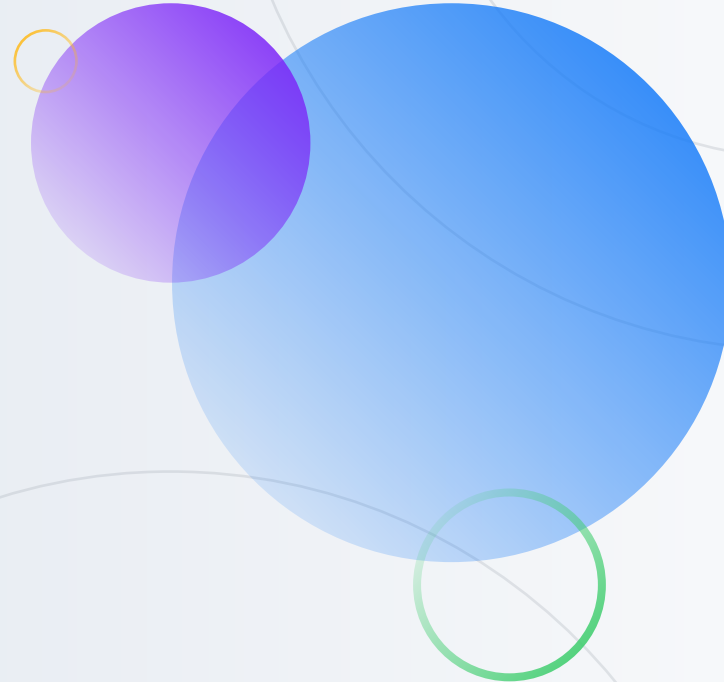


Traffic, Sales & Trends Industry Drilldown.

SaleCycle Client Data 2020

In this section, we'll take a look at trends across three key sectors. The following chapter is SaleCycle client data in 2020.

We will investigate three areas within ecommerce: Retail, Fashion and Travel.



Retail.

HOME

RESOURCES

SOLUTIONS

CLIENTS

SESSIONS

2,722,093,923

AVG AOV

£231.37

ONLINE SALES

62,396,021

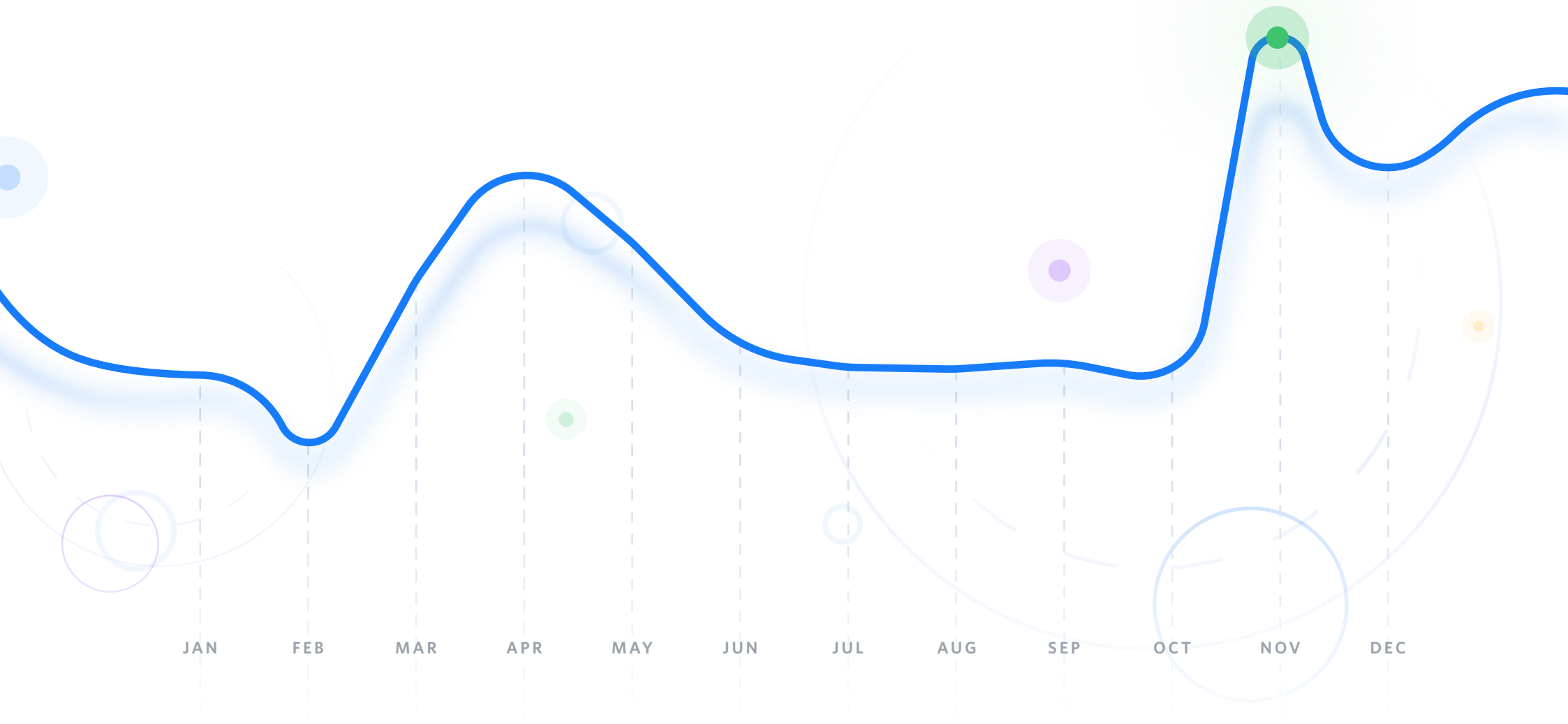
ABANDONMENT

77.01%

RETAIL CONVERSIONS BY MONTH

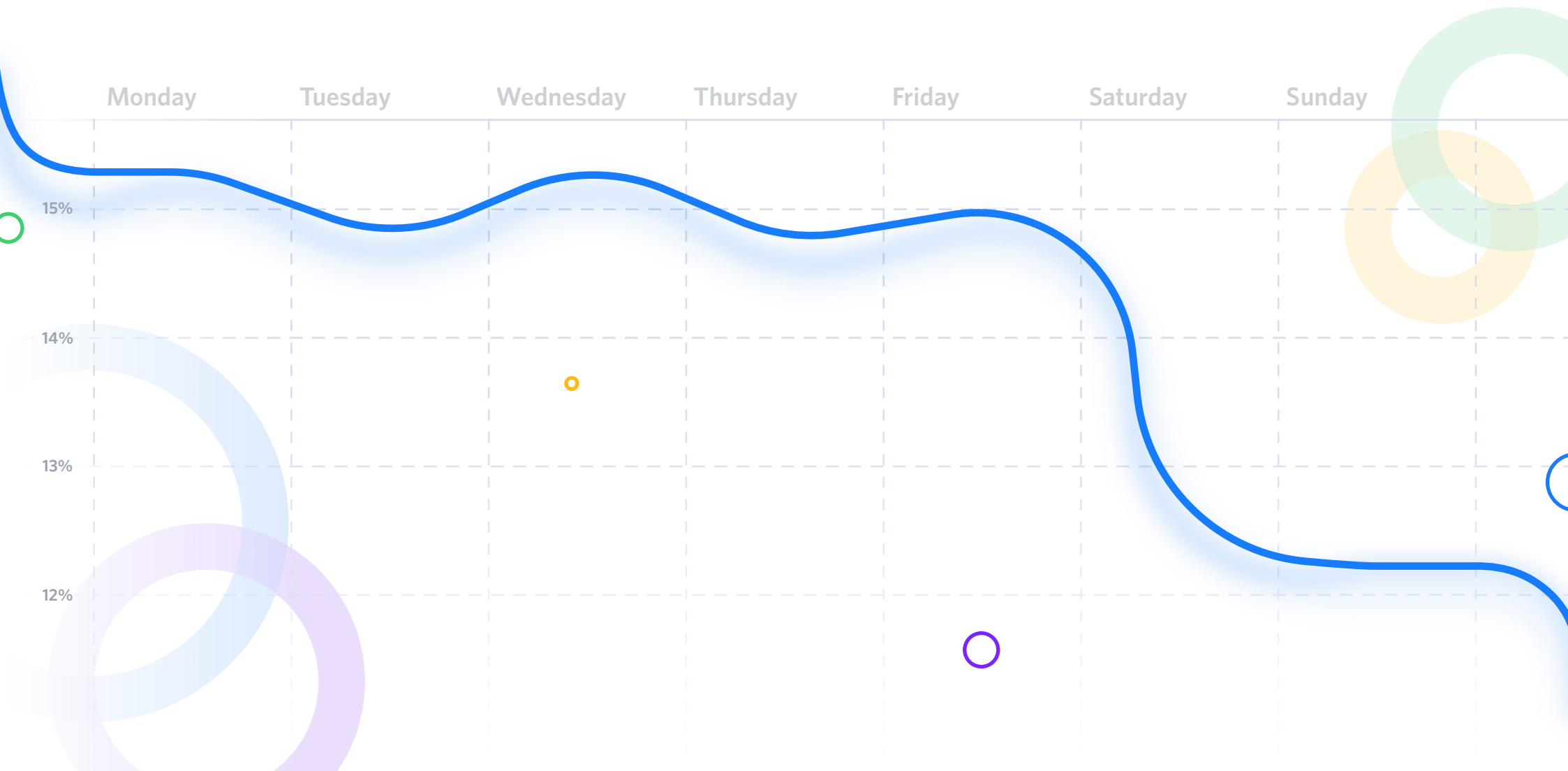
Conversions spiked in April and continued into May, which follows the COVID-19 lockdown announcements in March. Consumers fell into panic-buying consumer goods from the backdrop of the country-wide lockdown announcements in mature markets like UK & Europe.

For example, the scale of the buying volumes can be highlighted in toilet roll sales. Research by the Toilet Roll Global Market Report 2020-2030: COVID-19 Implications, found toilet roll sales was expected to hit \$47.6 billion globally in 2020, compared to \$19.6 billion in 2019.



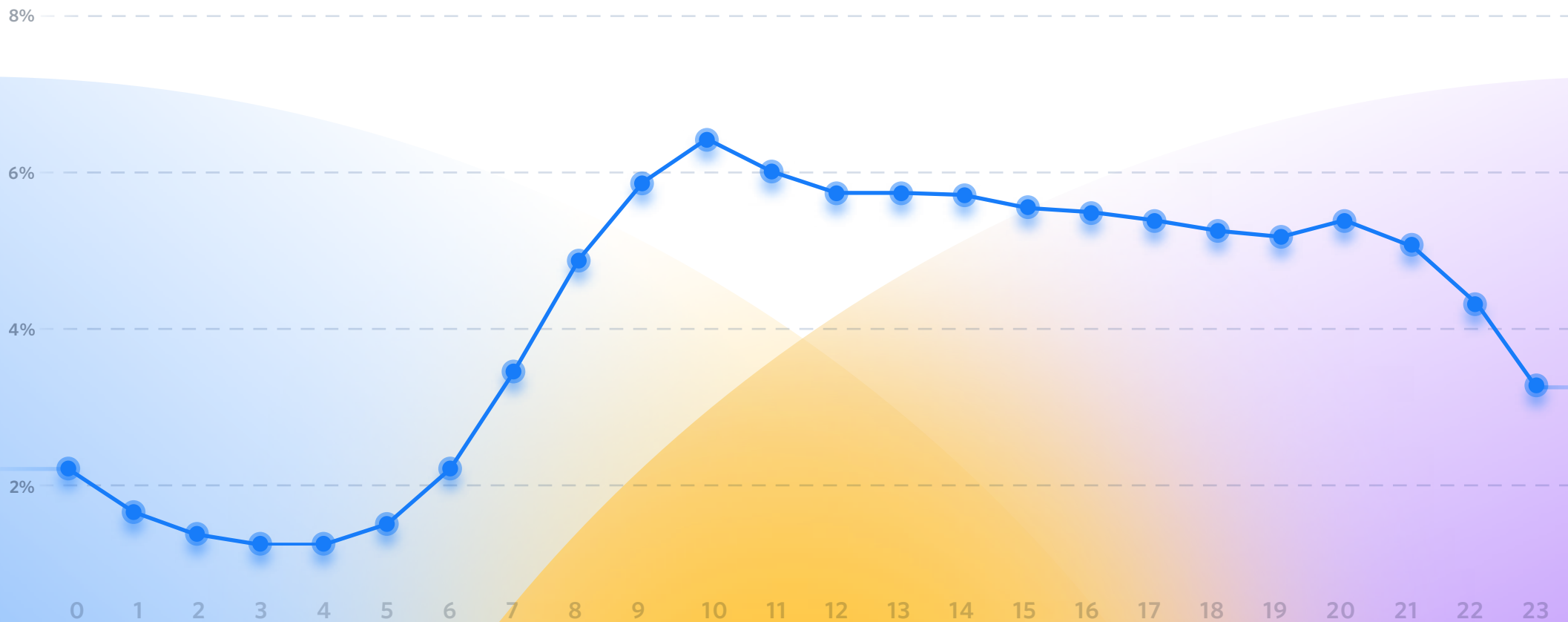
RETAIL CONVERSIONS BY DAY

Conversions in the retail sector are at their highest on Monday at the start of the week. Typically, consumer's shopping habits follow their own daily patterns, with online sales building early in the morning and at the start of the week and then progressing.



RETAIL CONVERSIONS BY HOUR

Online sales start to gain momentum at around 8:00 and then peak at 10:00, once again, suggesting that buying habits follow living habits. The trend line decreases slightly towards the evening with 21:00 being the cut off before a sharp decline in sales.



REQUEST A DEMO

ONLINE SALES & TRAFFIC BY DEVICE

Mobile traffic is more than double the traffic retailers experience via desktop. However, online sales do not reflect this. There are more online sales via desktop, suggesting that users feel more comfortable completing their purchase on desktop.

This could be native to the retail sector, as online sales in ecommerce overall are higher on mobile devices. With this information it's important for retailers to address this and make sure they are maximising the value of mobile traffic.

MOBILE SALES

28,940,159

MOBILE TRAFFIC

67%

DESKTOP SALES

33,407,422

DESKTOP TRAFFIC

33%



TRAFFIC VOLUME TRENDS

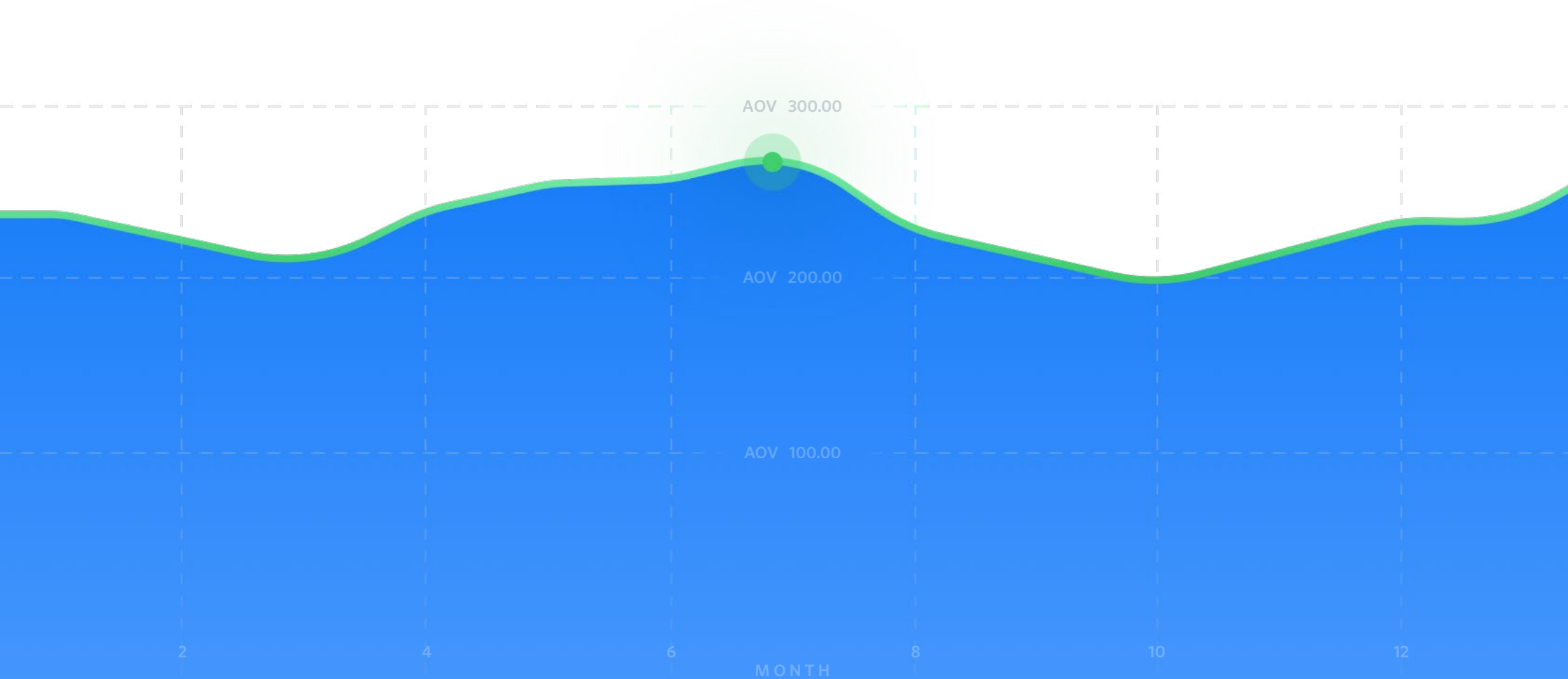
Online traffic in the retail sector spiked heavily in November due to Black Friday, Cyber Monday, Singles Day, Thanksgiving and shoppers browsing for Christmas presents.

AOV TRENDS

Average order value peaked in July and then began to build from October towards the end of the year, perhaps growing towards Christmas. As Europe went into various lockdowns from March, average order value began to rise into the summer months as a possible consequence of more home cooking and home entertainment.

MOBILE AOV
£226.62

DESKTOP AOV
£235.57

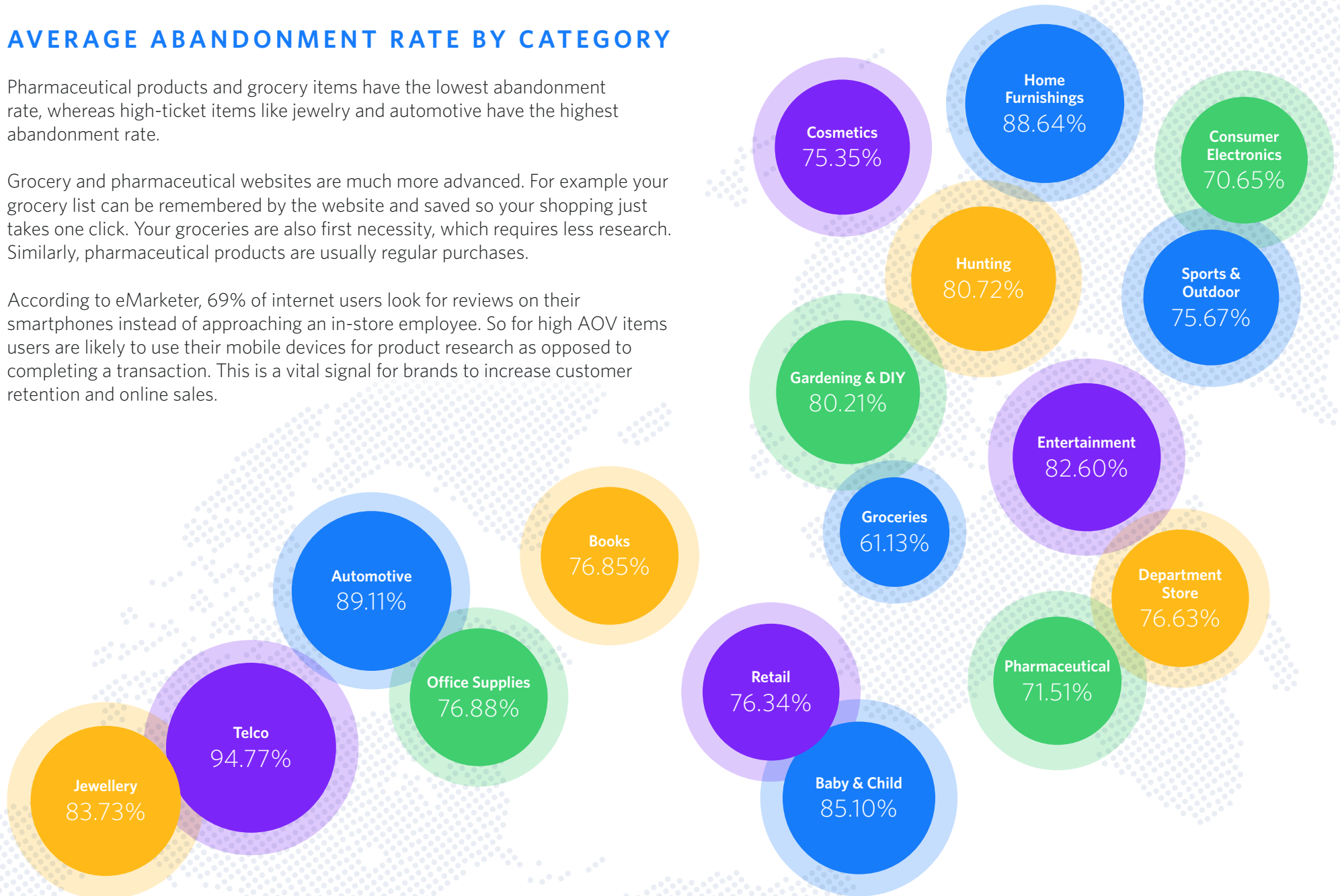


AVERAGE ABANDONMENT RATE BY CATEGORY

Pharmaceutical products and grocery items have the lowest abandonment rate, whereas high-ticket items like jewelry and automotive have the highest abandonment rate.

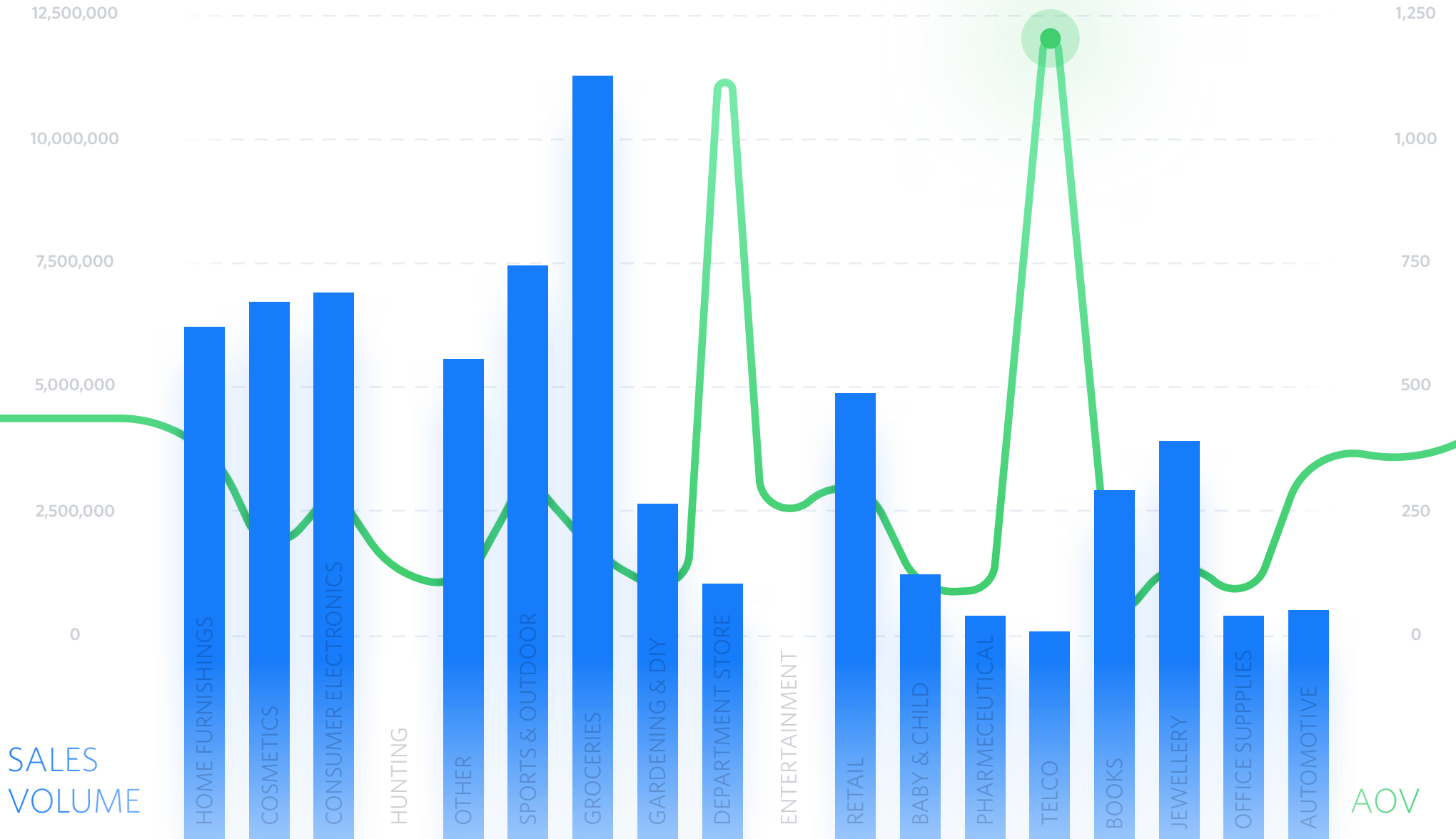
Grocery and pharmaceutical websites are much more advanced. For example your grocery list can be remembered by the website and saved so your shopping just takes one click. Your groceries are also first necessity, which requires less research. Similarly, pharmaceutical products are usually regular purchases.

According to eMarketer, 69% of internet users look for reviews on their smartphones instead of approaching an in-store employee. So for high AOV items users are likely to use their mobile devices for product research as opposed to completing a transaction. This is a vital signal for brands to increase customer retention and online sales.



ONLINE SALES & AOV BY CATEGORY

Groceries saw the biggest volume of online sales with sports and outdoor a close second. With the majority of hospitality closed grocery needs have increased. The global pandemic has had a profound impact on sports and outdoor products. With indoor sports, gyms and swimming pools closed the population turned to home workouts requiring more equipment.



REQUEST A DEMO

EMAIL CLICK, OPEN AND CONVERSION RATES

The email conversion rate for retail is almost identical to the fashion sector but much higher than travel. However, the average email open rates in travel are much higher.

84% of visitors add something to their shopping cart but then leave without completing. Well-timed, multi-cycle cart abandonment emails can recover online sales and improve campaign performance by up to 30%.



AVG EMAIL OPEN RATE

39.07%



AVG EMAIL CLICK RATE

23.33%



AVG EMAIL CONVERSION RATE

28.88%



Lookbook: Creative Designs That Convert



Fashion.

HOME

RESOURCES

SOLUTIONS

CLIENTS

SESSIONS

3,483,331,146

AVG AOV

£266.17

ONLINE SALES

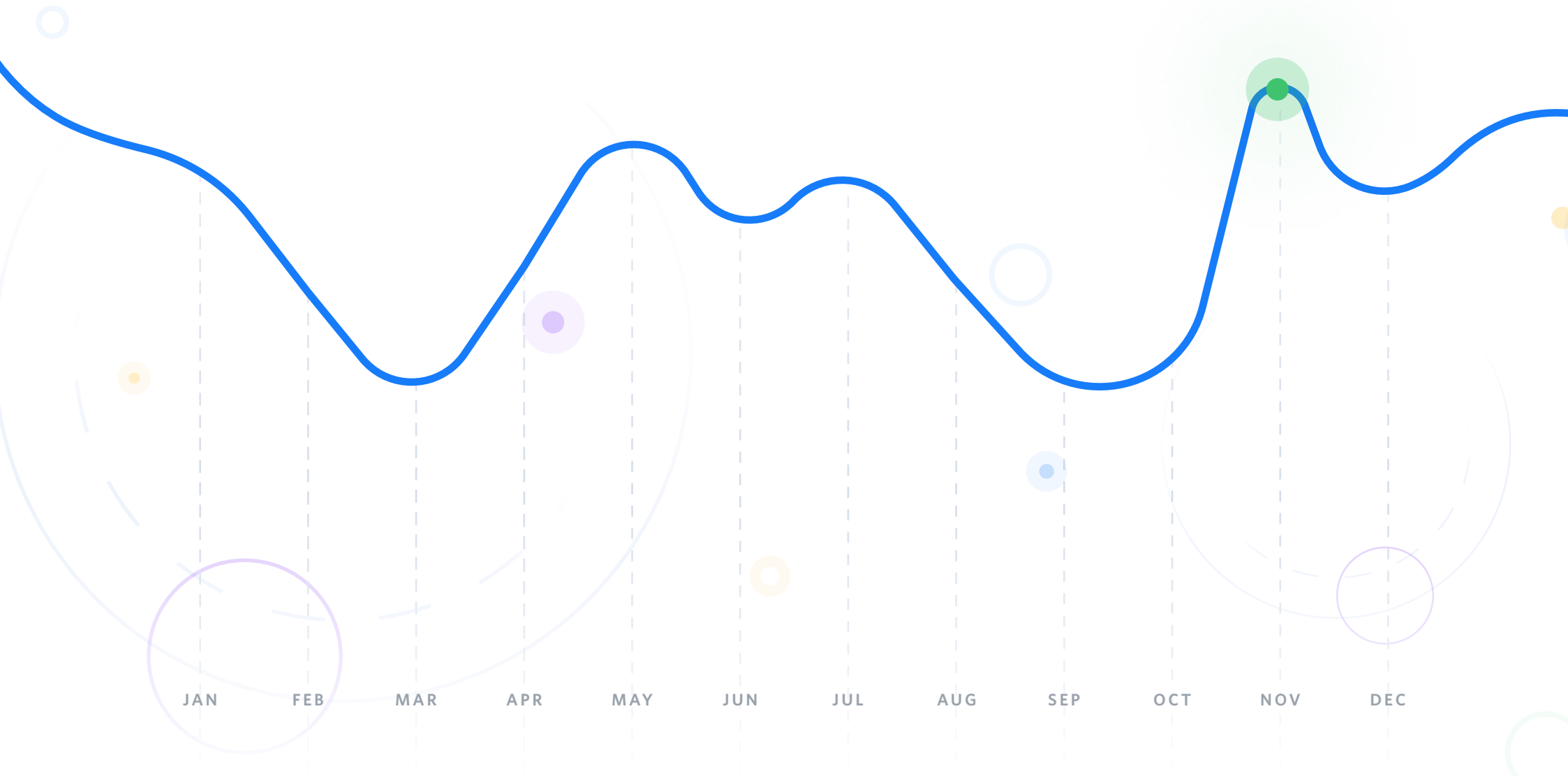
77,491,833

ABANDONMENT

84.43%

FASHION CONVERSIONS BY MONTH

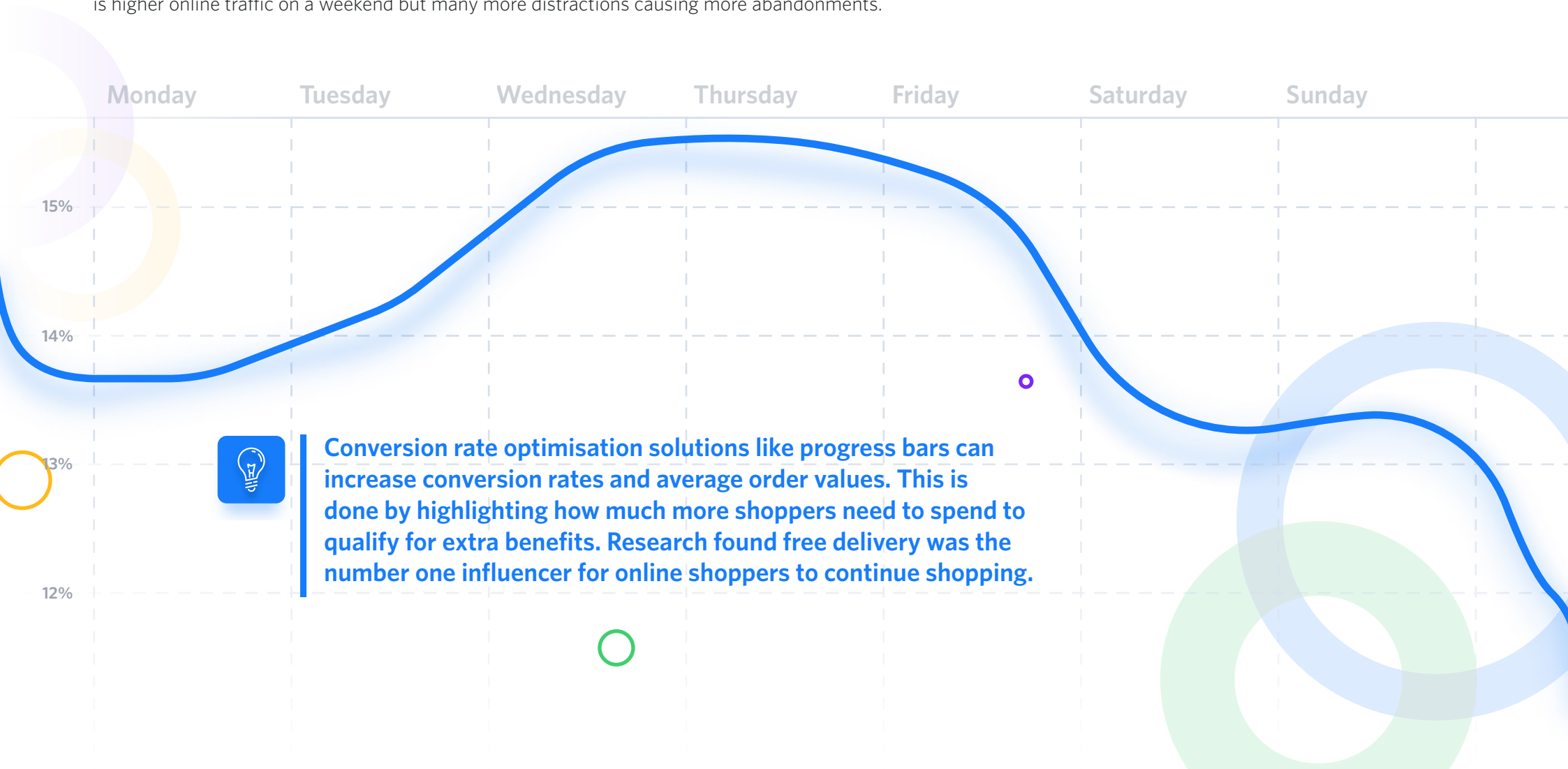
Conversions naturally spike towards the end of the year around Black Friday, Singles Day and Christmas holidays. We can assume conversion rate increases towards the end of the year due to time restrictions leading up to these events. Whereas earlier in the year consumers are not on a time limit to purchase products so research and consideration can take longer. However, January and May saw a higher conversion rate than December.



FASHION CONVERSIONS BY DAY

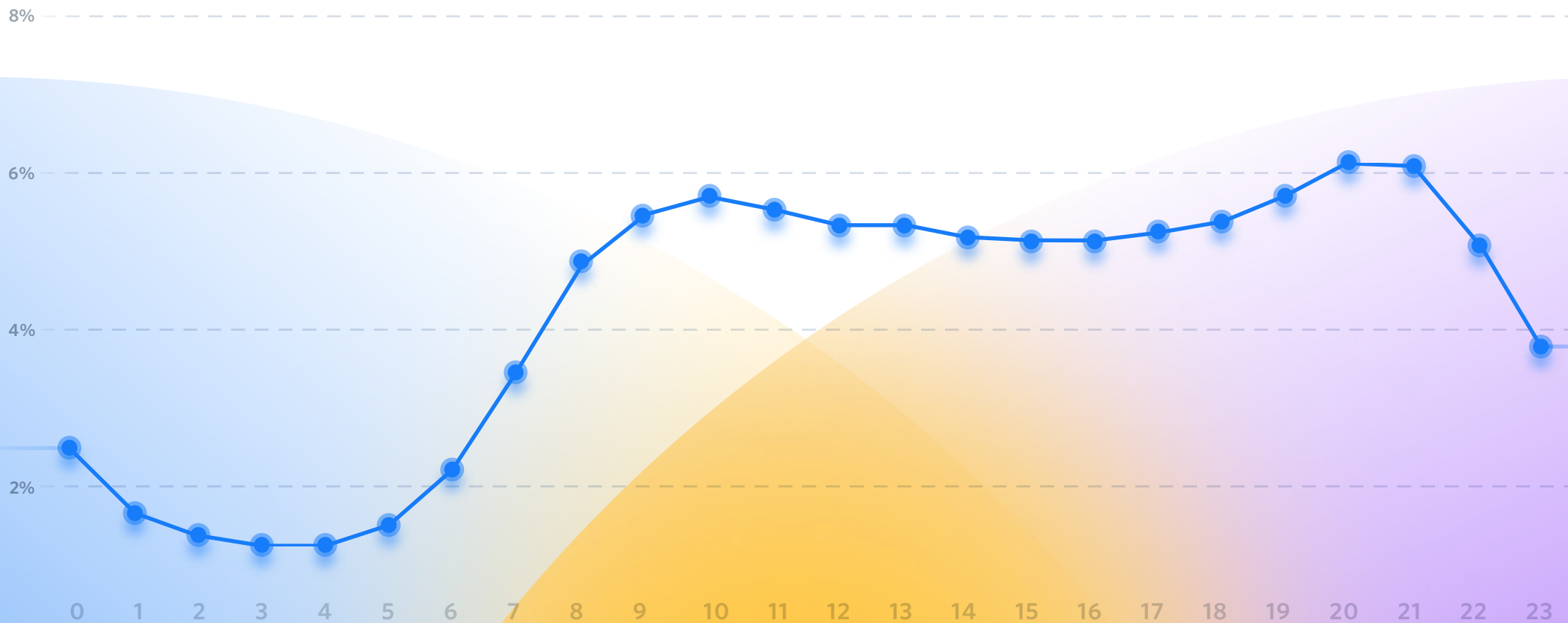
2020 fashion shoppers are more likely to buy on a Thursday than any other day of the week, which was also the case in 2019. Thursday's buying pattern has been strong over the past two years.

With improved delivery options such as free next day delivery, consumers are perhaps purchasing in time for the weekend's social events. We can also assume there is higher online traffic on a weekend but many more distractions causing more abandonments.



FASHION CONVERSIONS BY HOUR

The peak hour for online conversions is 20:00 - 21:00 which reflects the daily patterns of consumers. You can also see online purchases starting to build between 9:00 - 10:00 before the trend dips during natural working hours.



ONLINE SALES & TRAFFIC BY DEVICE

Fashion retailers often target a younger demographic who are more likely to be tech-savvy and shopping via mobile. However, older demographics are becoming more competent using and trusting mobile devices, which shows the strength of mobile shopping for the future. For example, a study by Deloitte found millennials and Gen Z (in other words, people born between 1981 and 2015) are expected to make up 40% of the luxury fashion market by 2025.

75% of traffic in the fashion industry comes from mobile with more than double the online sales volume coming via mobile. The fashion industry has significantly improved mobile UX and utilise conversion rate optimisation tools.

MOBILE SALES

51,361,433

MOBILE TRAFFIC

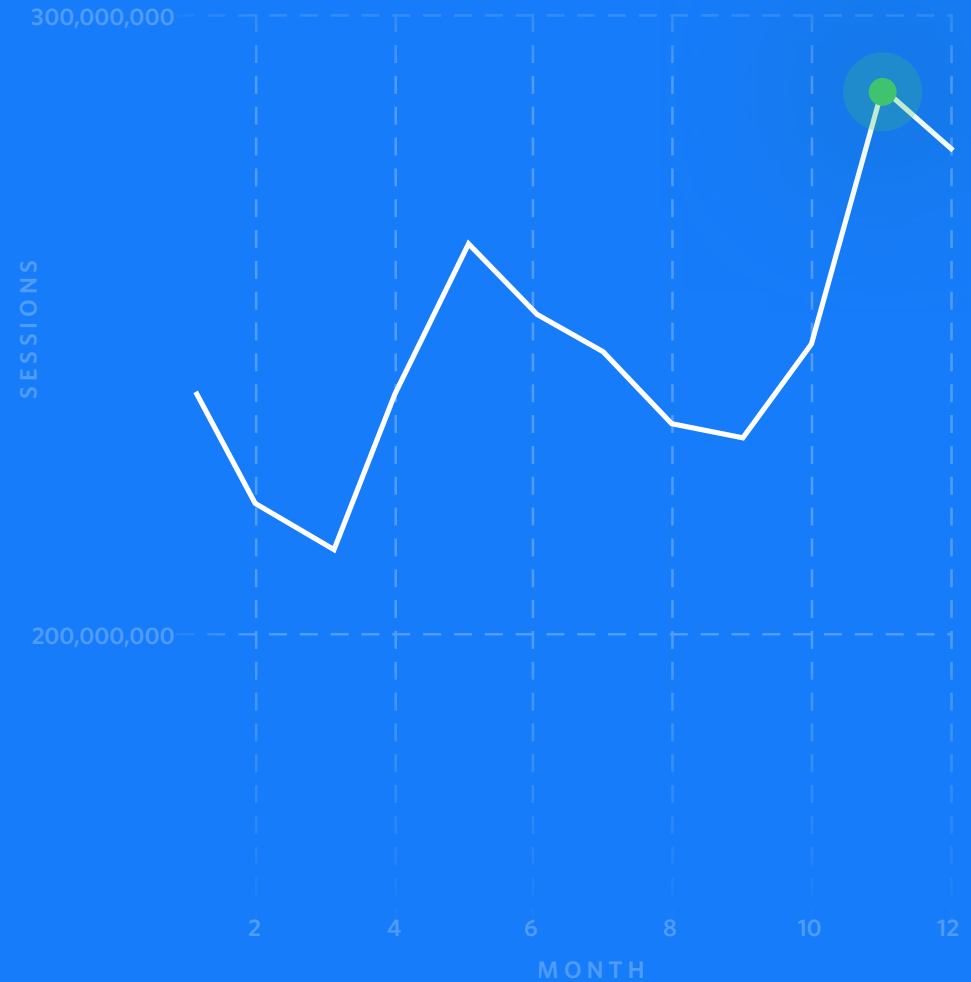
76%

DESKTOP SALES

25,913,083

DESKTOP TRAFFIC

24%



TRAFFIC VOLUME TRENDS

Online traffic gains momentum from April to June and then retraces on a downward trend until October. From here traffic gains builds and begins to increase towards November, which was the yearly high. Traffic remains strong in December as the second highest traffic month.

AOV TRENDS

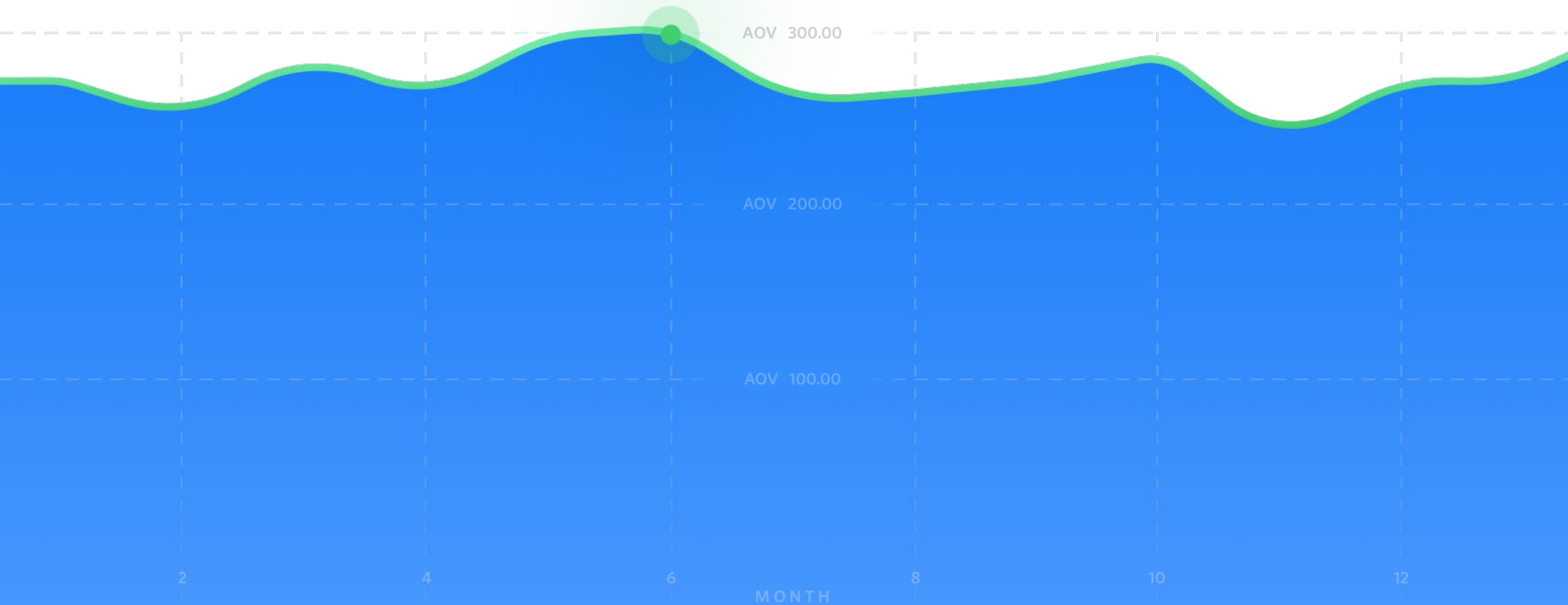
Average order values peak in June with May a very close second. There is a second AOV spike in October.

MOBILE AOV

£242.29

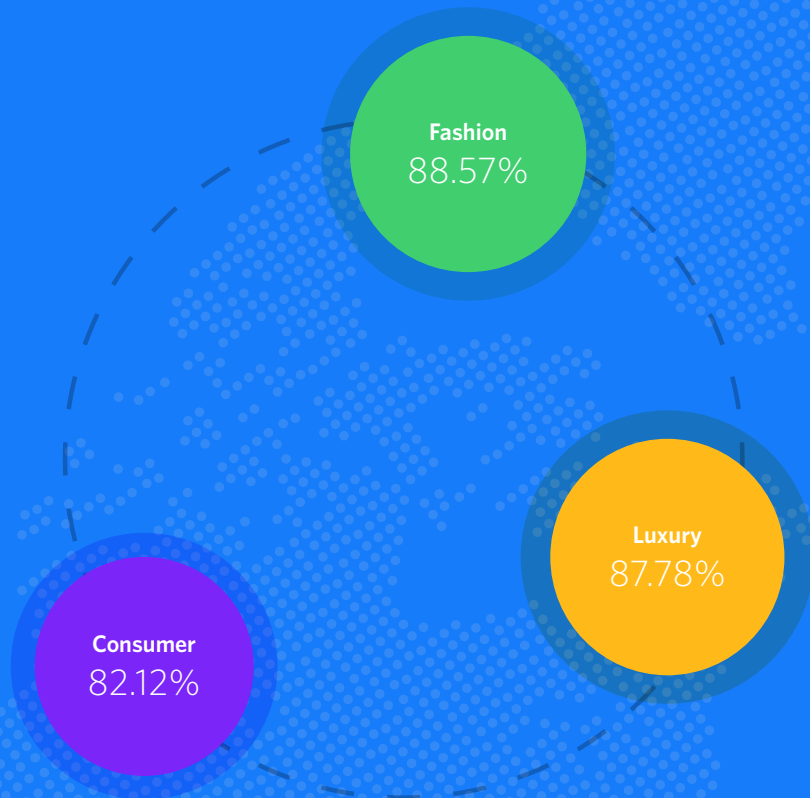
DESKTOP AOV

£305.80



AVERAGE ABANDONMENT RATE BY CATEGORY

When we compare luxury fashion to consumer fashion abandonment trends we can see that the higher prices have an impact, with abandonments more common in high-ticket items.



ONLINE SALES & AOV BY CATEGORY

Groceries saw the biggest volume of online sales with sports and outdoor a close second. With the majority of hospitality closed grocery needs have increased. The global pandemic has had a profound impact on sports and outdoor products. With indoor sports, gyms and swimming pools closed the population turned to home workouts requiring more equipment.



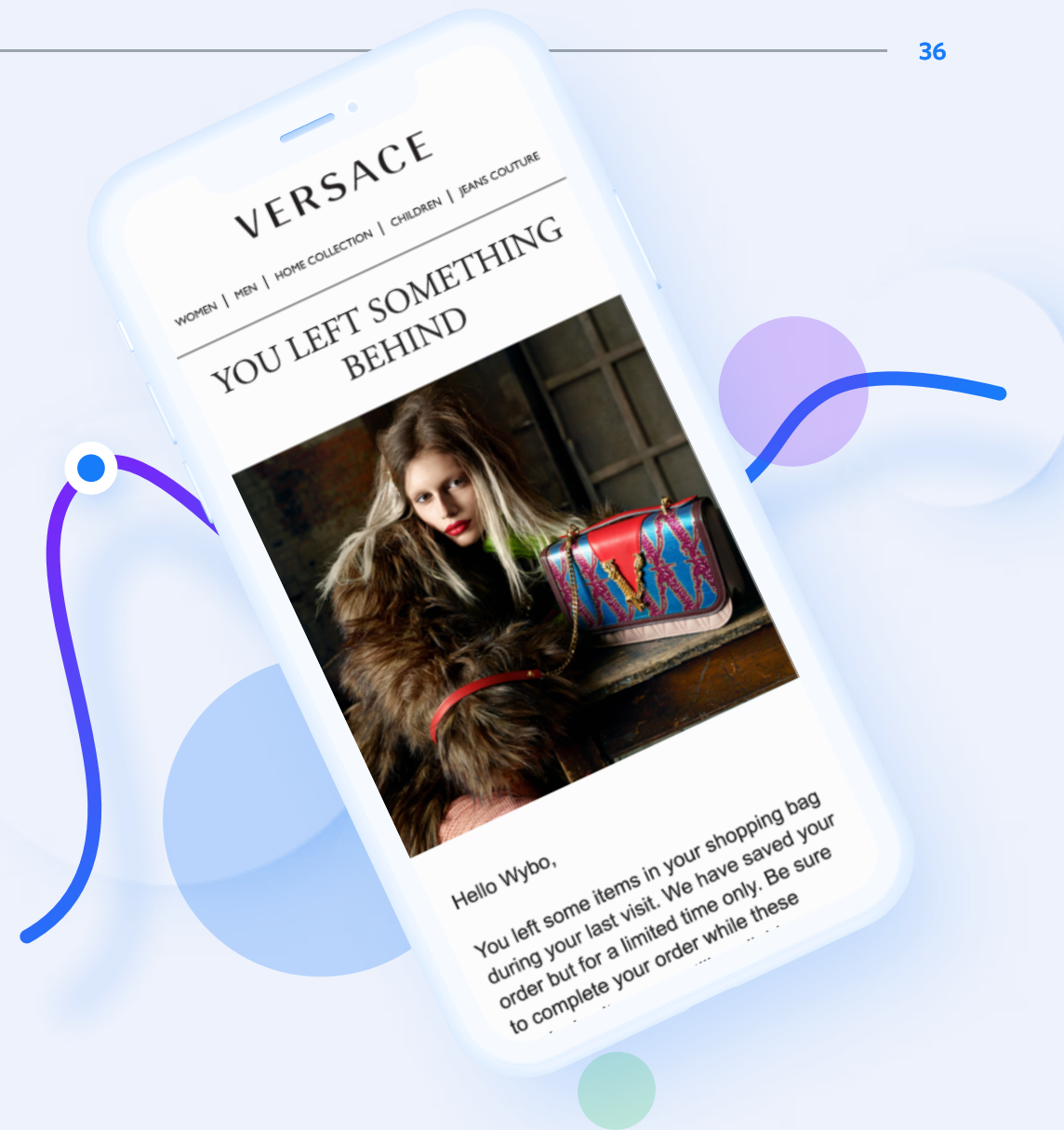
EMAIL CLICK, OPEN AND CONVERSION RATES

In 2020 fashion email open rate and click rate performs slightly worse than retail in general, however conversion rates are slightly higher.

In 2019, email open rates in the fashion industry performed better than retail. This suggests a shift in consumer buying habits. With social events sidelined due to the pandemic the demand for loungewear and sportswear has increased.



Our campaigns for the world's biggest fashion brands are underpinned by user-behaviour data of over 150 million conversions witnessed in 2020 from our clients. Our campaigns maximise conversion opportunities and ensure that prospects become loyal customers.



Lookbook: Creative Designs That Convert



Travel.

HOME

RESOURCES

SOLUTIONS

CLIENTS

SESSIONS

664,272,841

AVG AOV

£731.92

ONLINE SALES

11,193,948

ABANDONMENT

87.08%

The Impact of **COVID-19** on Travel.

The travel industry was one of the fastest growing global markets until the coronavirus (COVID-19) struck. According to the Office of National Statistics, travel businesses saw the sharpest decline in turnover in May 2020, at just 26.0% of February levels.

Countries all over the world applied travel restrictions. Airports closed, aircrafts grounded and hotels stopped taking bookings. According to the World Tourism Organization international tourism declined by 22% in Q1 and by 65% in the first half of 2020 compared to 2019 figures.

The International Airport Association (IATA) released statistics that found travel industry revenues will fall by 50% globally to \$419bn from \$838bn in 2019. IATA's CEO stated '2020 will go down as the worst year in history for aviation. Each day will add \$230 million to industry losses'.

With lockdowns easing around the world so are border restrictions. A journal from the Public Health Emergency Collection, conducted research that text-mined 1,329,825 words and phrases on the TripAdvisor comments and forums to evaluate the consumer consensus.

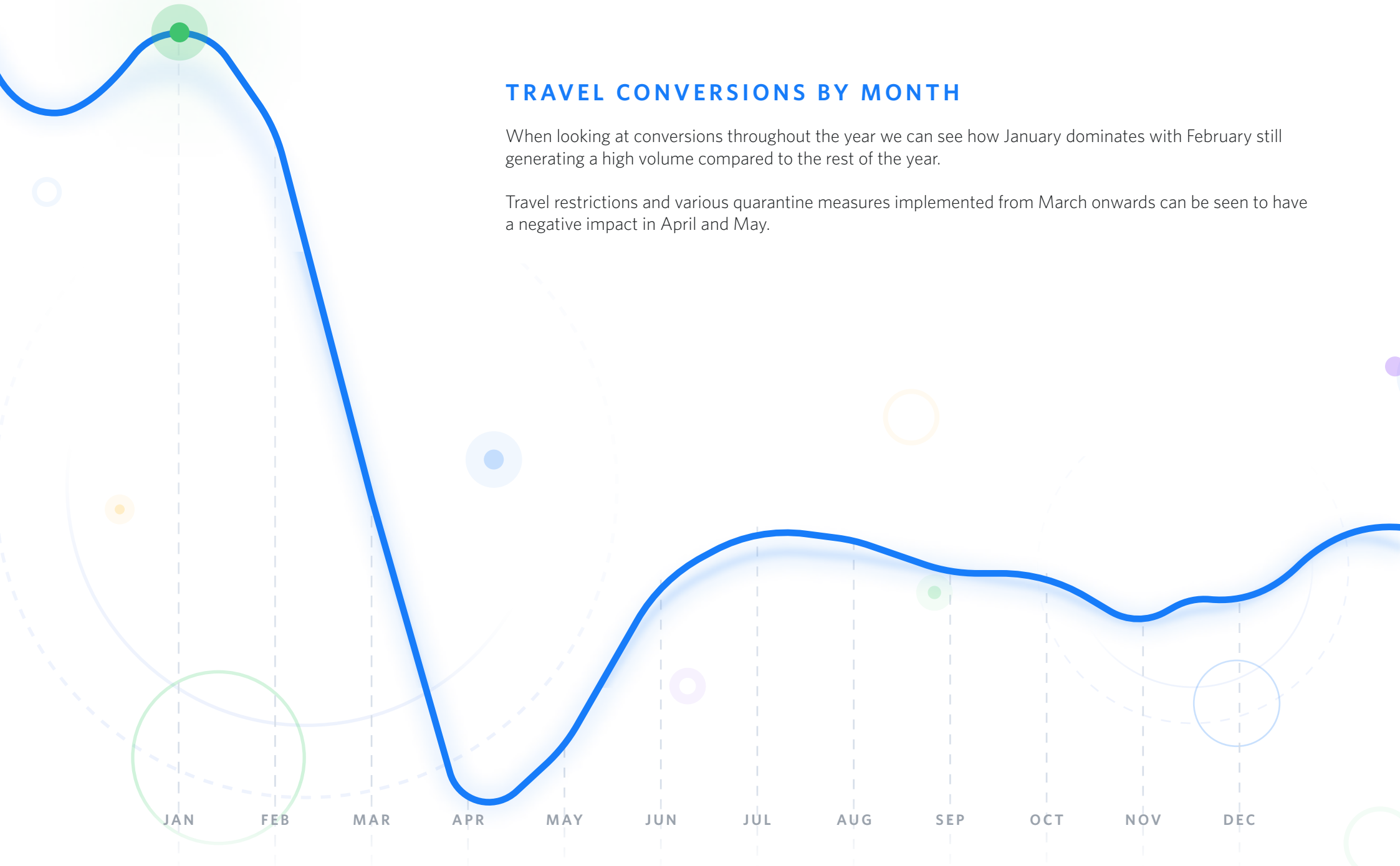
Their research found comments indicate that travel insurance would be on the list of must-haves from now on. The phrase 'travel insurance' was the second most repeated phrase on TripAdvisor behind 'coronavirus'. This suggests companies that can include this option in their travel packages for free or at a small fee could increase their conversion rates. Small insurance packages could also be part of the upselling features.

“
The phrase 'travel insurance' was the second most repeated phrase on TripAdvisor behind 'coronavirus'.

TRAVEL CONVERSIONS BY MONTH

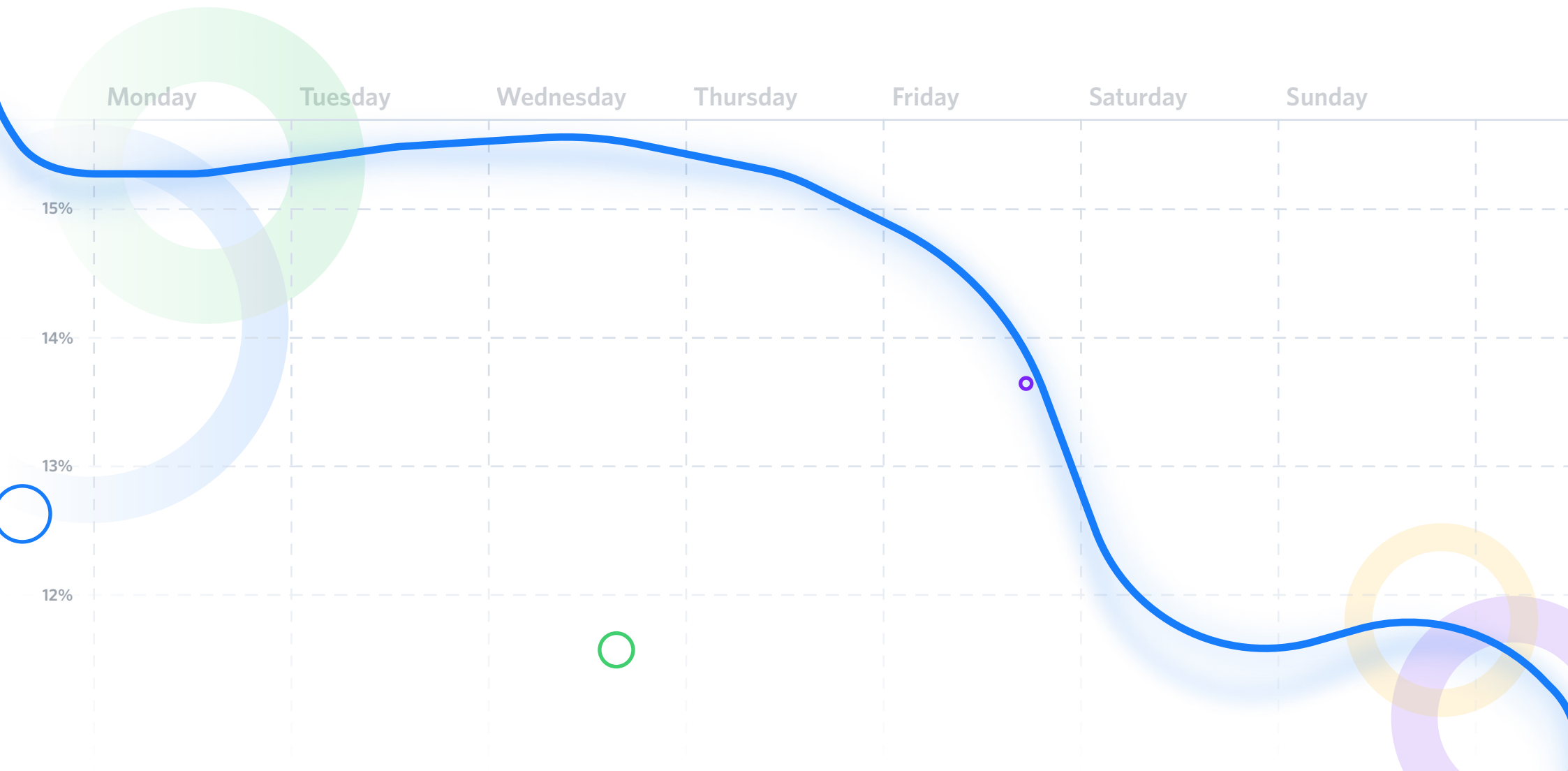
When looking at conversions throughout the year we can see how January dominates with February still generating a high volume compared to the rest of the year.

Travel restrictions and various quarantine measures implemented from March onwards can be seen to have a negative impact in April and May.



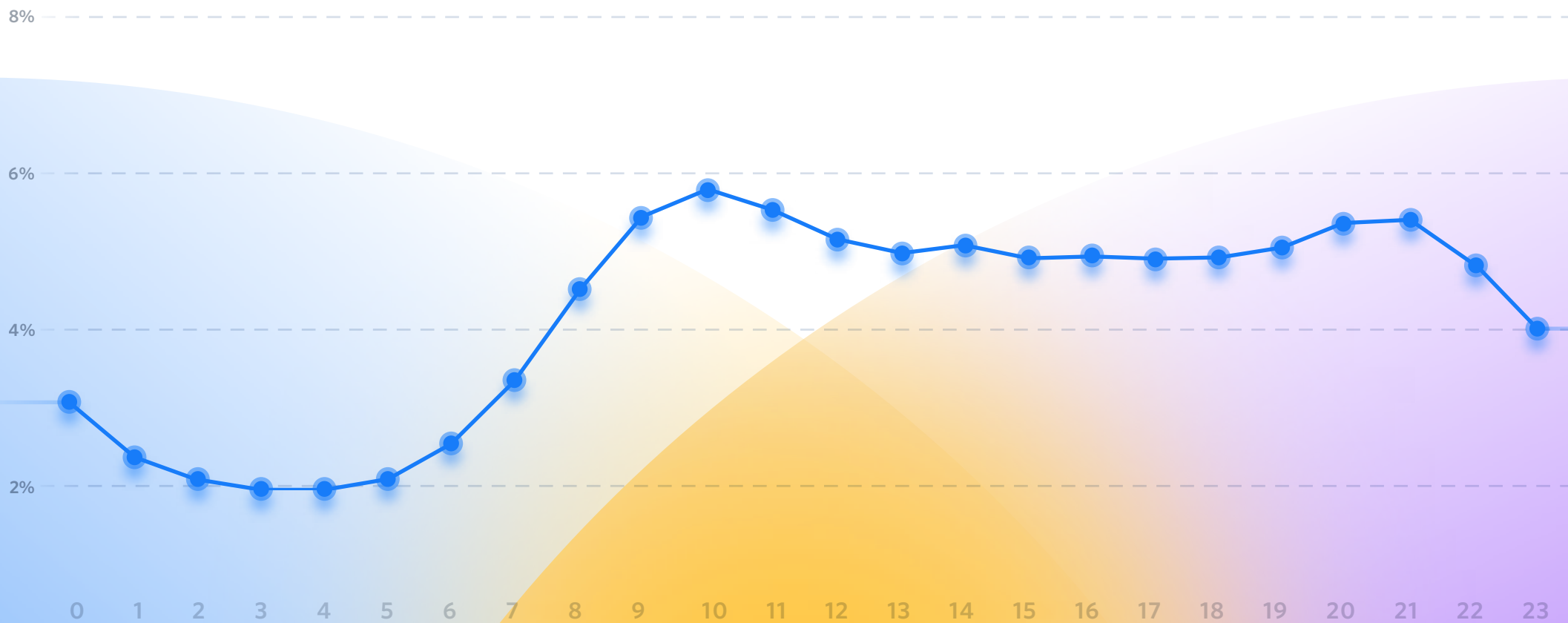
TRAVEL CONVERSIONS BY DAY

In 2020 travel bookings were more likely to be made Monday - Friday, with Wednesday being the most popular. There is a weekend online booking drop-off, which could reflect bookings being made in person with travel agents.



TRAVEL CONVERSIONS BY HOUR

In 2020 the peak hour for online bookings was 10:00 with bookings beginning to increase from 8:00 onwards.



ONLINE SALES & TRAFFIC BY DEVICE

In the travel industry you can see mobile traffic is higher but there are many more online bookings via desktop. Consumers seem to browse on mobile but are more likely to follow up with a booking on desktop.

This follows the trend that consumers tend to complete purchases on a desktop if the average order value is high. You can see this reflected in the desktop AOV compared to mobile.

This presents an opportunity for those in the travel industry to pioneer a booking completion process via mobile that enables them to maximise their traffic value.

MOBILE SALES

4,180,028

MOBILE TRAFFIC

55%

DESKTOP SALES

7,012,756

DESKTOP TRAFFIC

45%

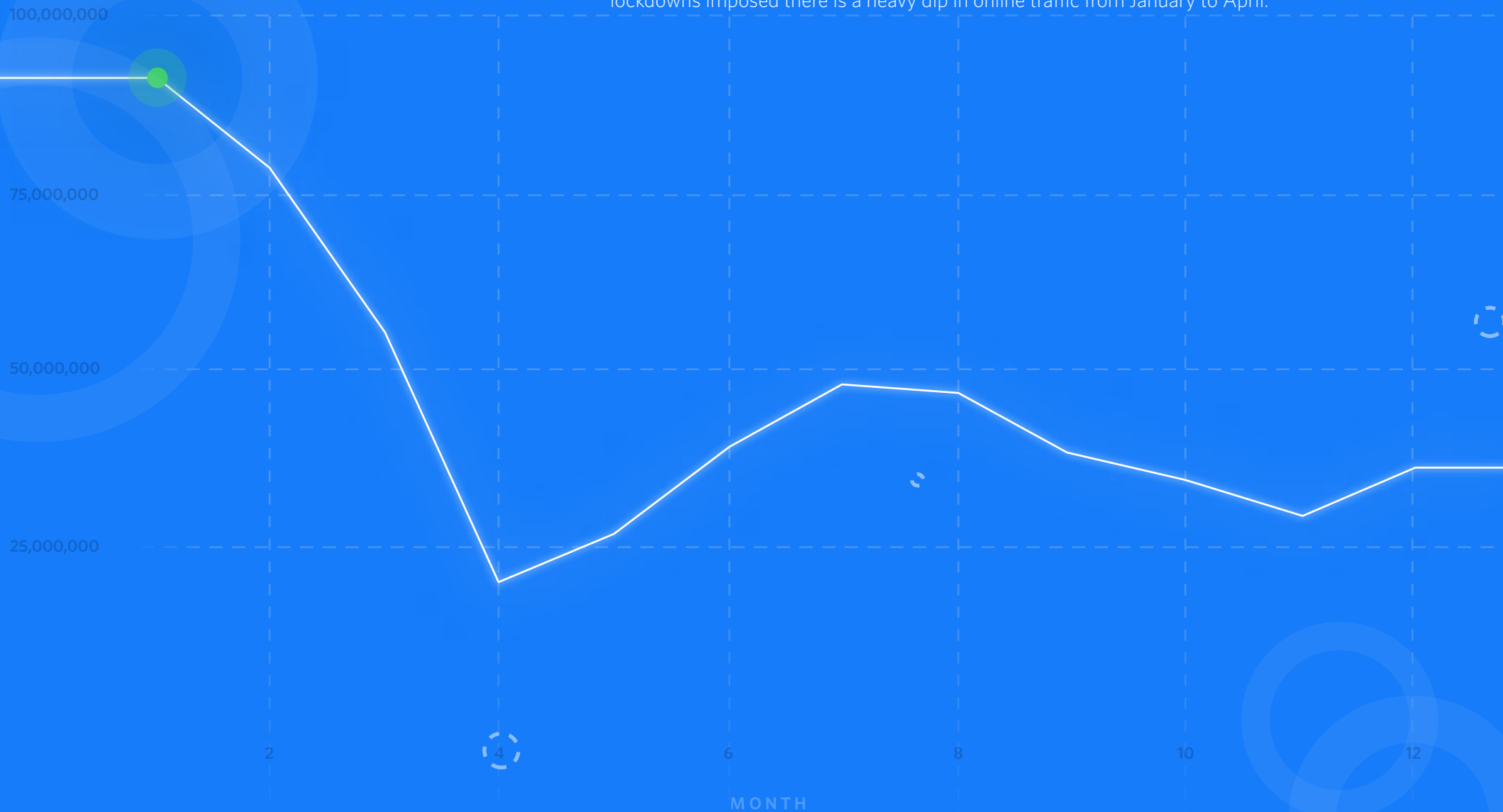


SALECYCLE TIP:

Our booking abandonment survey found 7% of respondents had abandoned their travel booking due to a lack of payment options. Plus, as our data has highlighted, the majority of bookings take place on desktop although more browsing takes place on smartphones. Optimising your user journey and booking forms is an essential component in this space.

TRAFFIC VOLUME TRENDS

January is usually a busy time for the travel industry with bookings being completed and holidays being researched for the summer. However, as borders shut, aircrafts grounded and lockdowns imposed there is a heavy dip in online traffic from January to April.



AOV TRENDS

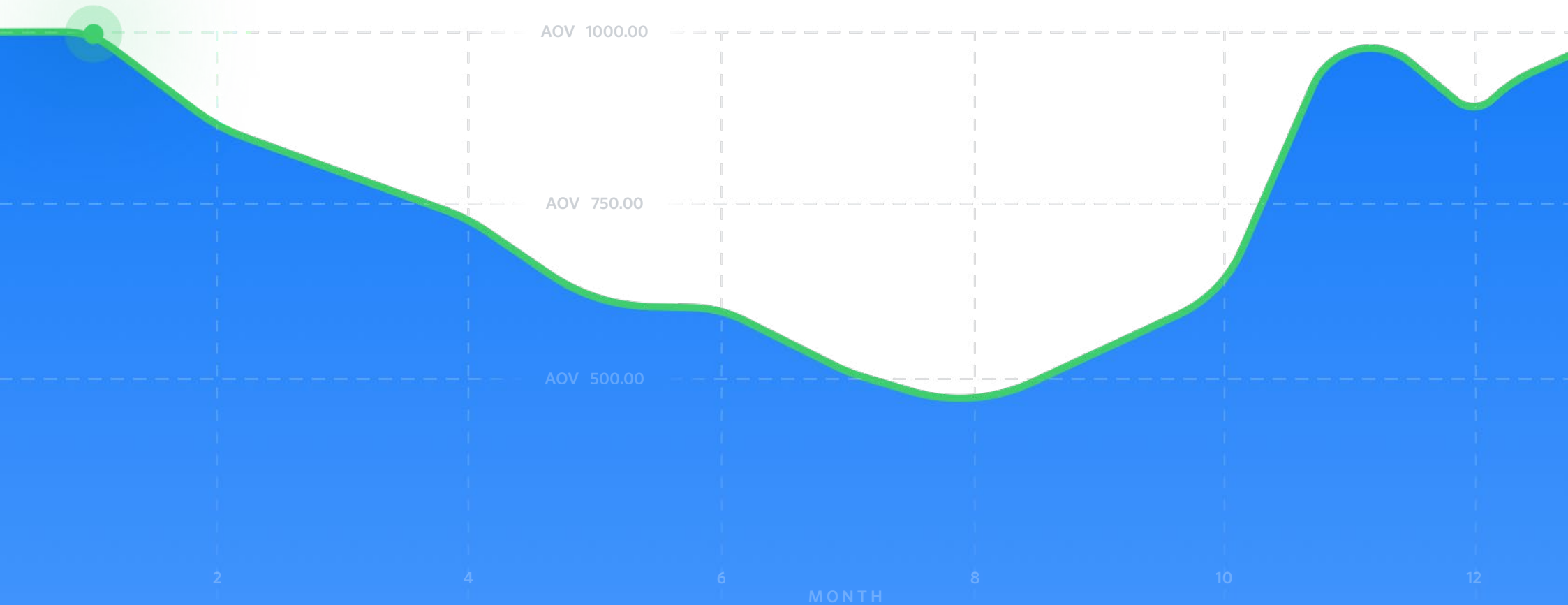
The AOV trend follows a similar pattern to the online traffic trends, which declines from January onwards. Although traffic picked up towards the end of the year when optimism grew, AOV still followed a downward trend until August but peaked heavily in November.

MOBILE AOV

£472.64

DESKTOP AOV

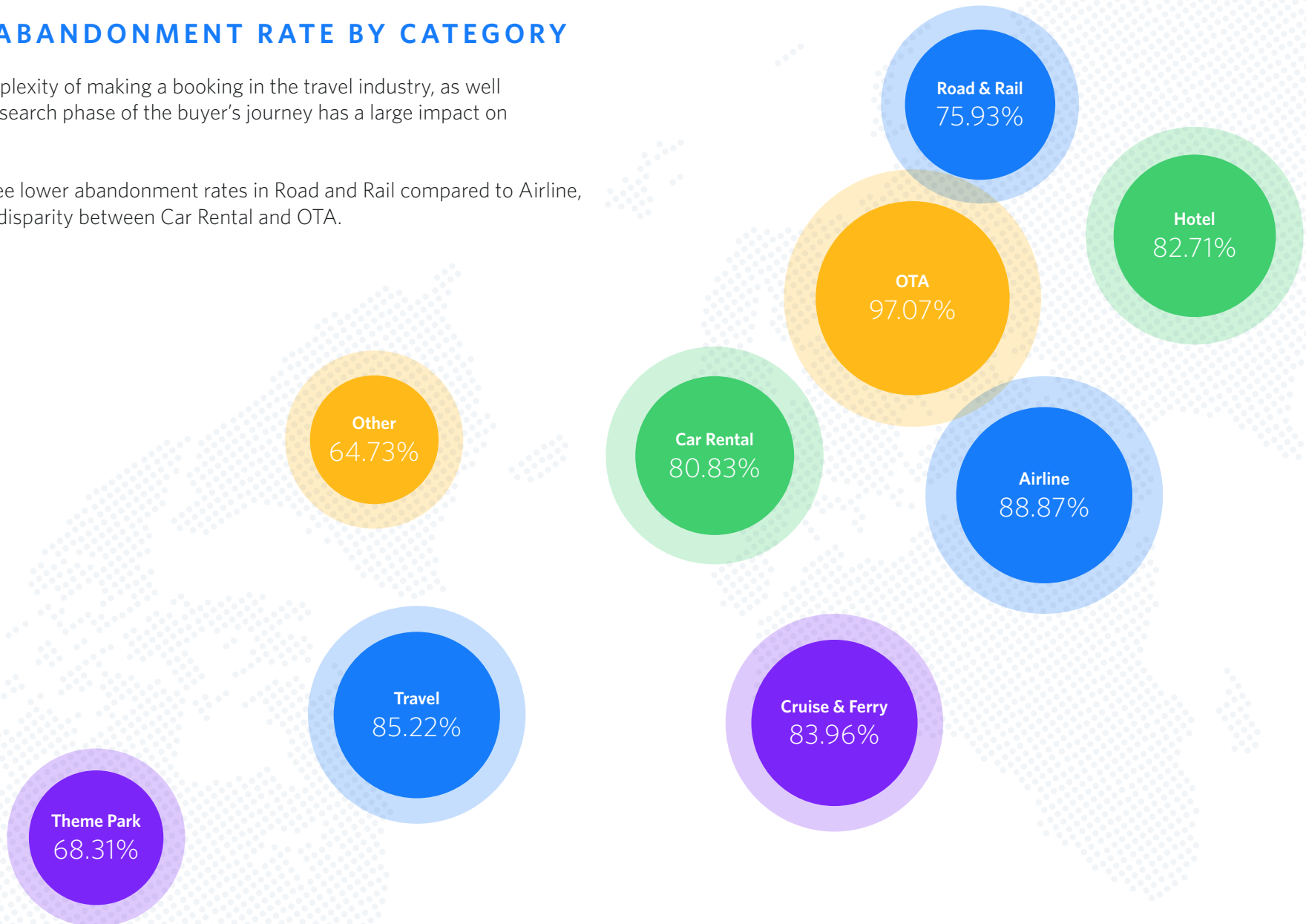
£890.19



AVERAGE ABANDONMENT RATE BY CATEGORY

The price and complexity of making a booking in the travel industry, as well as the extended research phase of the buyer's journey has a large impact on abandonments.



For example, we see lower abandonment rates in Road and Rail compared to Airline, and we also see a disparity between Car Rental and OTA.



EMAIL CLICK, OPEN AND CONVERSION RATES

On average 84% of visitors add to their basket but will then leave. A well-timed and optimised abandonment email that runs through multiple cycles can draw users back to their booking details and increase campaign performance by up to 30%.

In the travel industry generous offers and optimised visuals can help to convert those who open an email, and the open rates in travel are high compared to other sectors. One reason for this is any discount or price change is much more significant in high AOV items, like holidays. This poses a great opportunity to convert users, it's essential to have optimised email campaigns in travel because there are significantly more eyes on them compared to other sectors.

	AVG EMAIL OPEN RATE	46.94%
	AVG EMAIL CLICK RATE	20.86%
	AVG EMAIL CONVERSION RATE	22.80%

Our campaigns for the world's biggest travel brands are underpinned by user-behaviour data of over 150 million conversions witnessed in 2020 from our clients. Our campaigns maximise conversion opportunities and ensure that prospects become loyal customers.



Lookbook: Creative Designs That Convert



Online Abandonment Statistics & Trends.

SaleCycle Client Data 2020

CART ABANDONMENT RATES

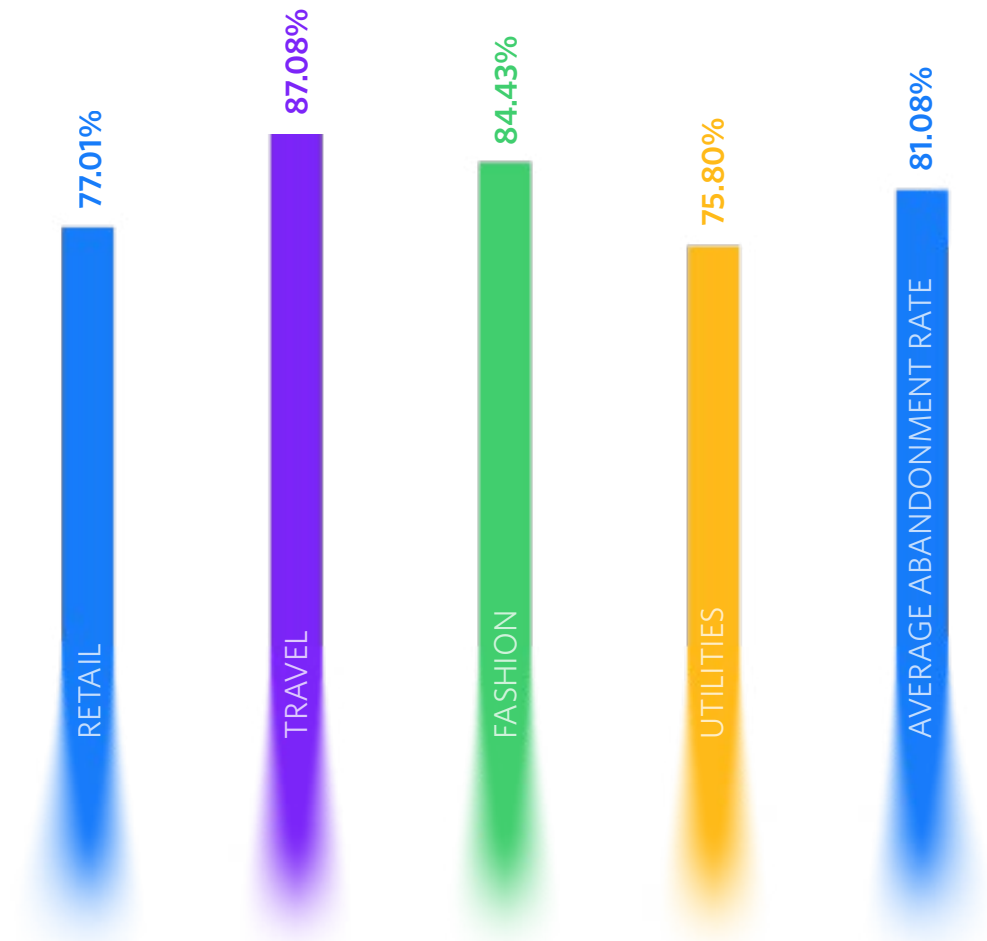
Cart or basket abandonment is when the user abandons their purchase or booking once they have added these items to their cart. It's a fact of life for ecommerce but there are solutions and strategies to recover abandoned sales.

Overall 81.08% of website users abandoned their purchase in retail, fashion, travel and utilities. There are many reasons both known and unknown as to why this occurs.

Using abandonment surveys, we found some users are just browsing (34%) and not ready to buy, some have issues with shipping prices (23%), some users abandon checkouts because they are forced to create an account (34%) and there are many more.

We can see the abandonment rates also vary by sector, for example, utilities have a lower abandonment rate compared to travel. This can be down to a much longer research and booking process as well as higher average order value. In 2020 retail abandonment was 77.01% which is 7.62% lower than 2019.

It's important for any sector to optimise checkout user experience, simplify booking processes and make it hassle-free for new users to make purchases.



CART ABANDONMENT TRENDS BY MONTH

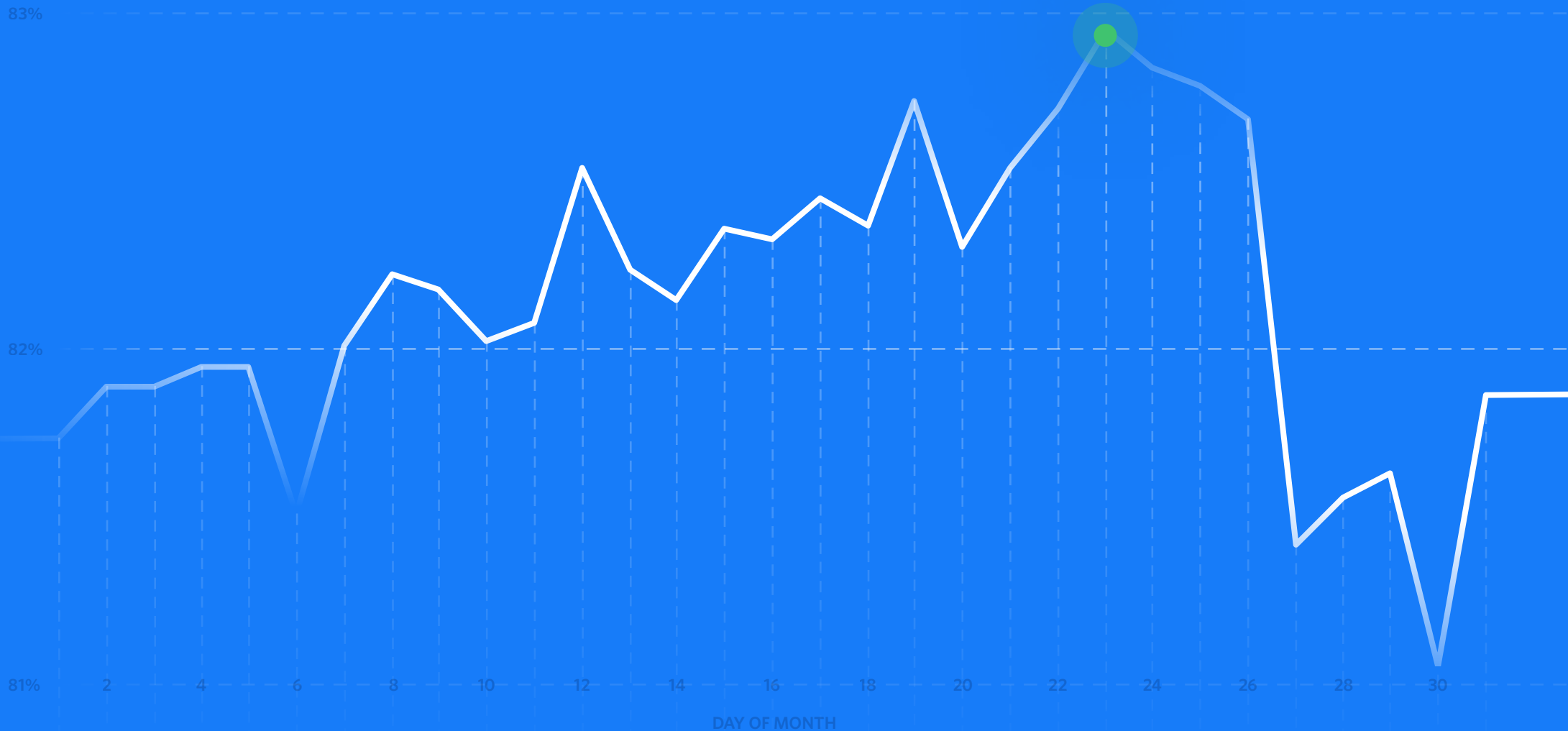
Cart abandonments typically hold steady throughout the year with abandonment rates decreasing towards the end of the year. This is because users are browsing and comparing prices before seasonal holidays like Black Friday when prices on some items will drop meaning that purchases are then executed.



CART ABANDONMENT TRENDS BY DAY OF THE MONTH

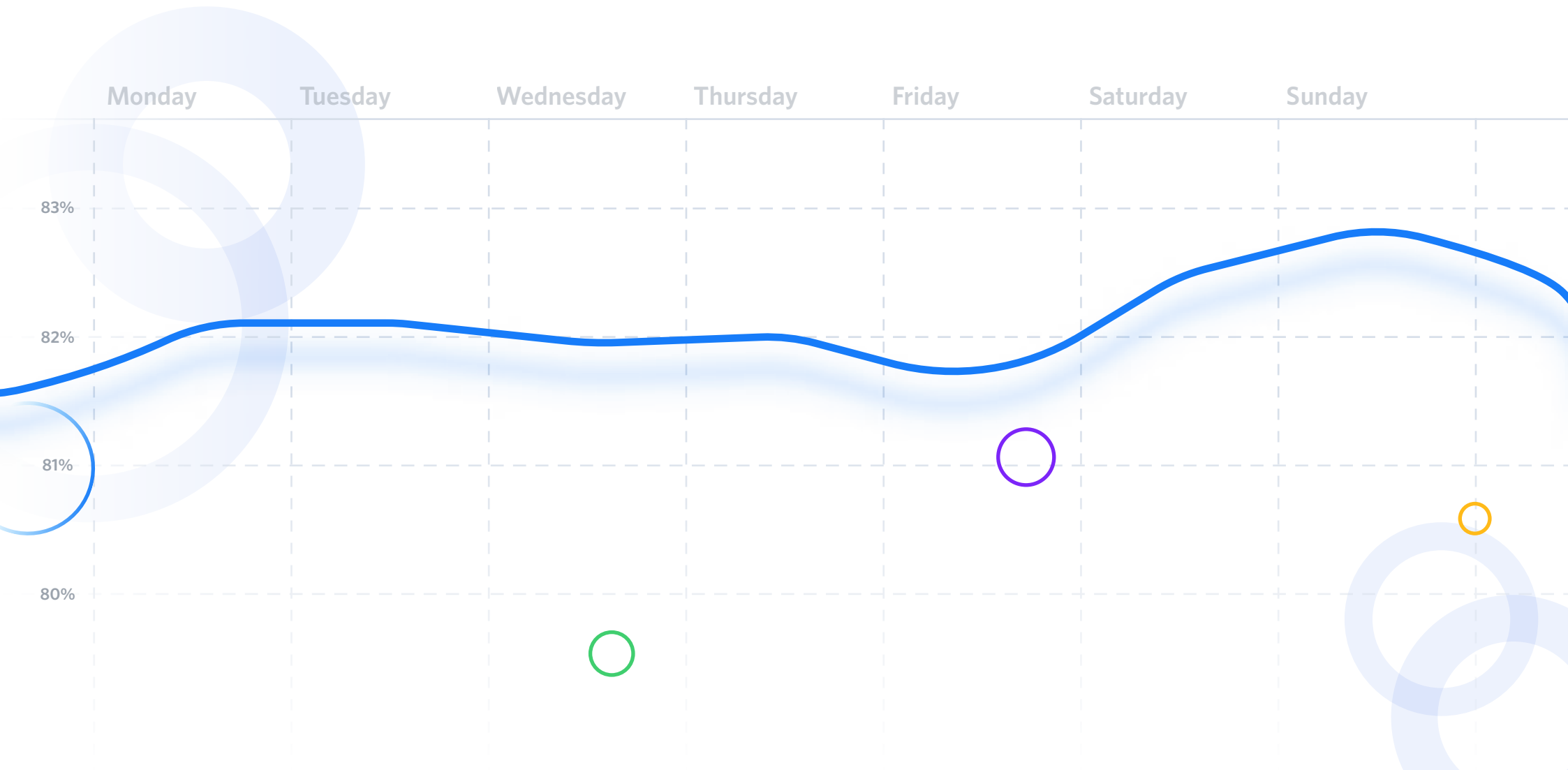
Cart abandonments on the daily chart through each month, once again hold steady. However, we see an accumulation phase from the 7th to 26th of the month where abandonments are slightly higher. From the 26th we see abandonments decrease as paydays start to roll in.

Throughout the month users are still browsing and adding to their cart and potentially waiting for payday to arrive to complete the purchase. So it's important to remind customers of their products through abandonment email and sms, even just to show the customer that the product will be waiting for them upon their return. Engagement is important in the accumulation phase of the month.



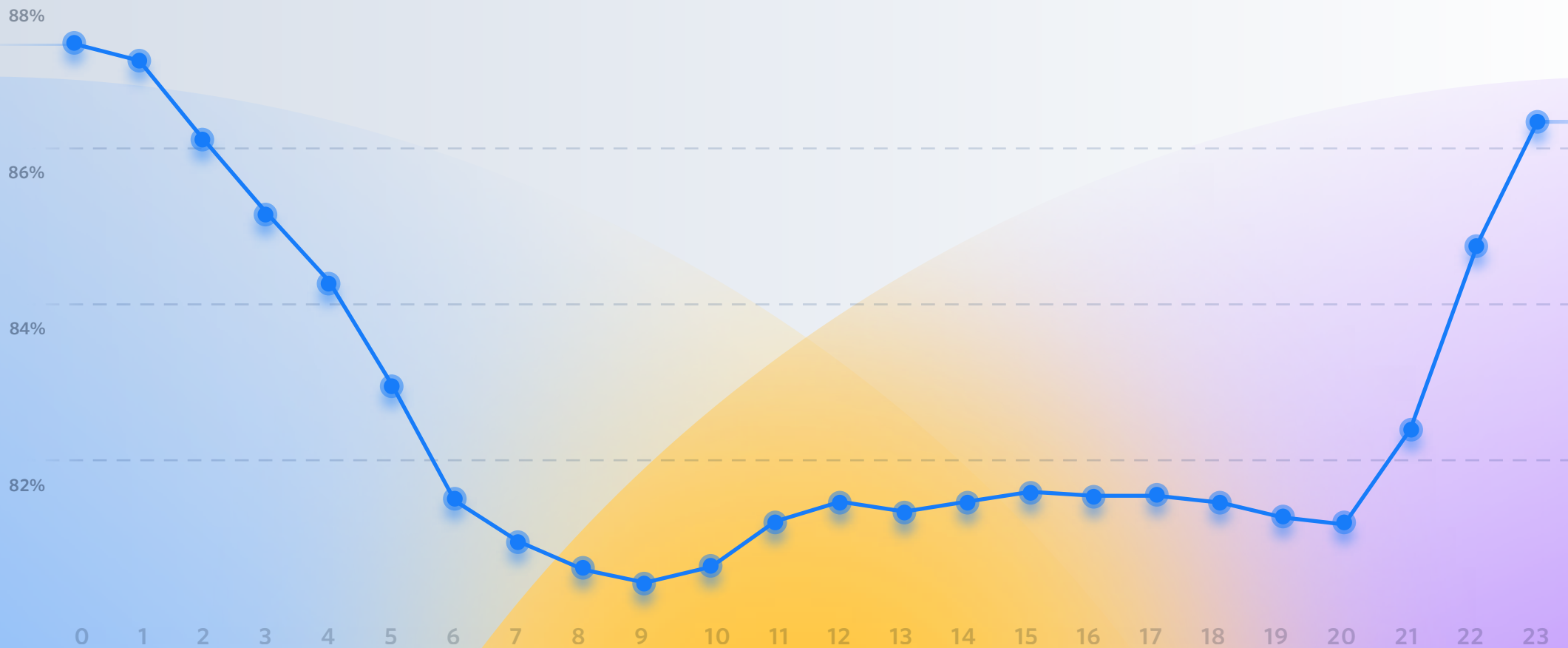
CART ABANDONMENT TRENDS BY DAY OF THE WEEK

Abandonment volumes are lowest on Friday, closely followed by Wednesday. Unlike 2019, when abandonment rates were lowest at the weekend. However, in 2020 weekend abandonments are higher than week days.



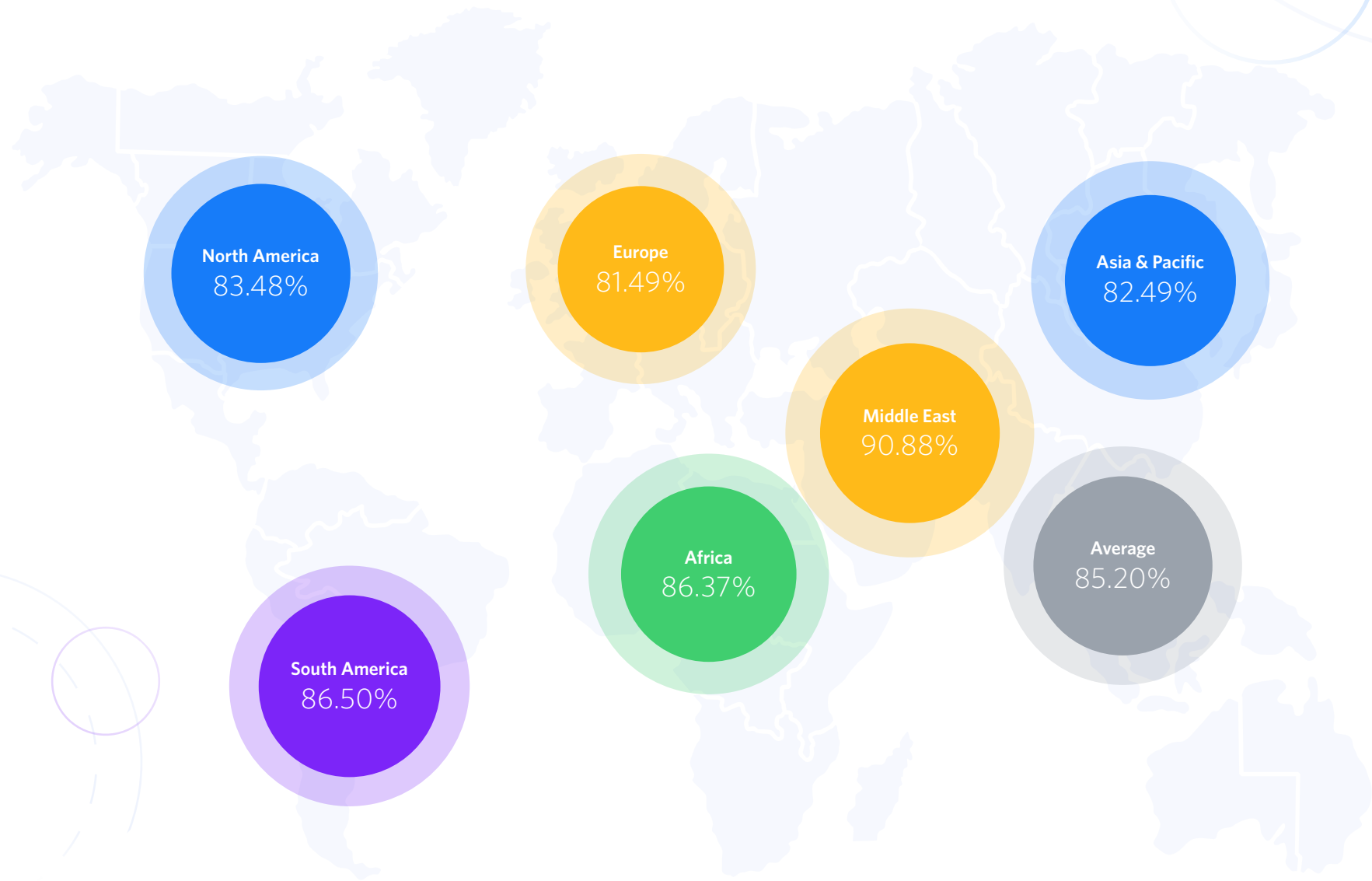
CART ABANDONMENT TRENDS BY TIME OF DAY

Abandonments start to increase early in the morning around 8:00 and level out slightly early afternoon. During peak traffic times and after work at 18:00 there is a steady increase hour on hour of abandonments until around 23:00.



CART ABANDONMENT TRENDS BY REGION

Abandonments are lower in more mature regions like Europe and North America. Young and emerging markets like Africa and the Middle East have higher abandonment rates.



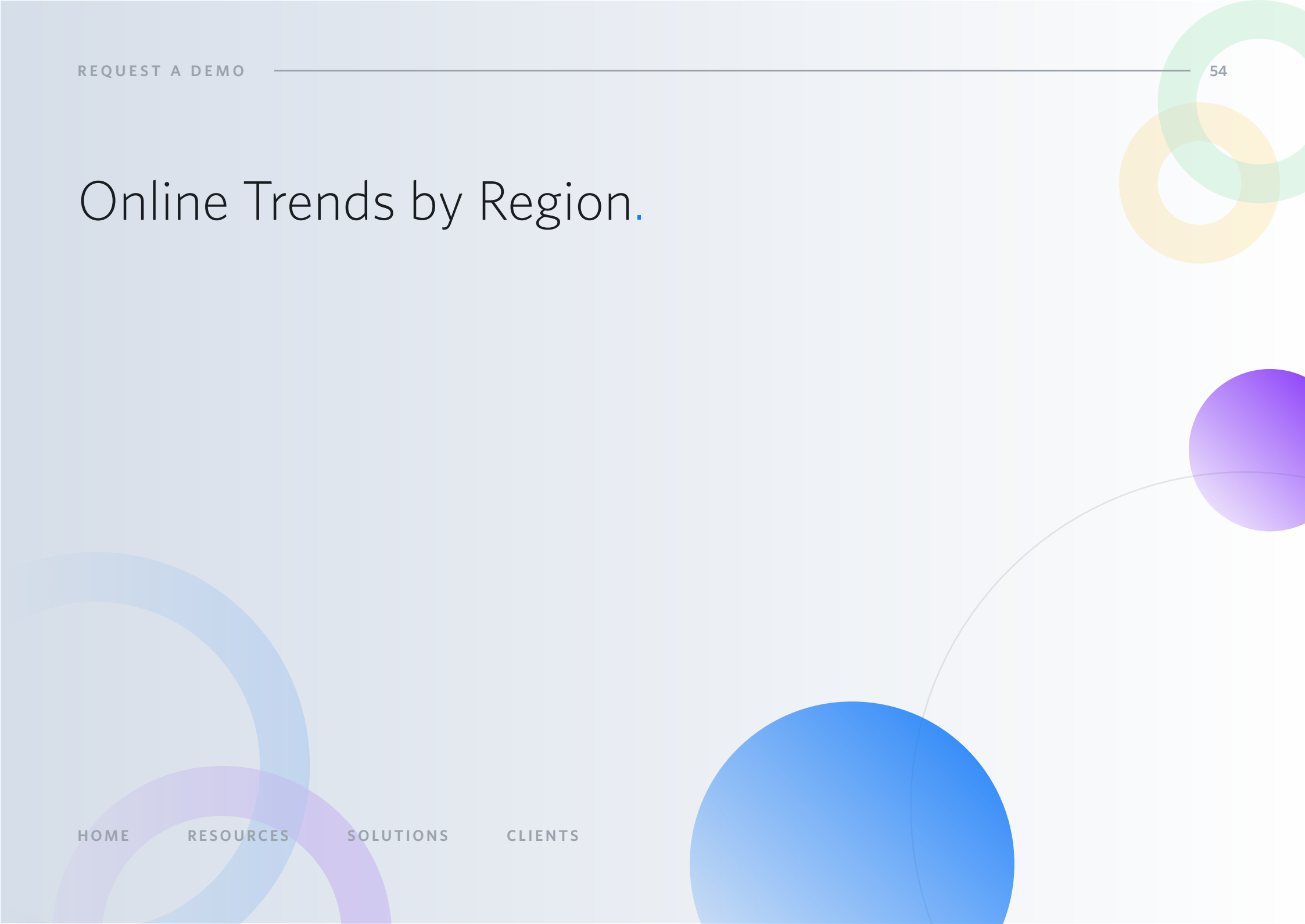
Online Trends by Region.

HOME

RESOURCES

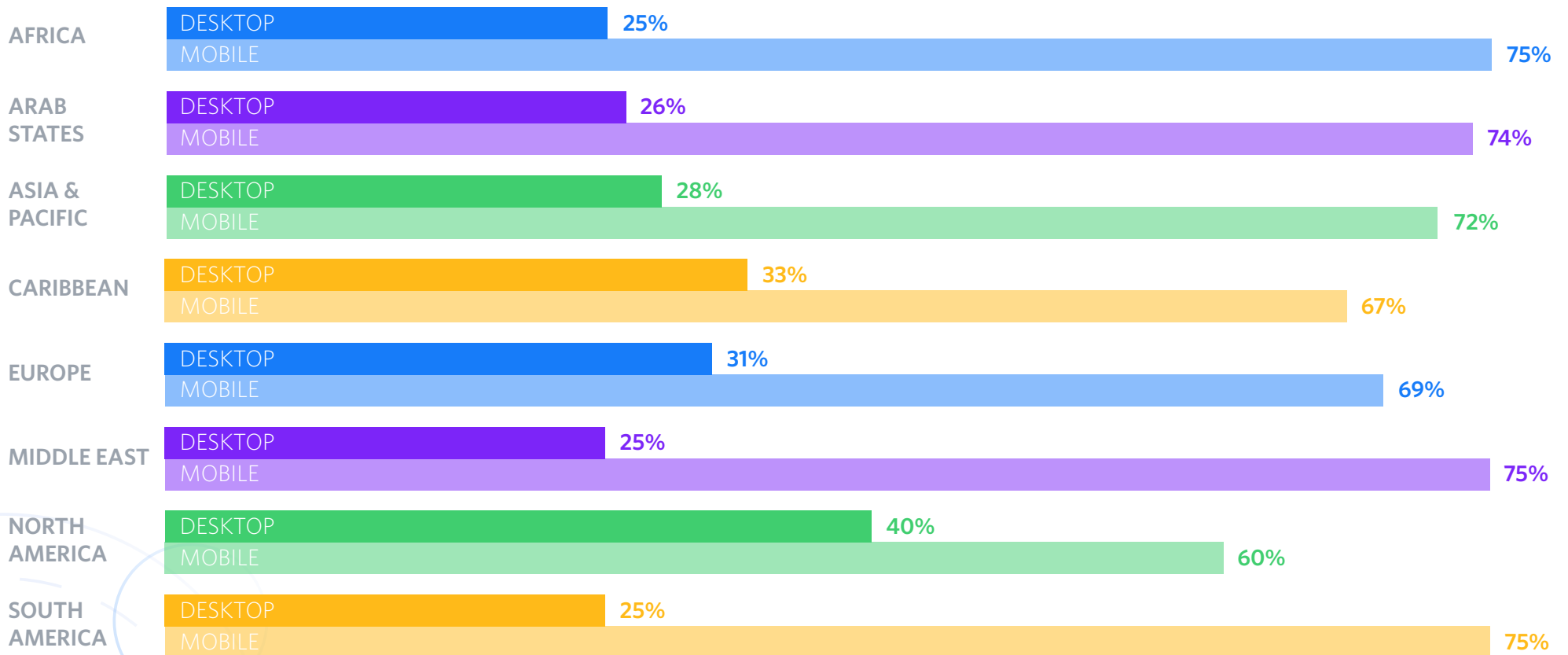
SOLUTIONS

CLIENTS



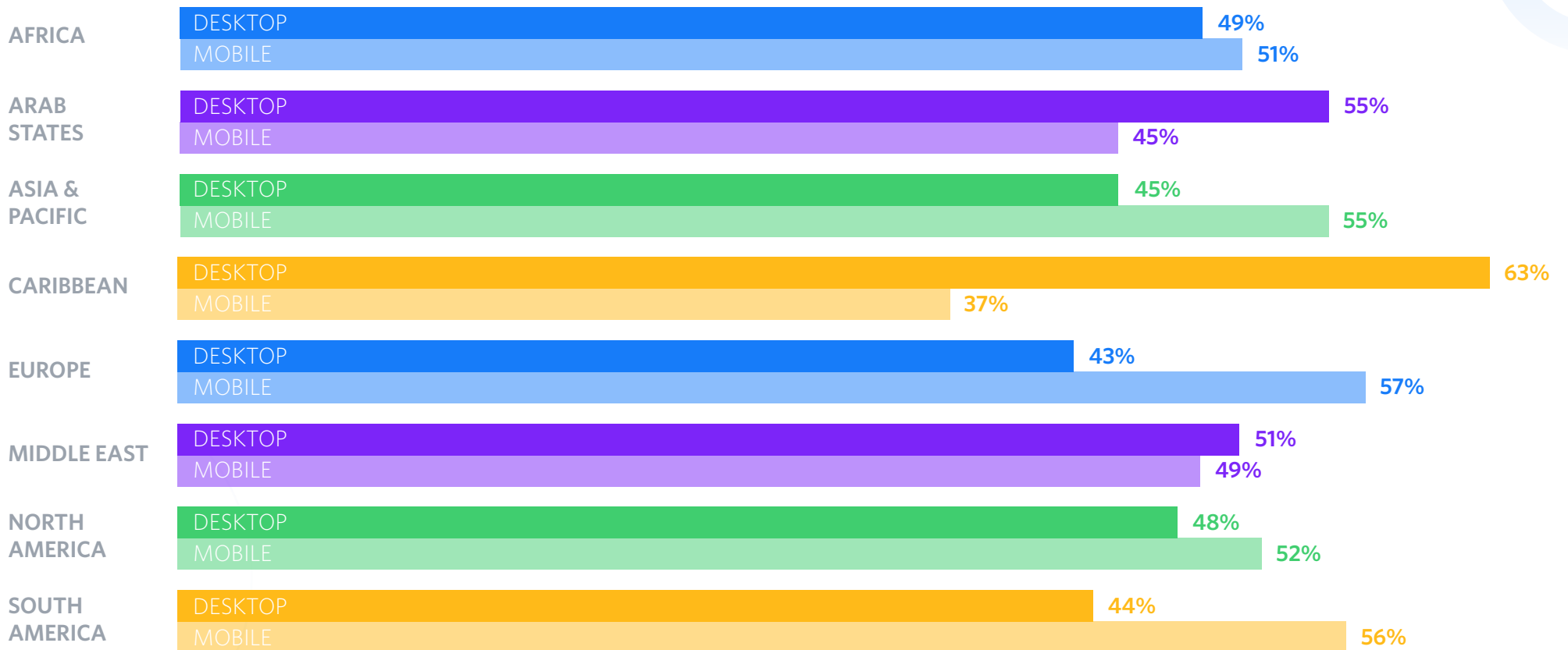
ONLINE SESSIONS BY DEVICE

As you can see the disparity between desktop and mobile traffic around the globe is more than double in favour of mobile in every country apart from North America. Less mature ecommerce markets rely heavily on mobile traffic, which highlights a key tactic for business areas to grow going forward.



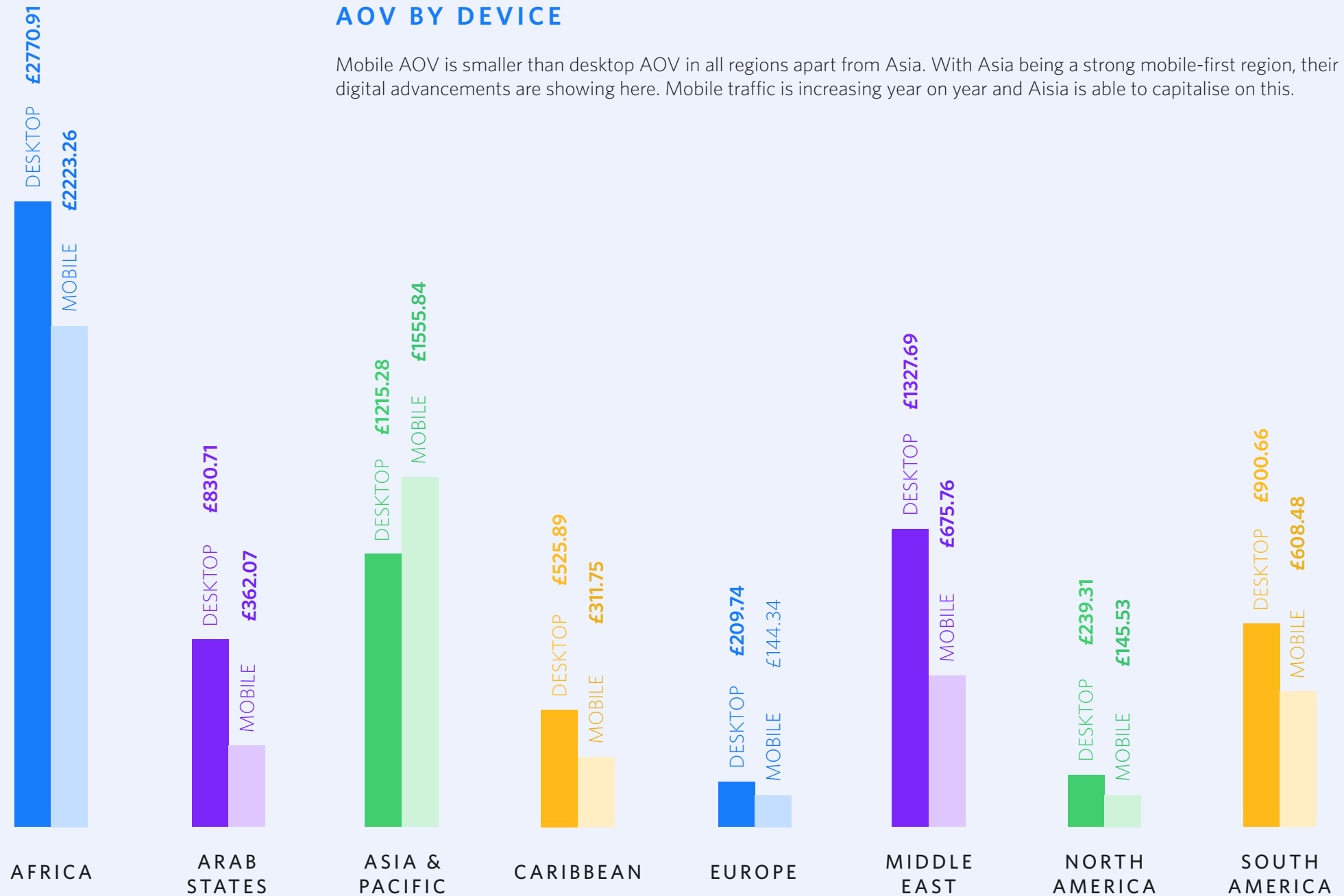
ONLINE SALES BY DEVICE

Mobile traffic is significantly higher but the online sales trend is lagging behind slightly. Users are showing clear buying intent but the conversion rates don't reflect the traffic volumes. Mature ecommerce markets like Asia, North America and Europe show stronger mobile buying trends.

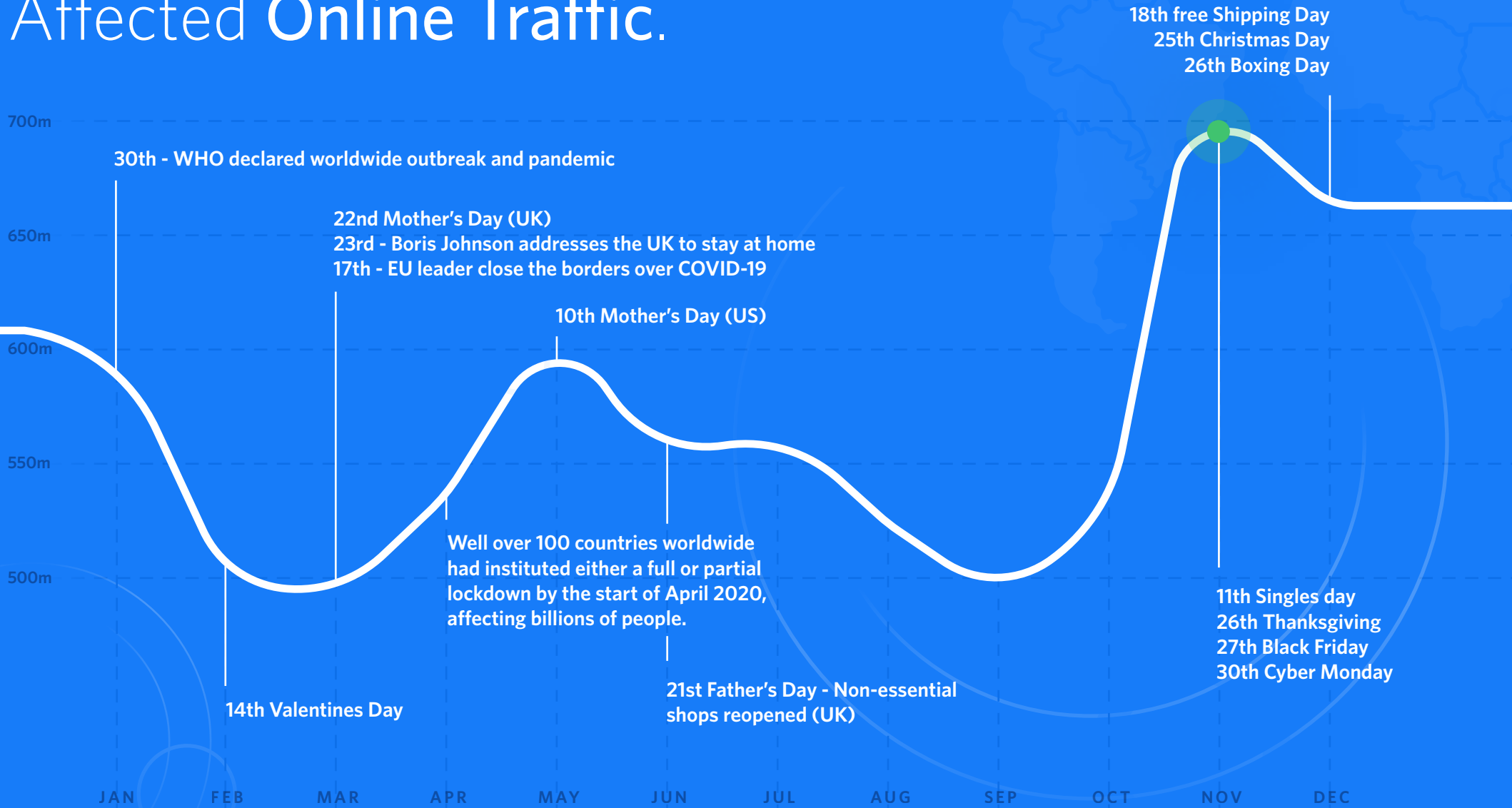


AOV BY DEVICE

Mobile AOV is smaller than desktop AOV in all regions apart from Asia. With Asia being a strong mobile-first region, their digital advancements are showing here. Mobile traffic is increasing year on year and Asia is able to capitalise on this.



How World Events Affected Online Traffic.



Key Takeaways.

1. Ecommerce is evolving at an accelerated pace. This presents more opportunities for businesses but this also brings more competition in each sector.
2. A key theme throughout this data is the speed at which consumers are choosing to use mobile phones for browsing and researching as well as buying. However, there is still a disparity between online traffic and online sales on mobile. Consumers are showing clear intent to buy yet conversion rate is lagging behind. This presents a key strategic opportunity and focus to improve the mobile checkout experience, increase payment options and trust to enable conversions to keep up with traffic growth in this space.
3. Although average abandonment rates have improved since 2019, notably due to the performance of the retail sector. There is still a large opportunity for brands in each sector to recover abandoned carts and turn more users into customers. There is also a big opportunity for brands to utilise cart abandonment email and SMS during higher abandonment times. Keeping your customers engaged during the accumulation and research phase of the buyer's journey influences them to return to complete their purchase.
4. The mass adoption of mobile means cart and browse abandonment email and SMS pose perhaps the greatest opportunity. Smartphones bridge the gap between the consumer and the brand and allows immediate contact and engagement.
5. Using well-timed and optimised cart and SMS abandonment solutions with multiple cycles based on visitors behaviour allows brands to engage with customers at peak buying days, times and months. The data in this report highlights key times, dates and events to build ecommerce marketing and abandonment strategies that convert.
6. World events and key dates throughout the year influences buying patterns. Keep an updated diary of all the key global events and important dates within your industry. That way your digital and abandonment strategy can be optimised to maximise ROI.

ABOUT SALECYCLE

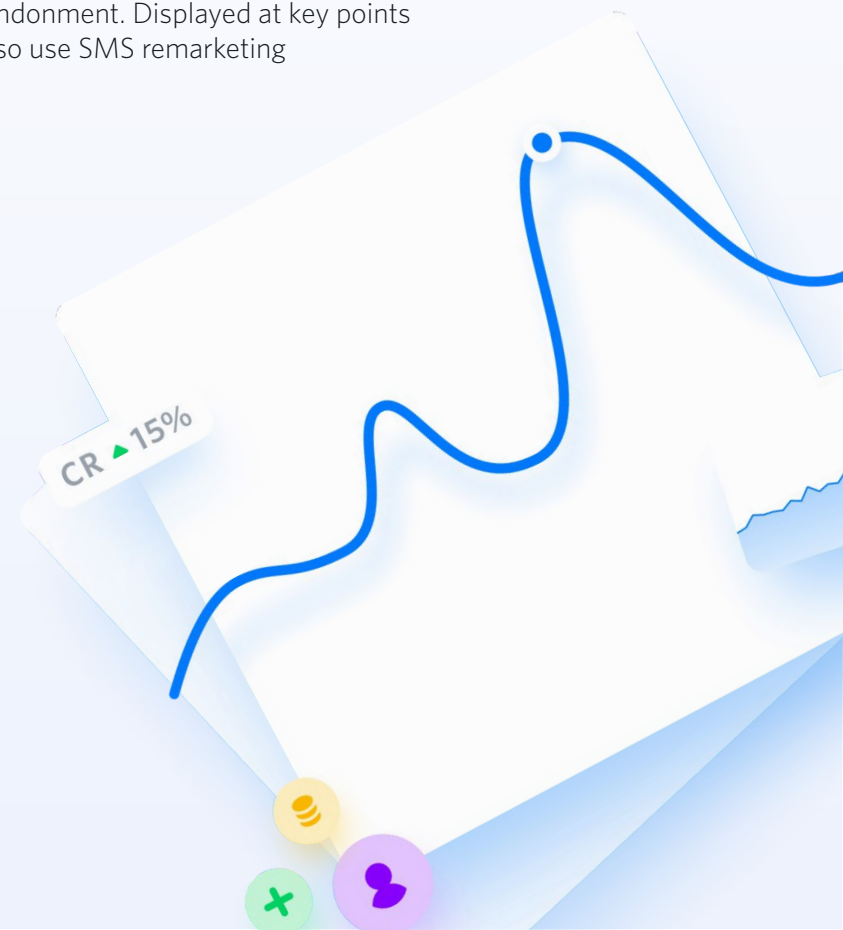
Conversion Rate & Abandoned Cart Specialists.

SaleCycle's data-driven features help you to increase conversions, recover sales, drive loyalty, and understand your customers. We've witnessed 100s of millions of online conversions and user journeys for over 500 ecommerce clients in the last 10 years.

Each day we track the behaviour behind more than three million online purchases and abandonments. We know why people buy. Our solutions include conversion rate optimisation, abandoned sales recovery, customer loyalty and customer insight.

We optimise the ecommerce buying funnel with personalised and targeted emails to help you reconnect with shoppers after they have left your site. Our on-site real-time messages interact with visitors and help boost conversions while curbing online abandonment. Displayed at key points of a visitor's purchase journey, personalised and relevant messages can encourage them to convert. We also use SMS remarketing messages to help customers navigate back to your site and reconnect with their time-sensitive purchases.

[Book a Meeting](#)



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/>

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<https://www.salecycle.com/resources/>