

Global e-Commerce 2022 and Beyond

Key Statistics and Predictions for Global e-Commerce - It's time to go cross-border!

1. How big is the global e-commerce market?

\$4.89 trillion

amount the global e-commerce market is expected to total at the end of 2021



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|--|--|---|---|
| 13,6% of sales were made from online purchases two years ago | +20% of sales will be made from online purchases in 2021 | +45,8% increase in e-commerce market share in two years | 21,8% of sales are expected to come from online purchases in 2024 |
|--|--|---|---|

2. Global e-commerce sales growth

USD 6.39 trillion
amount that online retail sales will reach at the end of 2021

21,8%
e-commerce percentage taking up of total retail sales

B2C

USD 562.1 billion
global cross-border B2C e-commerce market share in 2021

USD 4,856.1 billion
global cross-border B2C e-commerce expected market share by 2027

+27,4%
of CAGR between 2019 / 2027

70%
of merchants say that international e-commerce is profitable for them

57%
of consumers have made a purchase from a foreign merchant in the last six months

3. Personalized shopping e-commerce

When a customer's shopping experience is personalized, they spend more than **48%**

Communicating with foreign customers in their native languages leads to higher conversion rates.

65% of consumers prefer content in their language

40% will not buy from websites in other languages

+41% consumers' adoption of real-time payment options since coronavirus pandemic

46% global mobile payments percentage, equalling a total of \$102.7 billion last year

Online payment methods weigh heavily on buying decisions.

Every region still has its own preferred methods.

- NORTH AMERICA (US + CANADA)**
Credit cards are number one by a mile, followed by digital payment systems like PayPal and Apple Pay. Cash on delivery is a top choice.
- EASTERN EUROPE / INDIA / AFRICA / MIDDLE EAST**
Cash on delivery is a top choice.
- INDIAN, AFRICAN, ASIAN MARKETS**
Enabling direct debit is a necessity for business performance.

4. B2B's e-commerce will dominate B2C

The B2B e-commerce: a ripe global opportunity!

\$2,8T

B2C e-commerce

\$10,6T

B2B e-commerce

Worldwide e-commerce revenue B2C vs B2B

+278,6% B2B e-commerce performed nearly four times better than B2C e-commerce.

57% of the purchase process is done by B2B customers before contacting a sales rep.

Global e-commerce is a necessity and something to take advantage of for your brand.

It's time to go cross-border with Nexway Monetize. Get started! Contact us today for a demo.