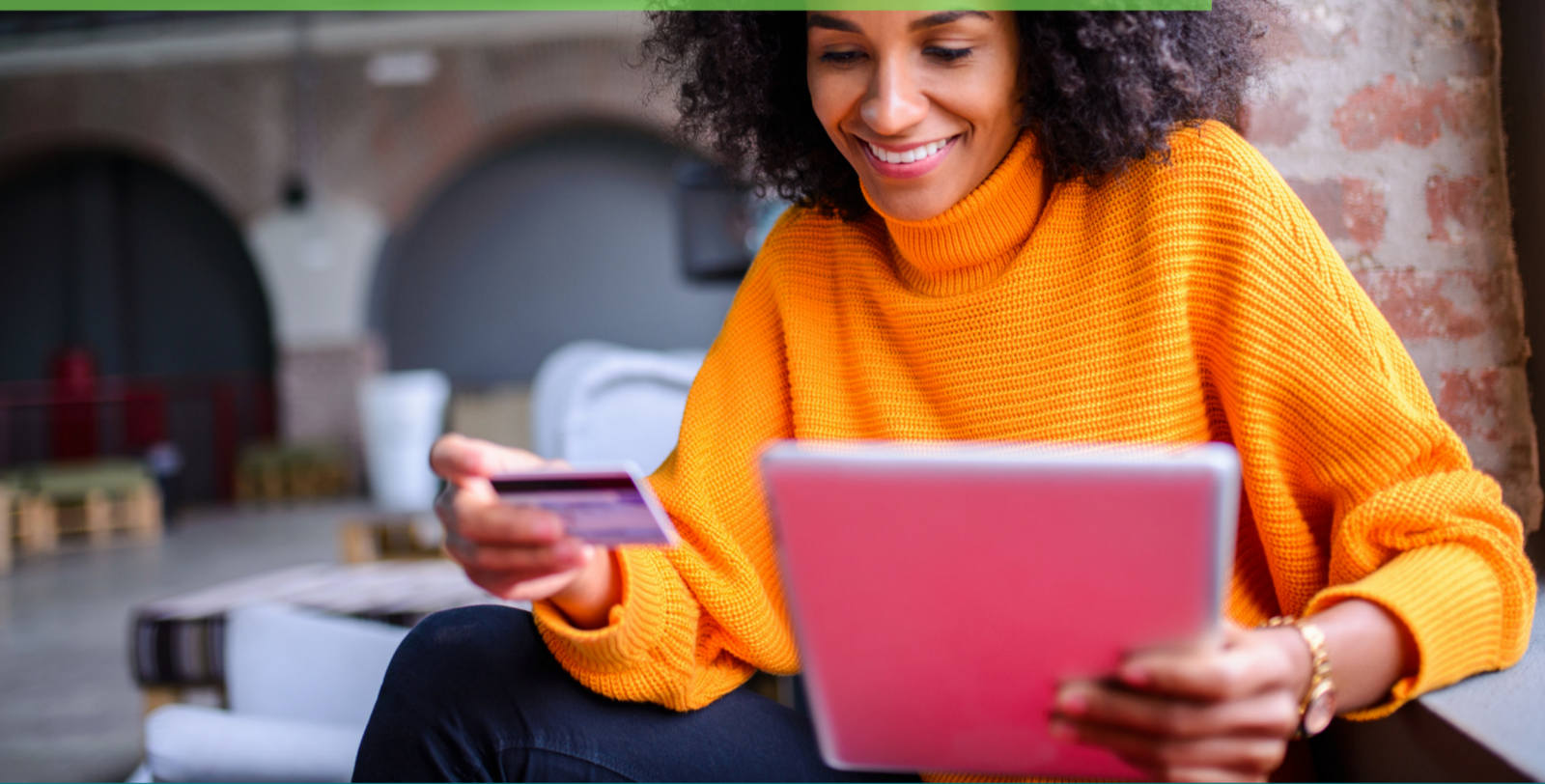


# The Digital Shopping Revolution



## PANDEMIC ACCELERATES SHIFT TO ONLINE SHOPPING

### The Digital Shopping Revolution

1

THE PANDEMIC HAS ACCELERATED THE SHIFT TO ONLINE SHOPPING, AND THIS TREND IS EXPECTED TO CONTINUE THIS HOLIDAY SEASON



### Online Sales Skyrocketing

2

ONLINE SALES WILL GROW BY 13.9% IN 2023, REACHING \$1.09 TRILLION, OR 18.9% OF TOTAL RETAIL SALES.



Online sales will account for more than half of the total retail sales growth this year.

### Marketplaces: The New Shopping Hubs

3

- More choices, convenience, and value
- 89% of consumers seek value in marketplaces
- 38% growth in 2022, outpacing overall e-commerce



### Shoppers actively seeking better deals

4

A global survey by Mirakl found that 89% of consumers worldwide actively seek better value, and marketplaces are their preferred avenue for finding it.



### Retailers, Take Note!

5

- Expand presence on marketplaces
- Reach more customers
- Increase sales opportunities



Marketplaces also grew by 38% in 2022, six times more than overall e-commerce. Retailers should consider expanding their presence on marketplaces, such as Amazon, Walmart, eBay, and Etsy, to reach more customers and increase their sales.

For even more information about online consumer research, Insights in Marketing can help! Contact us today to learn more.

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