



# E-commerce worldwide

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E-COMMERCE WORLDWIDE

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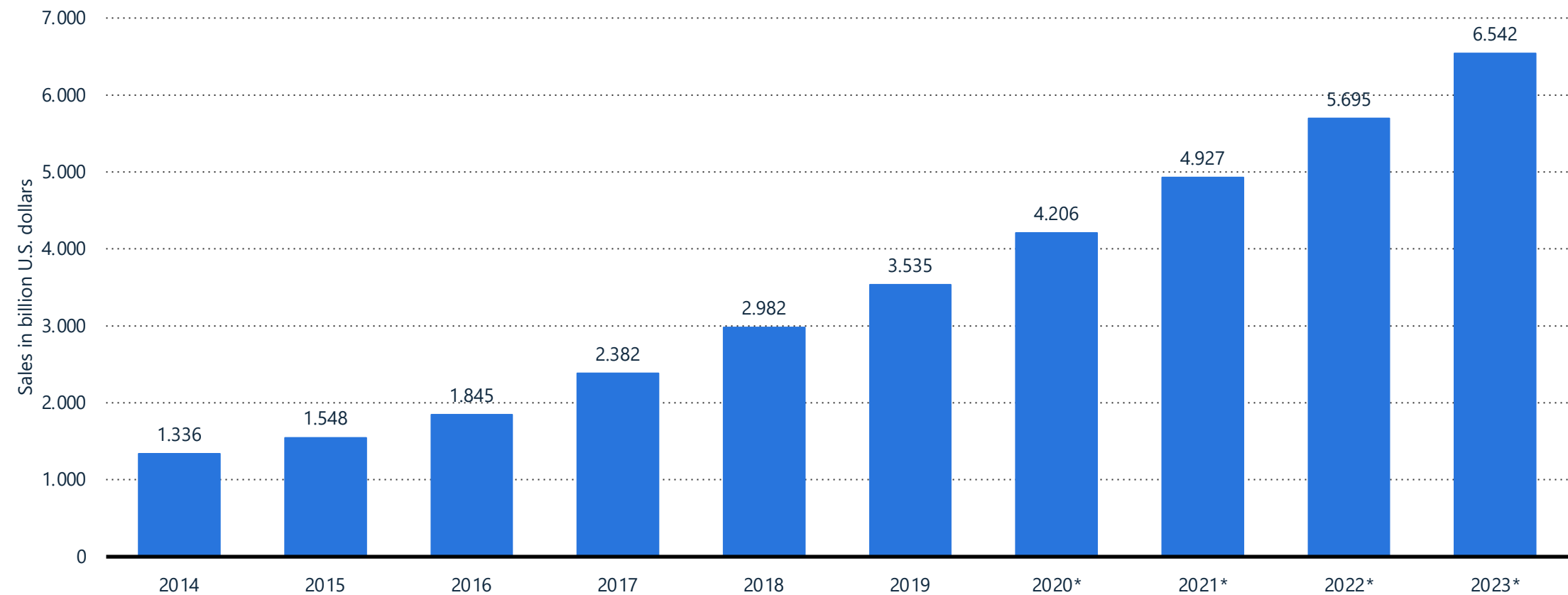
E-COMMERCE WORLDWIDE

# Overview



# Retail e-commerce sales worldwide from 2014 to 2023 (in billion U.S. dollars)

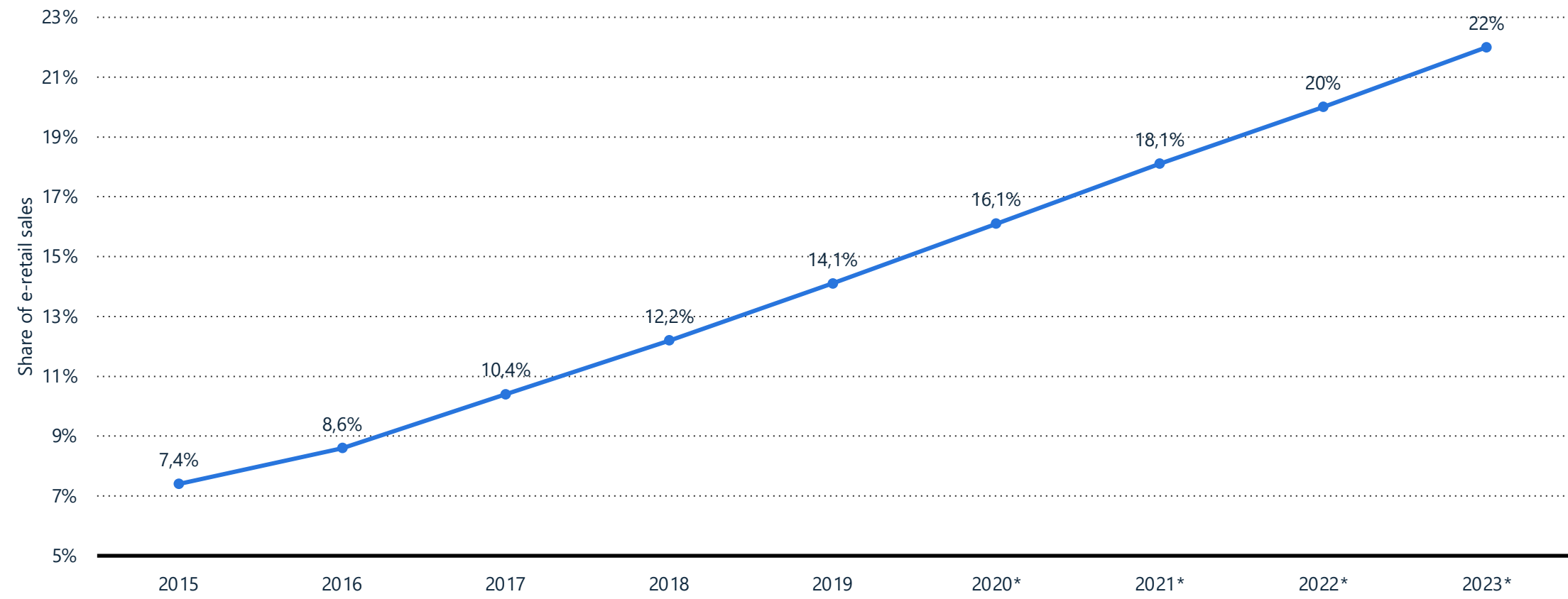
Global retail e-commerce sales 2014-2023



**Note:** Worldwide; 2014 to 2019  
Further information regarding this statistic can be found on [page 62](#).  
**Source(s):** eMarketer; [ID 379046](#)

# E-commerce share of total global retail sales from 2015 to 2023

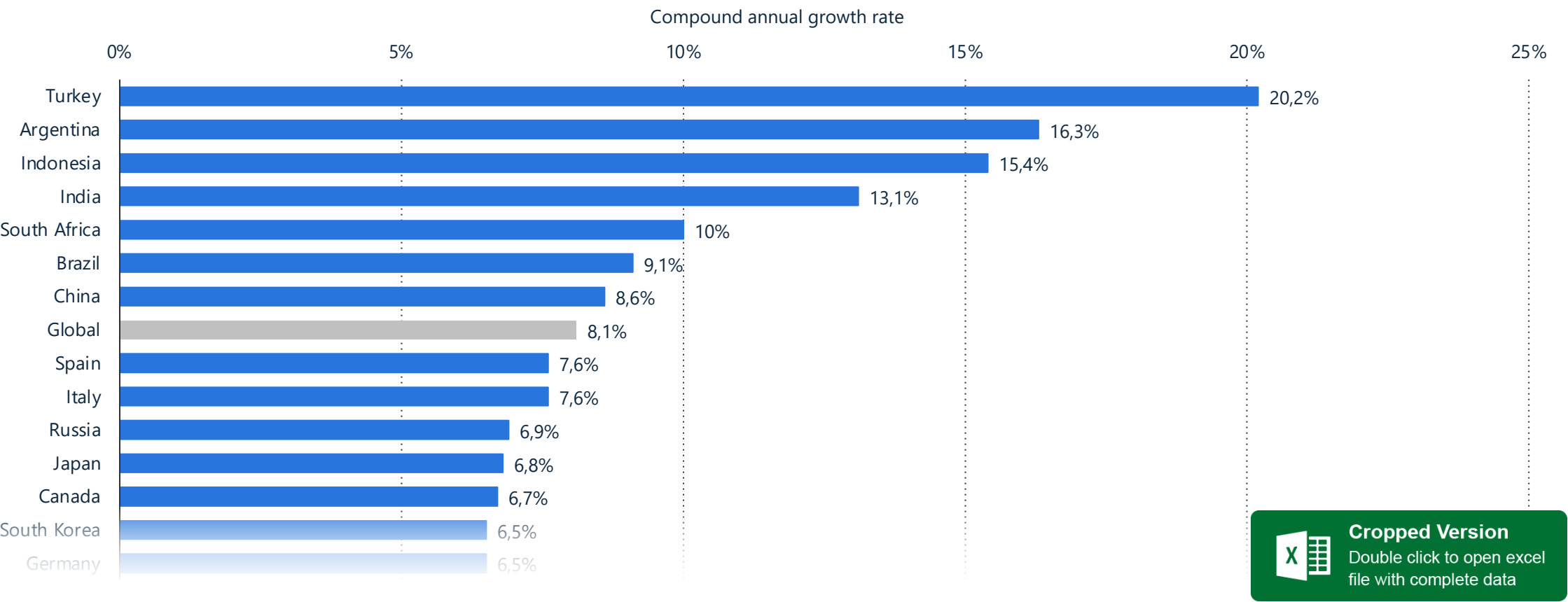
Worldwide e-commerce share of retail sales 2015-2023



**Note:** Worldwide; 2015 to 2019  
Further information regarding this statistic can be found on [page 63](#).  
**Source(s):** eMarketer; [ID 534123](#)

# Retail e-commerce sales CAGR forecast in selected countries from 2020 to 2024

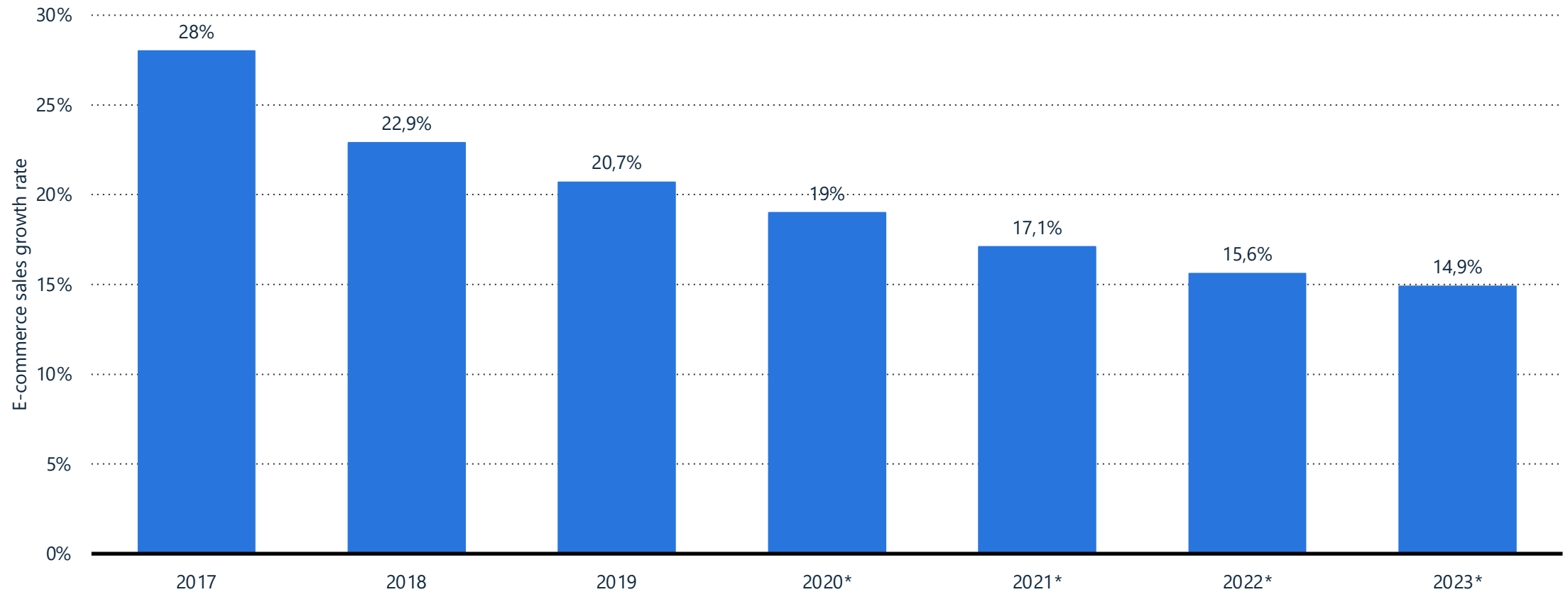
Digital Market Outlook: retail e-commerce sales CAGR in selected markets 2020-2024



**Note:** Worldwide; 2020; forecast adjusted for expected impact of COVID-19  
Further information regarding this statistic can be found on [page 64](#).  
**Source(s):** Statista; Statista Digital Market Outlook; [ID 220177](#)

# Annual retail e-commerce sales growth worldwide from 2017 to 2023

Retail e-commerce sales growth worldwide 2017-2023



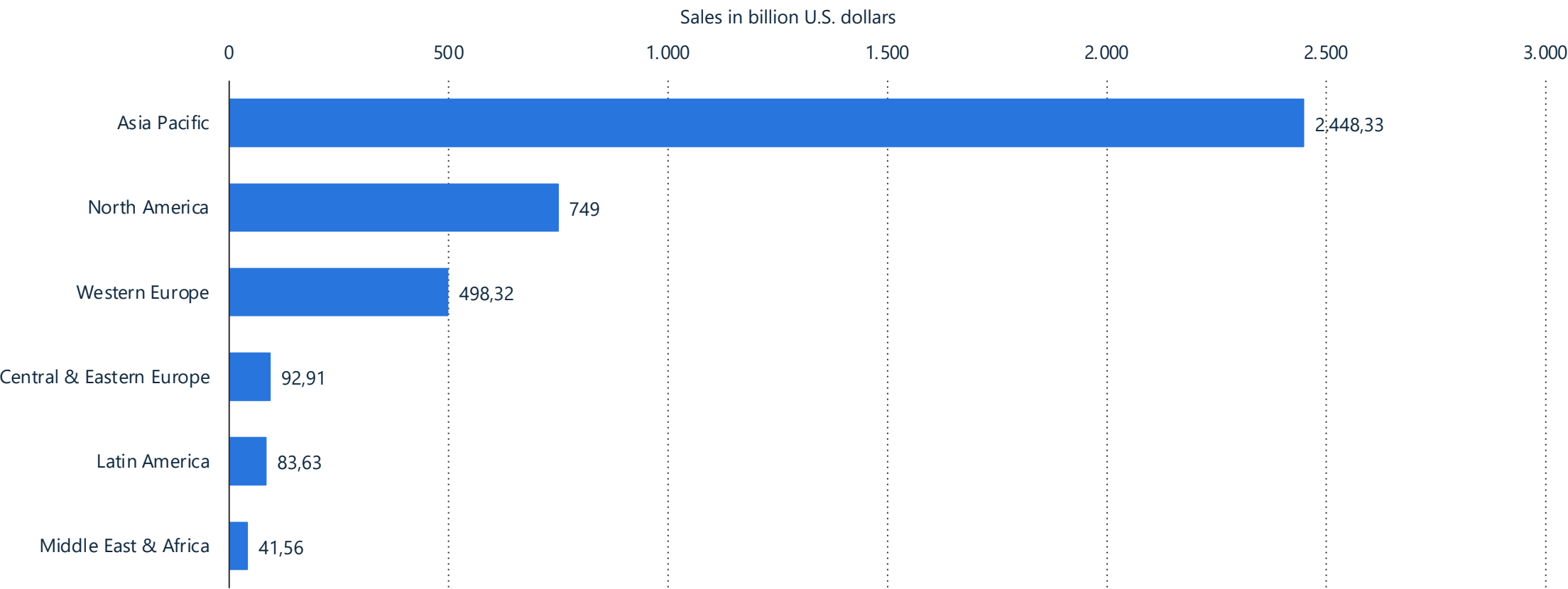
**Note:** Worldwide; 2017 to 2019

Further information regarding this statistic can be found on [page 65](#).

**Source(s):** eMarketer; [ID 288487](#)

# Projected global retail e-commerce sales in 2020, by region (in billion U.S. dollars)

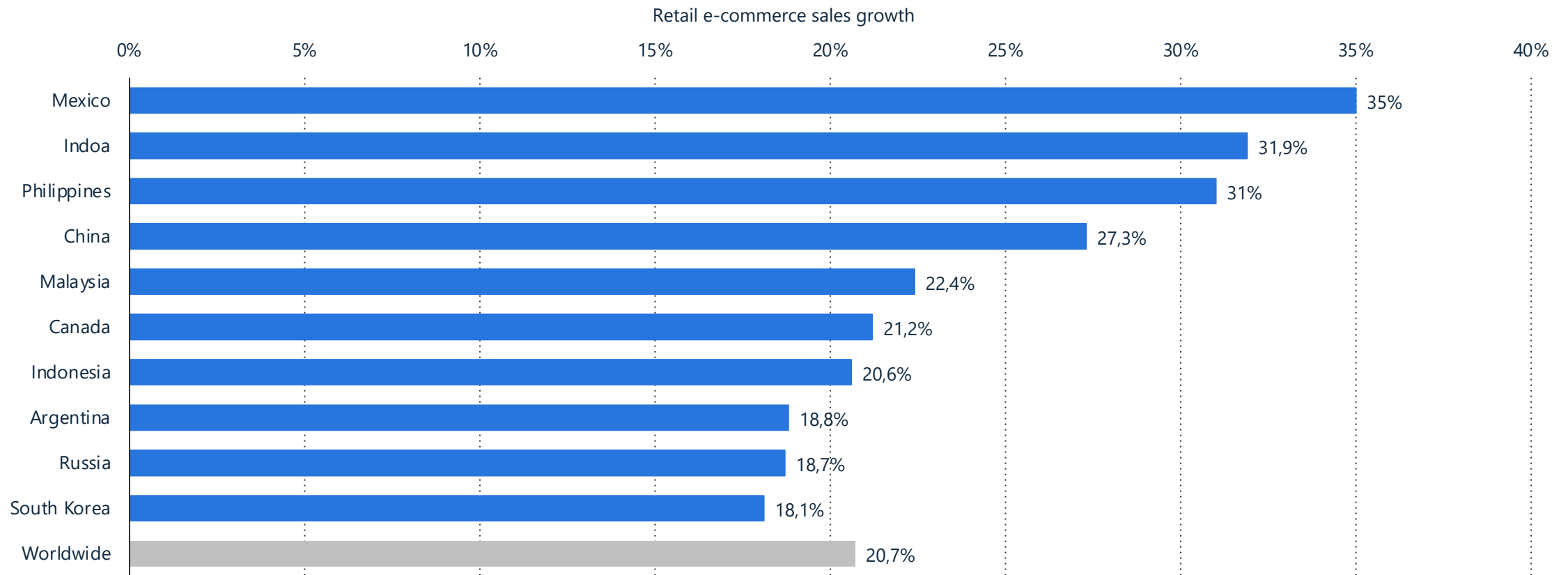
Global e-commerce sales forecast 2020, by region



**Note:** Worldwide; 2020  
Further information regarding this statistic can be found on [page 66](#).  
**Source(s):** eMarketer; [ID 311357](#)

# Leading countries based on retail e-commerce sales growth in 2019

Fastest-growing retail e-commerce countries 2019



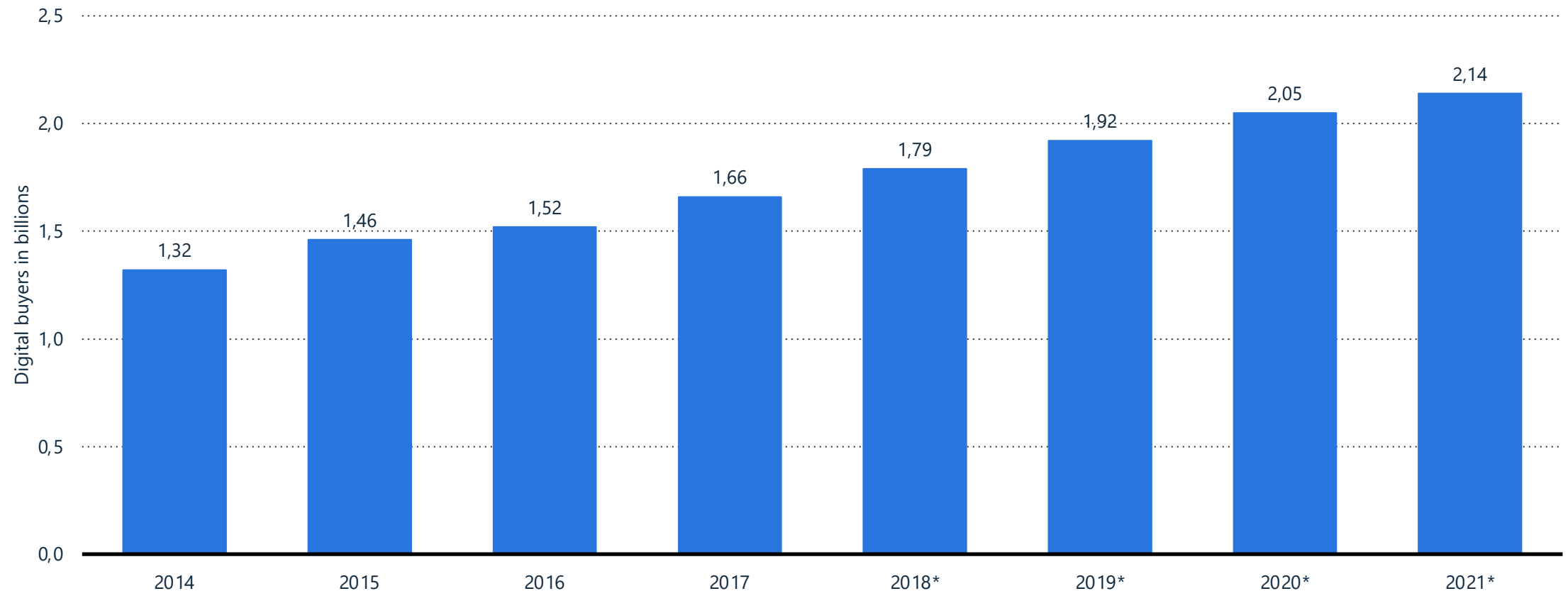
**Note:** Worldwide; May 2019

Further information regarding this statistic can be found on [page 67](#).

**Source(s):** eMarketer; [ID 266064](#)

# Number of digital buyers worldwide from 2014 to 2021 (in billions)

Global number of digital buyers 2014-2021



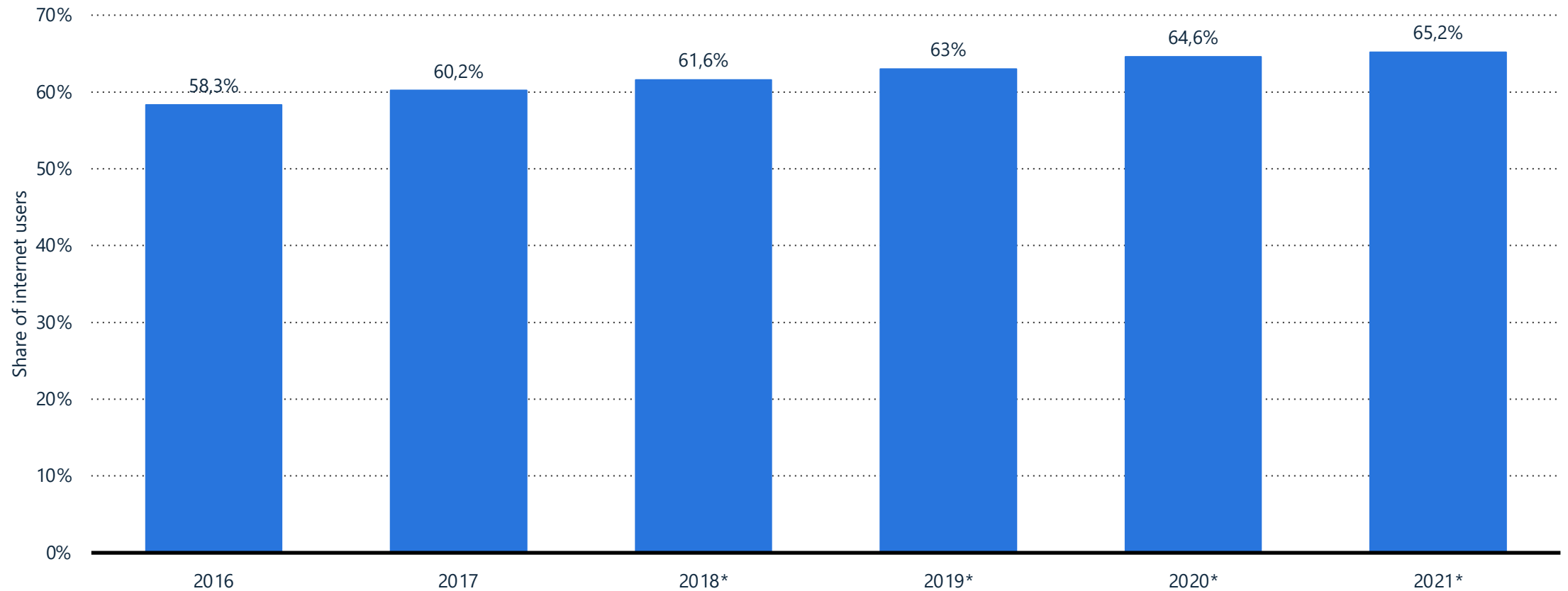
**Note:** Worldwide; 2014 to 2017; 14 years and older

Further information regarding this statistic can be found on [page 68](#).

**Source(s):** eMarketer; [ID 251666](#)

# Digital buyer penetration worldwide from 2016 to 2021

Digital buyer penetration worldwide 2016-2021



**Note:** Worldwide; 2014 to 2017; 14 years and older

Further information regarding this statistic can be found on [page 69](#).

**Source(s):** eMarketer; [ID 261676](#)

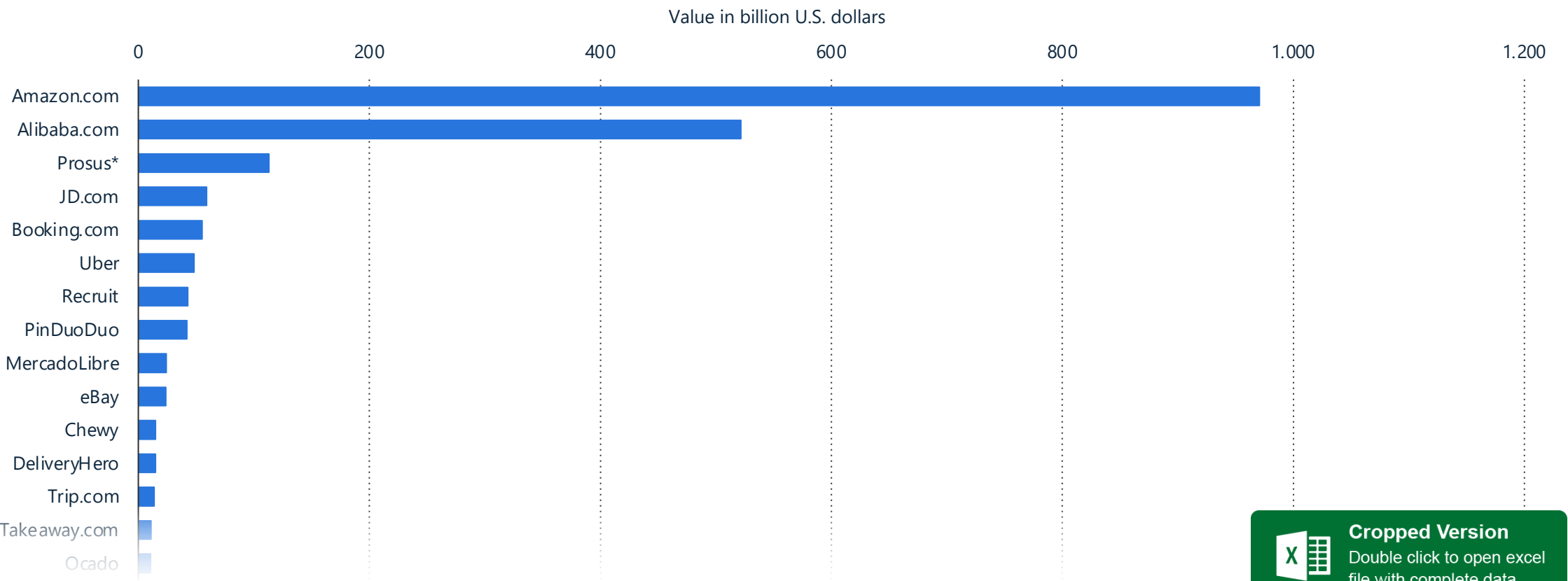


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# Benchmark

# Market cap of leading consumer internet and online service companies worldwide as of March 2020 in billion U.S. dollars)

Leading internet and online services companies worldwide 2020, by market cap

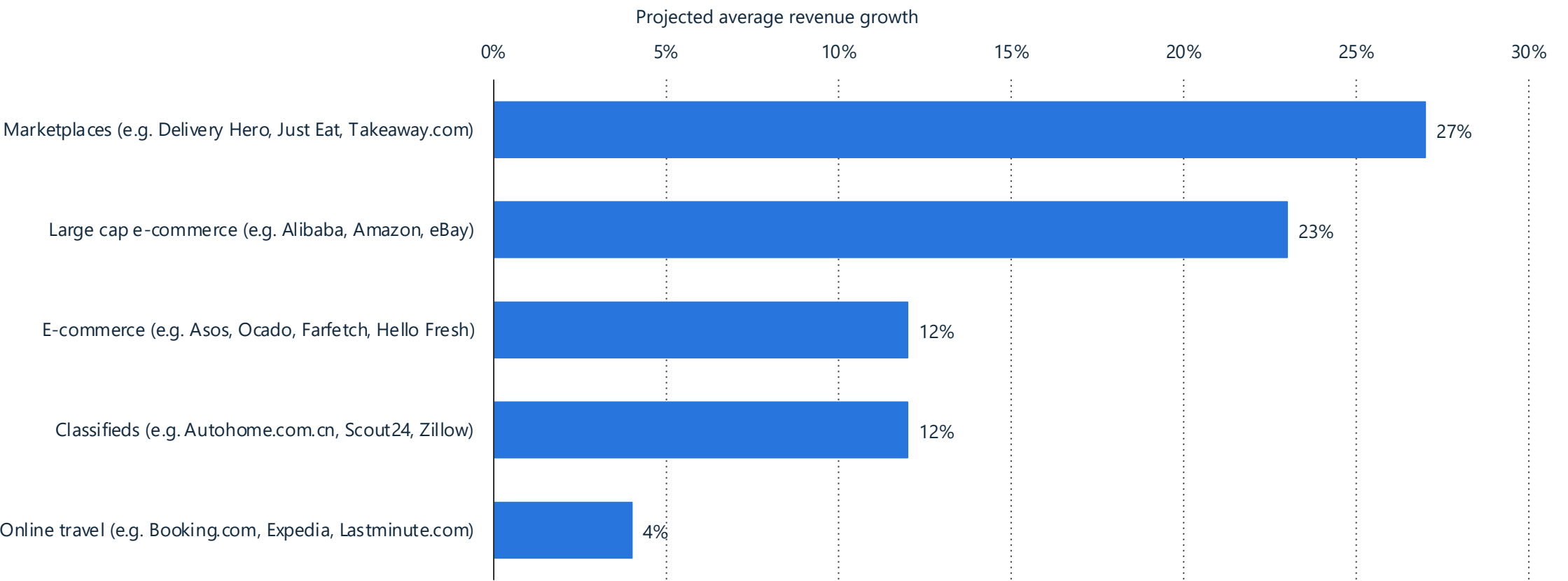


**Cropped Version**  
Double click to open excel  
file with complete data

**Note:** Worldwide; March 31, 2020  
Further information regarding this statistic can be found on [page 70](#).  
**Source(s):** GP Bullhound; S&P Capital IQ; [ID 208843](#)

# Projected revenue growth of selected internet and online service company verticals worldwide from 2019 to 2021

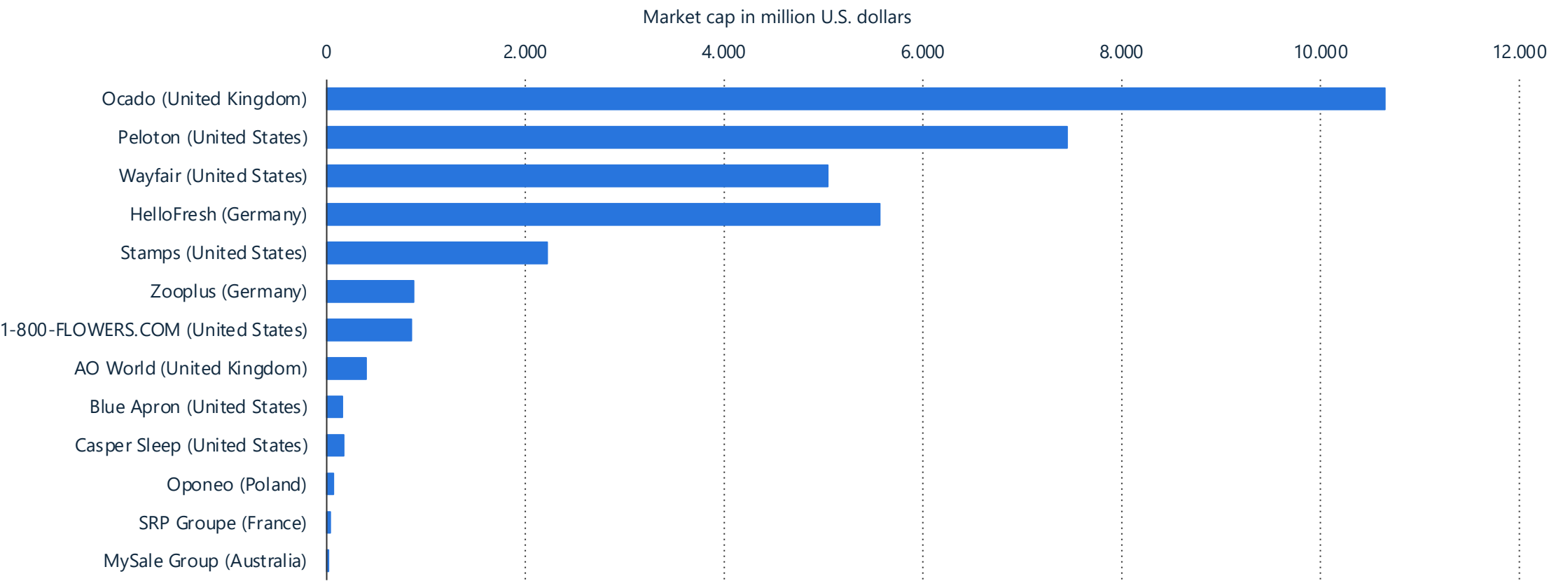
Revenue growth of selected internet and online service company verticals 2019-2021



**Note:** Worldwide; March 31, 2020; all values are estimates  
Further information regarding this statistic can be found on [page 71](#).  
**Source(s):** S&P Capital IQ; GP Bullhound; [ID 271579](#)

# Market cap of leading vertical e-commerce companies worldwide as of March 2020 (in million U.S. dollars)

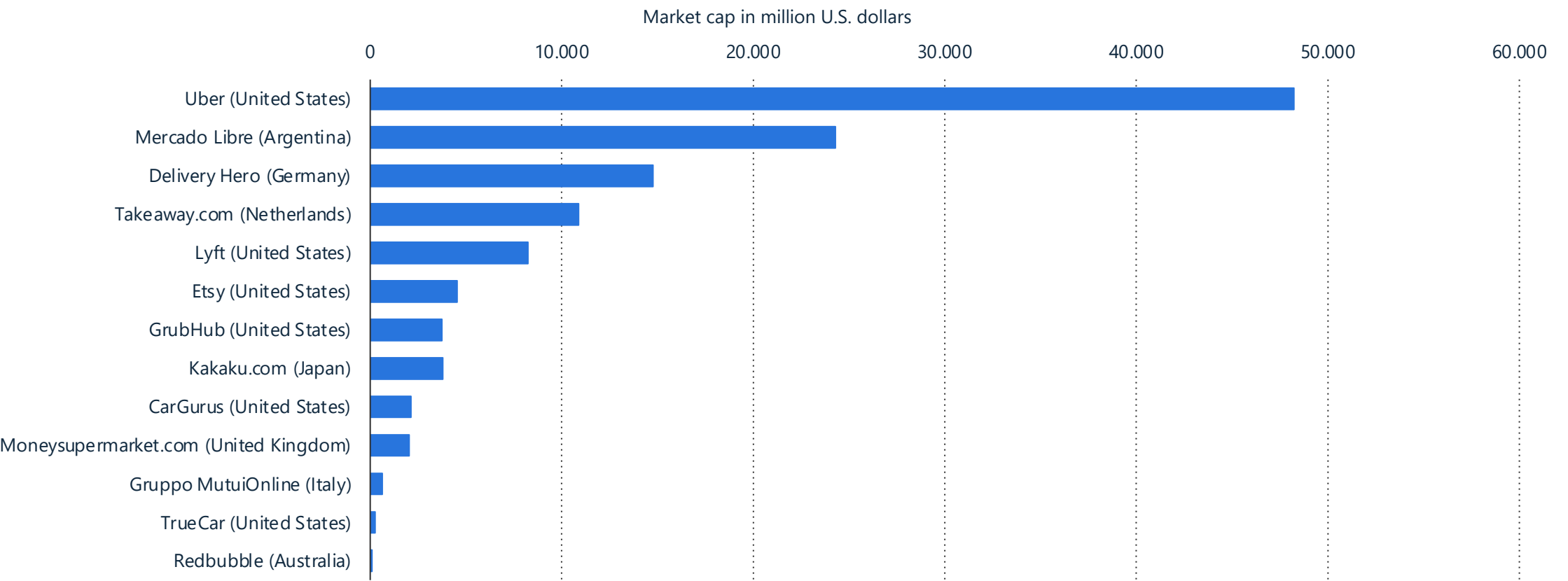
Leading vertical e-commerce companies worldwide 2020, by market cap



**Note:** Worldwide; March 31, 2020  
Further information regarding this statistic can be found on [page 72](#).  
**Source(s):** GP Bullhound; S&P Capital IQ; [ID 1039489](#)

# Market cap of leading online marketplaces worldwide as of March 2020 (in million U.S. dollars)

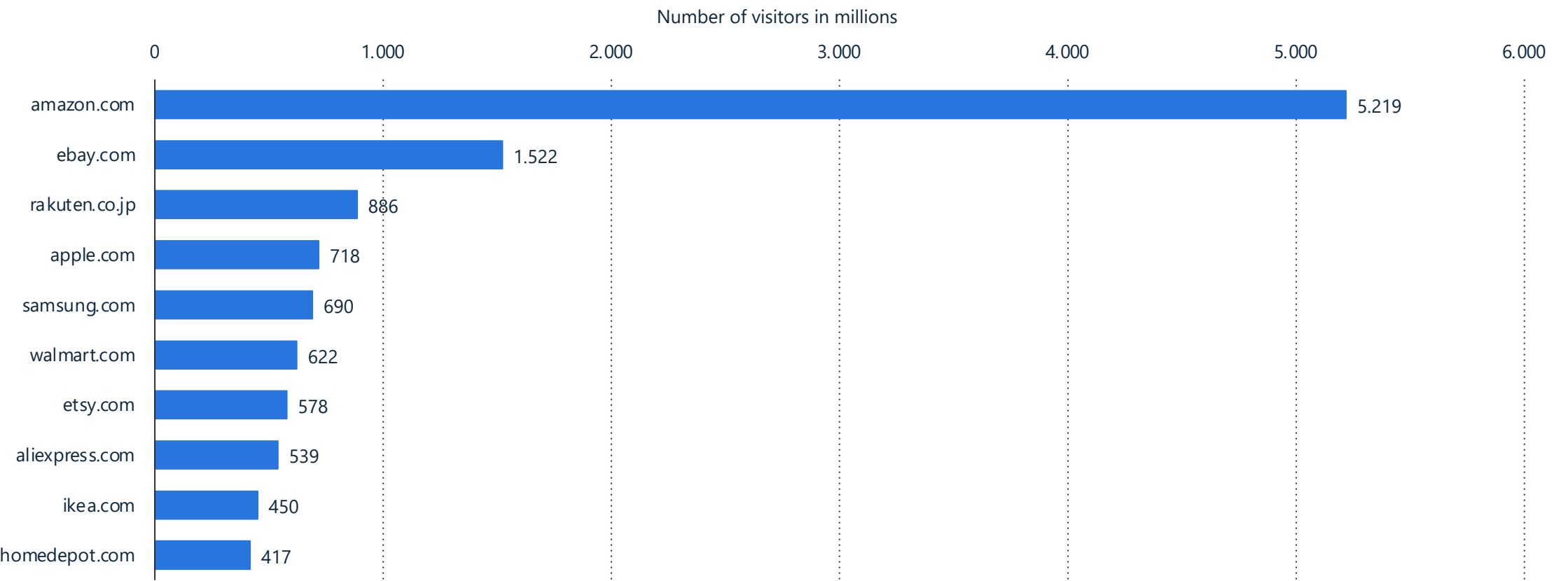
Leading online marketplaces worldwide 2020, by market cap



**Note:** Worldwide; March 31, 2020  
Further information regarding this statistic can be found on [page 73](#).  
**Source(s):** GP Bullhound; S&P Capital IQ; [ID 1039552](#)

# Most popular online retail websites worldwide in June 2020, by unique visitors (in millions)

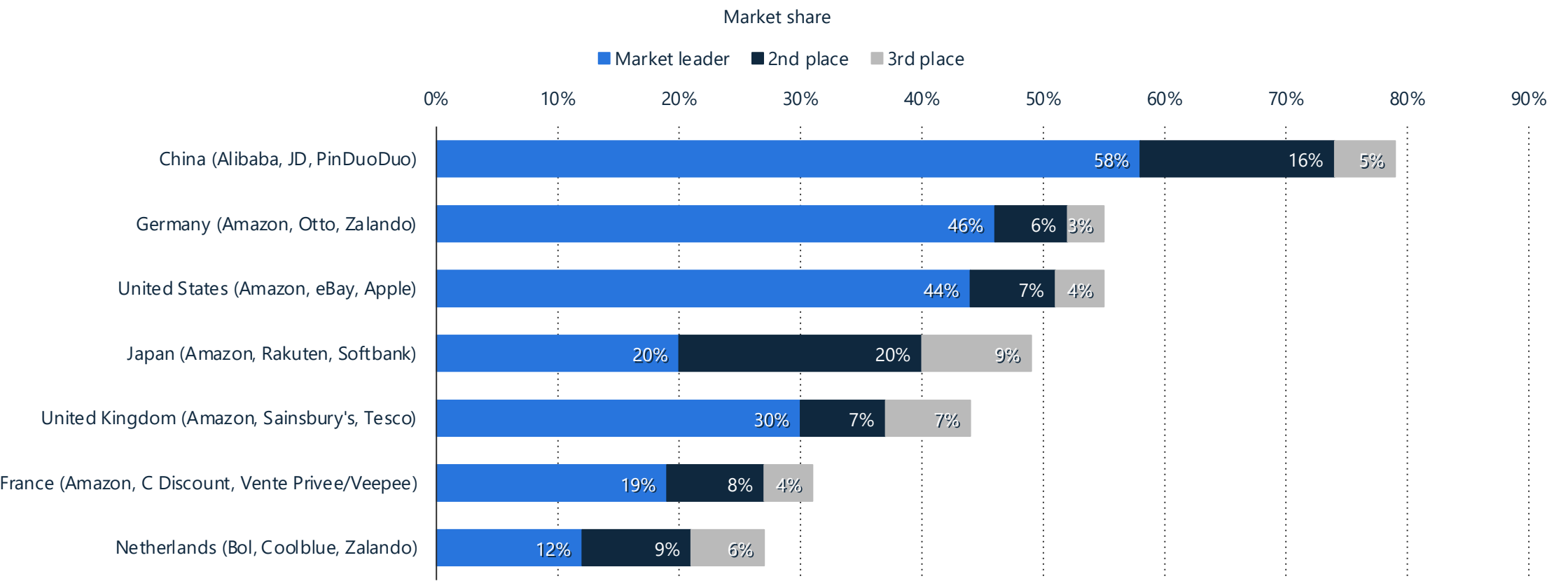
Leading retail websites worldwide 2020, by traffic



**Note:** Worldwide; March 2020  
Further information regarding this statistic can be found on [page 74](#).  
**Source(s):** SEMrush; [ID 274708](#)

# Market share of the leading e-commerce platforms in selected countries worldwide as of January 2019

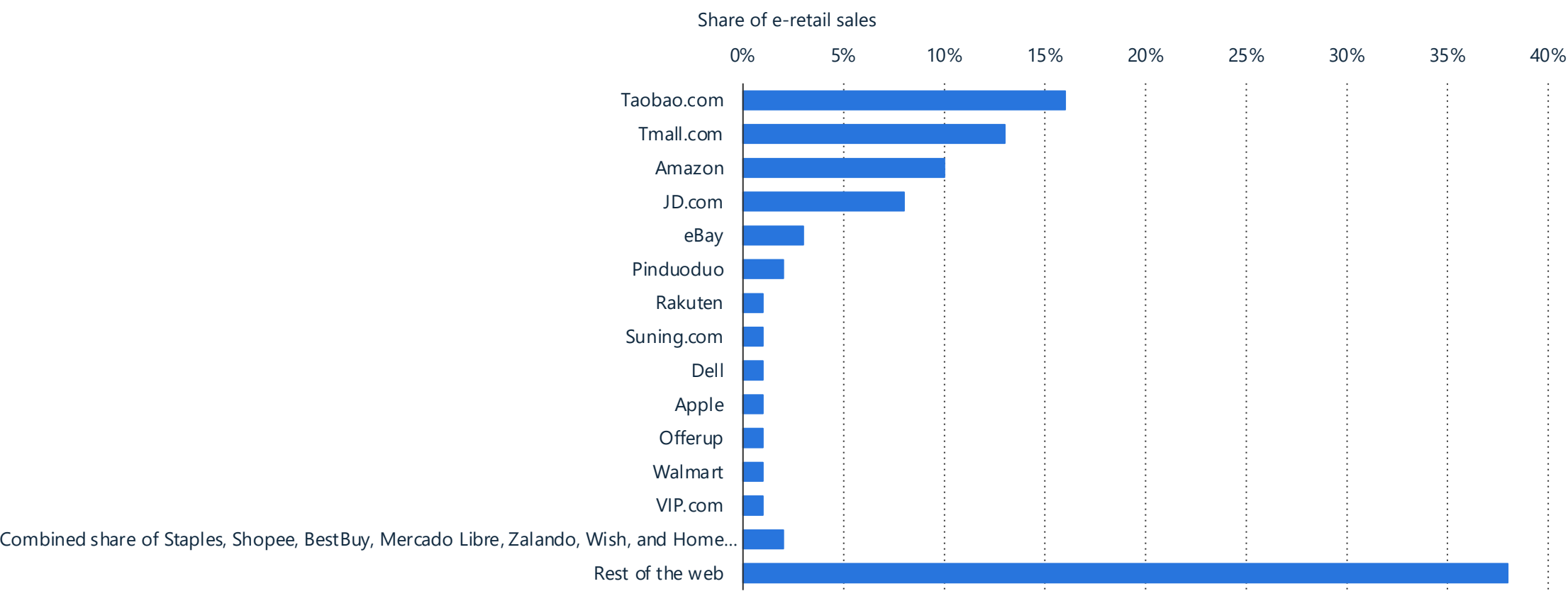
Dominant e-commerce platforms in selected digital markets 2019



**Note:** Worldwide; January 2019  
Further information regarding this statistic can be found on [page 75](#).  
**Source(s):** ING Economisch Bureau; [ID 1033835](#)

# E-commerce market share of leading e-retailers worldwide in 2018, based on GMV

Global e-commerce market share of leading e-retailers 2018

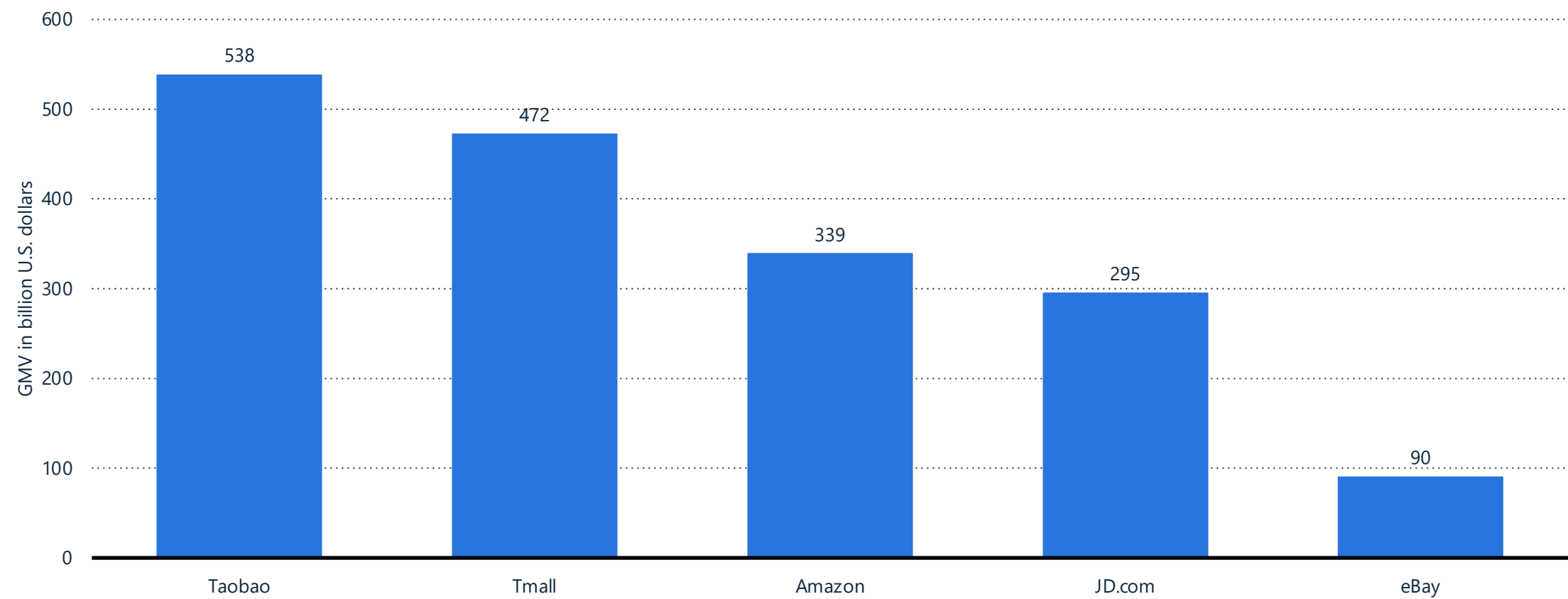


**Note:** Worldwide; 2018; based on gross merchandise volume (GMV)  
Further information regarding this statistic can be found on [page 76](#).  
**Source(s):** Activate; [ID 664814](#)



# Most popular online marketplaces worldwide in 2019, based on gross merchandise value (in billion U.S. dollars)

Leading global online marketplaces 2019, by GMV



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 77](#).  
**Source(s):** Digital Commerce 360; [ID 885354](#)

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# Shopping traffic and sessions

# Distribution of global e-commerce sessions as of October 2019, by source and medium

Share of e-commerce traffic worldwide 2019, by source and medium

	Organic search	Paid search	Direct	Email	Social	Display	Referral	Other
Retail	32%	33%	12%	9%	8%	2%	1%	2%
Multi-channel	38%	24%	13%	13%	8%	1%	1%	2%
Online only	24%	46%	10%	4%	9%	5%	2%	1%
Travel	47%	19%	17%	1%	4%	2%	7%	2%
Travel - Hotels	34%	20%	21%	2%	3%	5%	12%	3%
Travel - Tickets & Tours	54%	19%	15%	1%	5%	1%	4%	1%
Overall	33%	32%	12%	9%	8%	2%	2%	2%

**Note:** Worldwide; November 2018 to October 2019

Further information regarding this statistic can be found on [page 78](#).

**Source(s):** Wolfgang Digital; [ID 820293](#)

## Distribution of global e-commerce sessions revenue as of October 2019, by source and medium

Share of e-commerce session revenue worldwide 2019, by source and medium

	Organic search	Paid search	Direct	E-mail	Social	Display	Referral	Other
Retail	31%	36%	13%	7%	4%	2%	3%	4%
Multi-channel	36%	23%	15%	11%	4%	0%	3%	8%
Online only	27%	46%	11%	4%	4%	4%	4%	1%
Travel	47%	23%	18%	0%	1%	0%	9%	2%
Travel - Hotels	25%	31%	19%	1%	0%	0%	16%	7%
Travel - Tickets & Tours	55%	20%	18%	0%	1%	0%	6%	1%
Overall	33%	34%	13%	6%	4%	2%	4%	4%

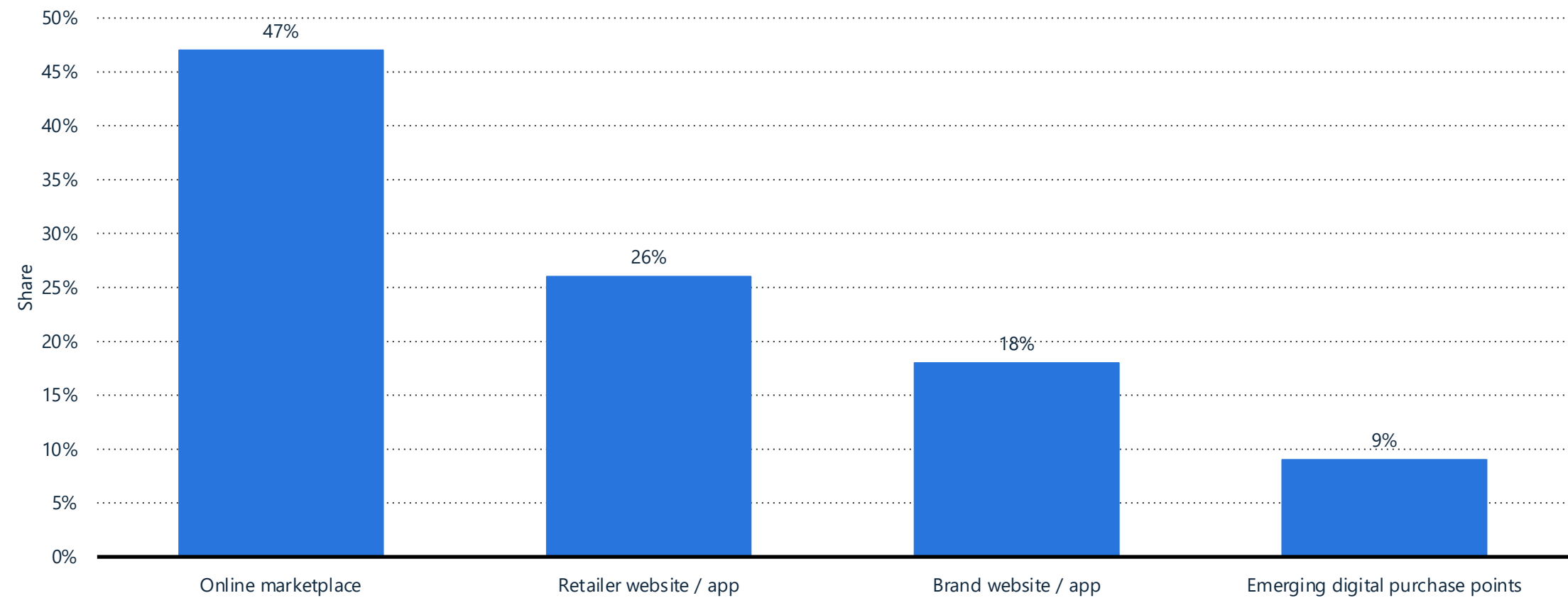
**Note:** Worldwide; November 2018 to October 2019

Further information regarding this statistic can be found on [page 79](#).

**Source(s):** Wolfgang Digital; [ID 820340](#)

# Distribution of online purchases worldwide as of July 2019, by channel

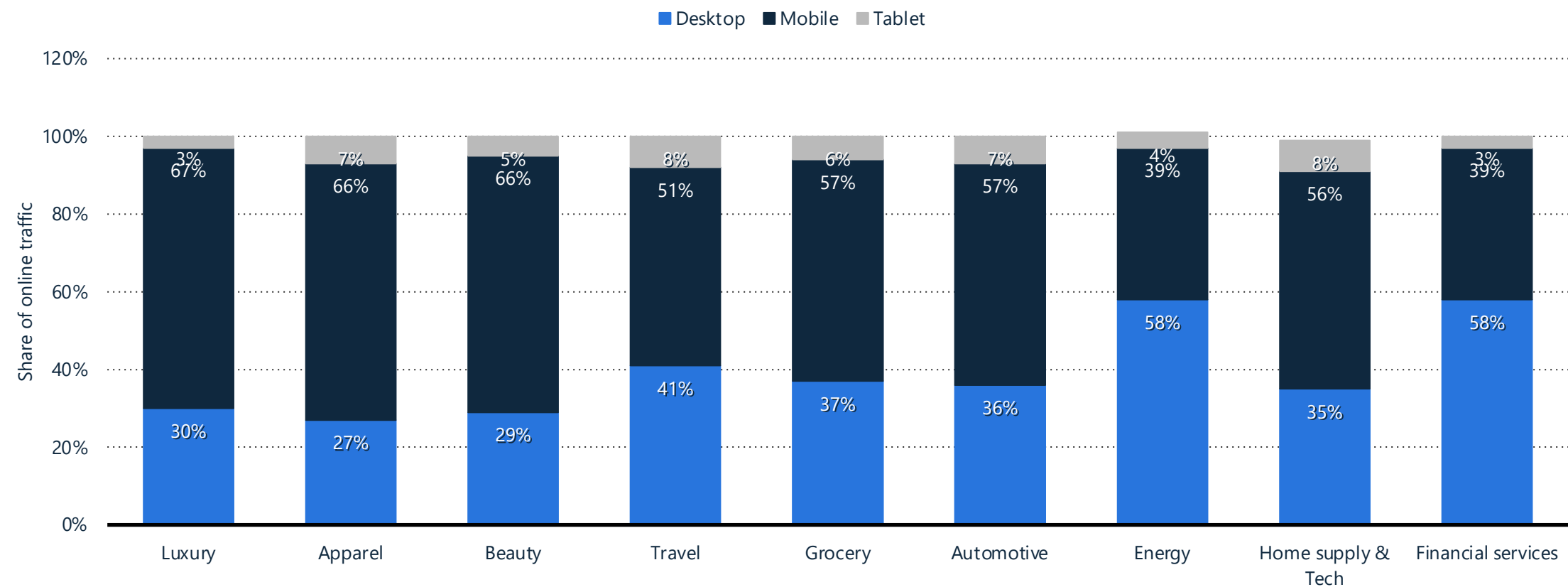
Share of global digital purchases 2019, by channel



**Note:** Worldwide; June 14 to July 2, 2019; 10,614; shoppers  
Further information regarding this statistic can be found on [page 80](#).  
**Source(s):** Salesforce Research; [ID 861336](#)

# Distribution of online traffic worldwide in 2019, by device and vertical

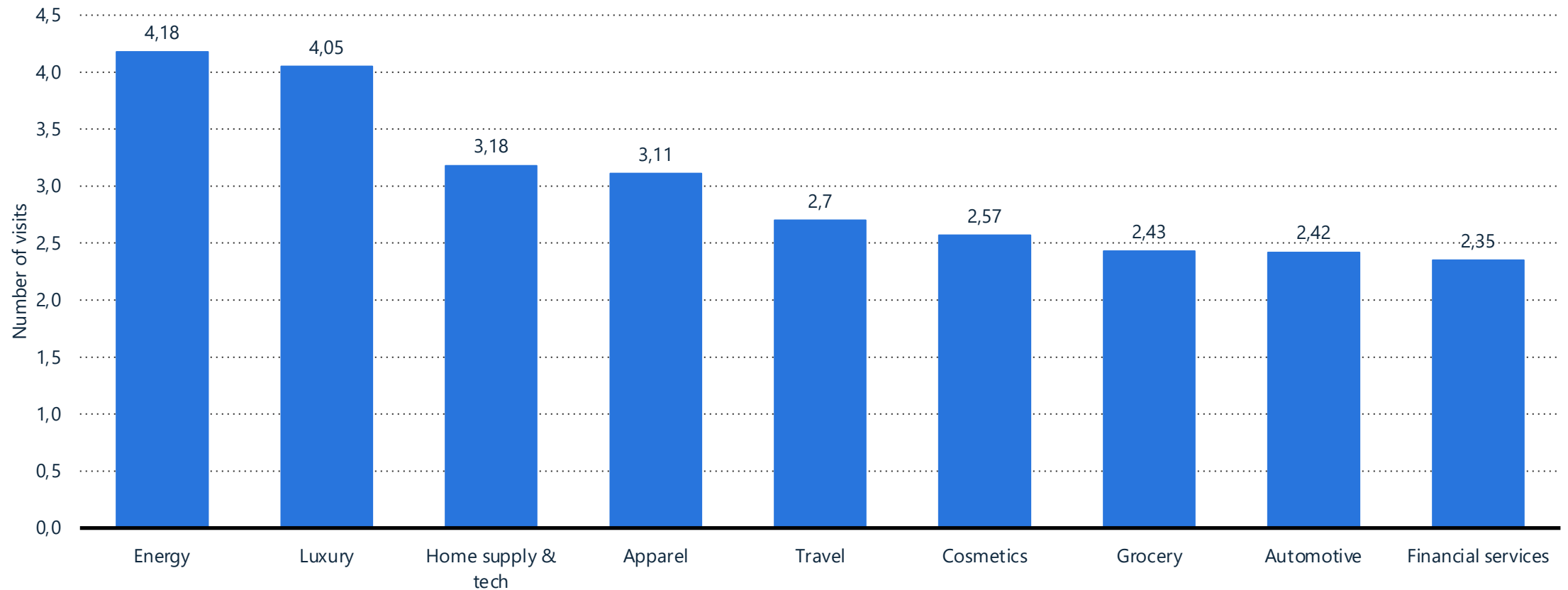
Share of global online traffic 2019, by device and vertical



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 81](#).  
**Source(s):** ContentSquare; [ID 1106288](#)

# Number of website visits prior to checkout in 2019, by vertical

Website sessions before conversion 2019, by vertical



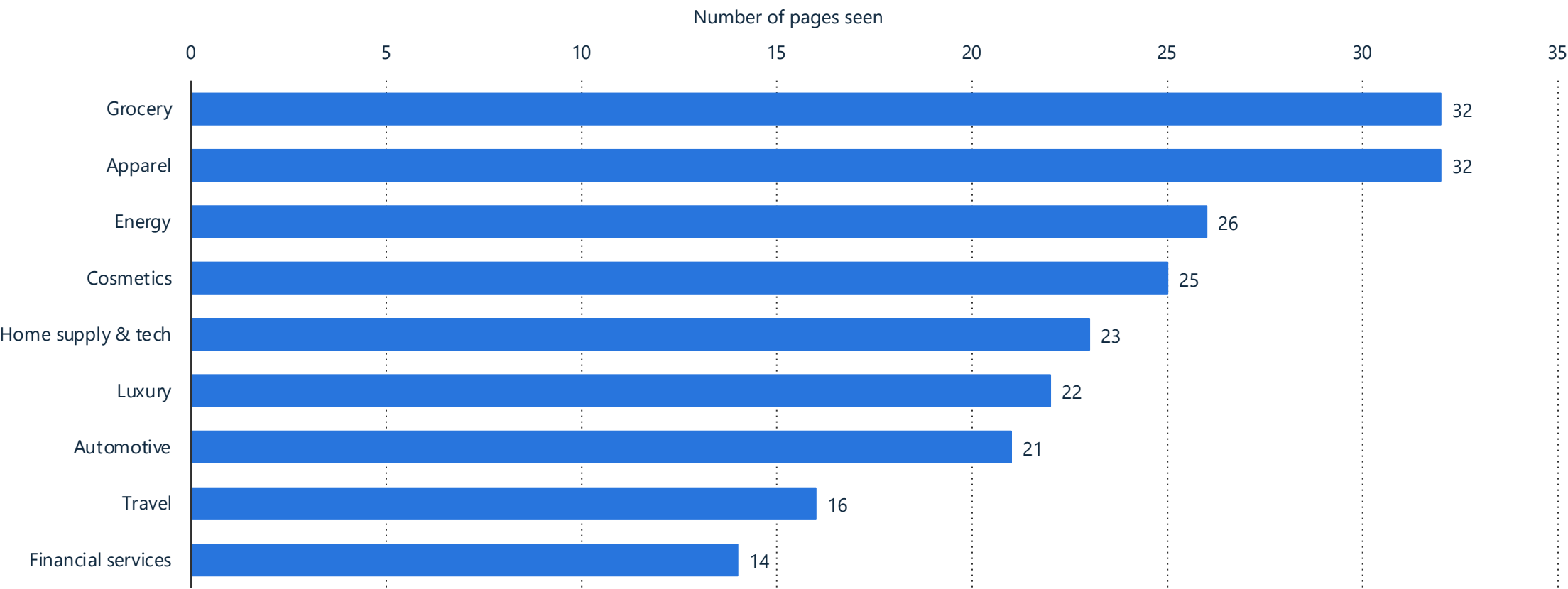
**Note:** Worldwide; 2019

Further information regarding this statistic can be found on [page 82](#).

**Source(s):** ContentSquare; [ID 1106552](#)

# Number of pages seen at buying session worldwide in 2019, by vertical

Pages seen at buying session 2019, by vertical

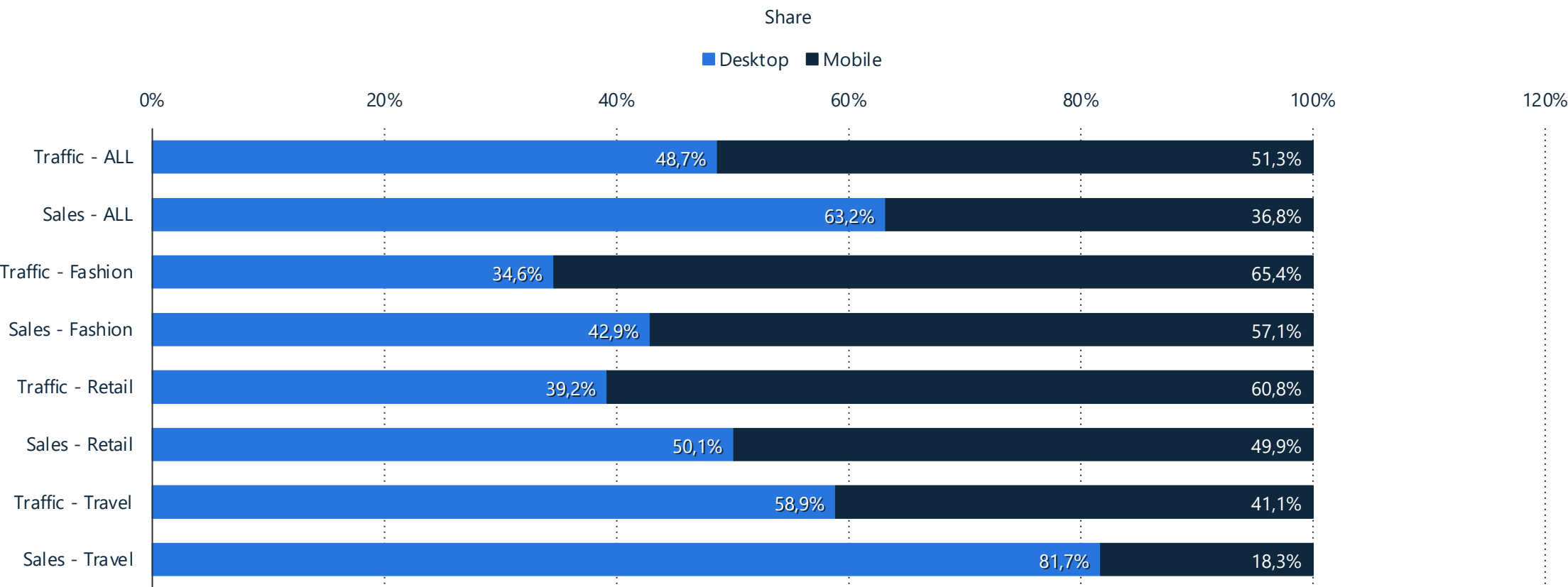


**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 83](#).  
**Source(s):** ContentSquare; [ID 1106617](#)



# Distribution of online shopping traffic and sales worldwide in 2019, by device

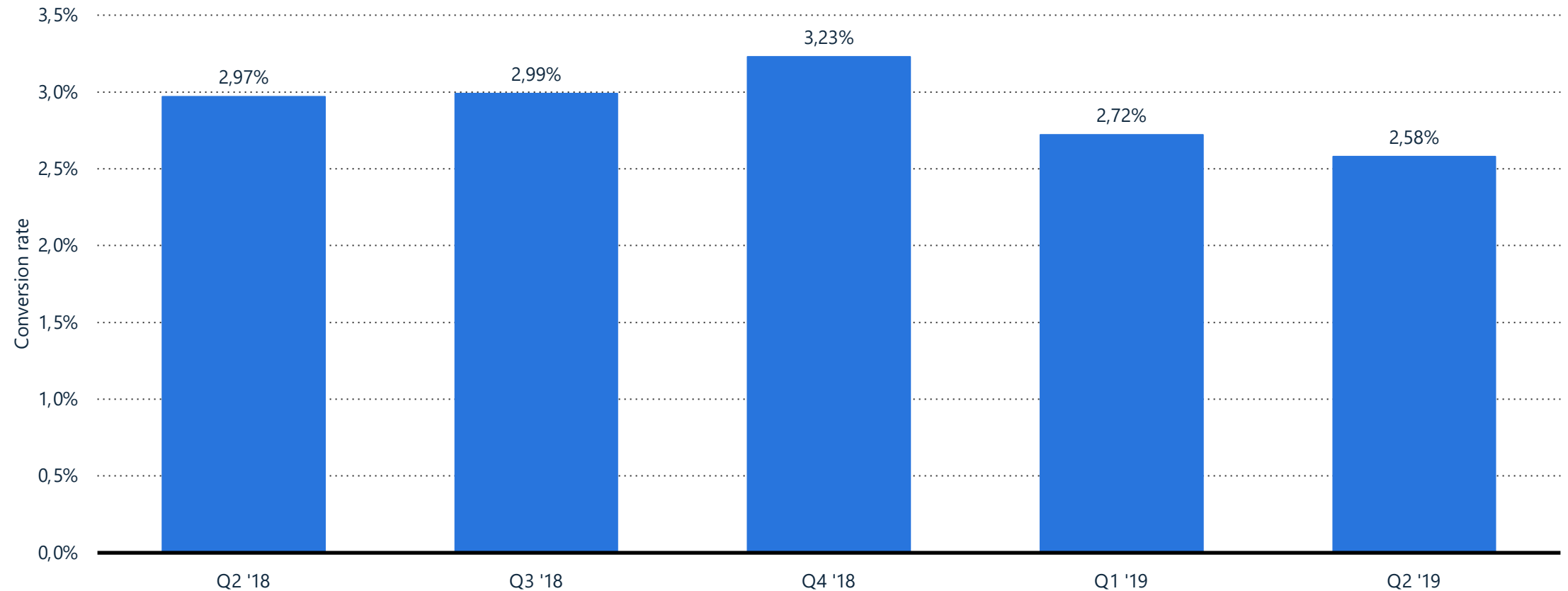
Share of online traffic and sales worldwide 2019, by device



**Note:** Worldwide; 2019  
Further information regarding this statistic can be found on [page 84](#).  
**Source(s):** SaleCycle; [ID 296695](#)

# Conversion rate of online shoppers worldwide as of 2nd quarter 2019

Global online shopper conversion rate 2018-2019



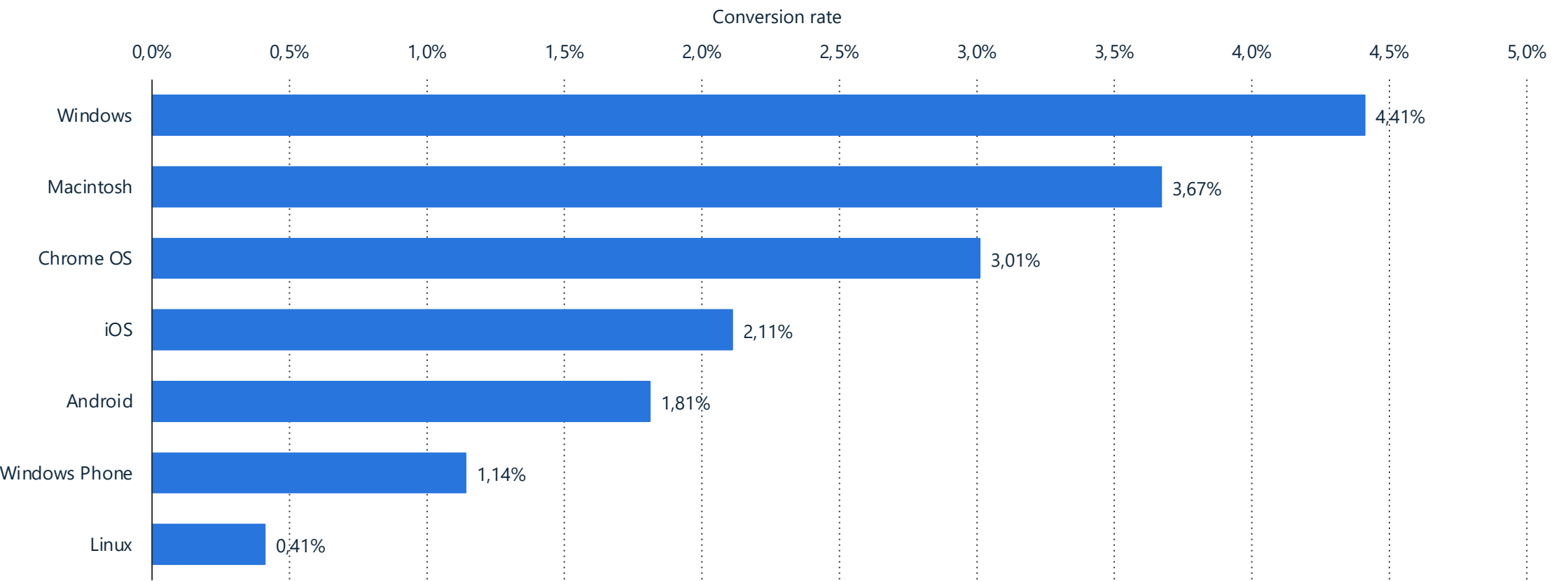
**Note:** Worldwide; Q2 2018 to Q2 2019

Further information regarding this statistic can be found on [page 85](#).

**Source(s):** Monetate; [ID 439576](#)

# Conversion rate of online shoppers worldwide as of 2nd quarter 2019, by platform

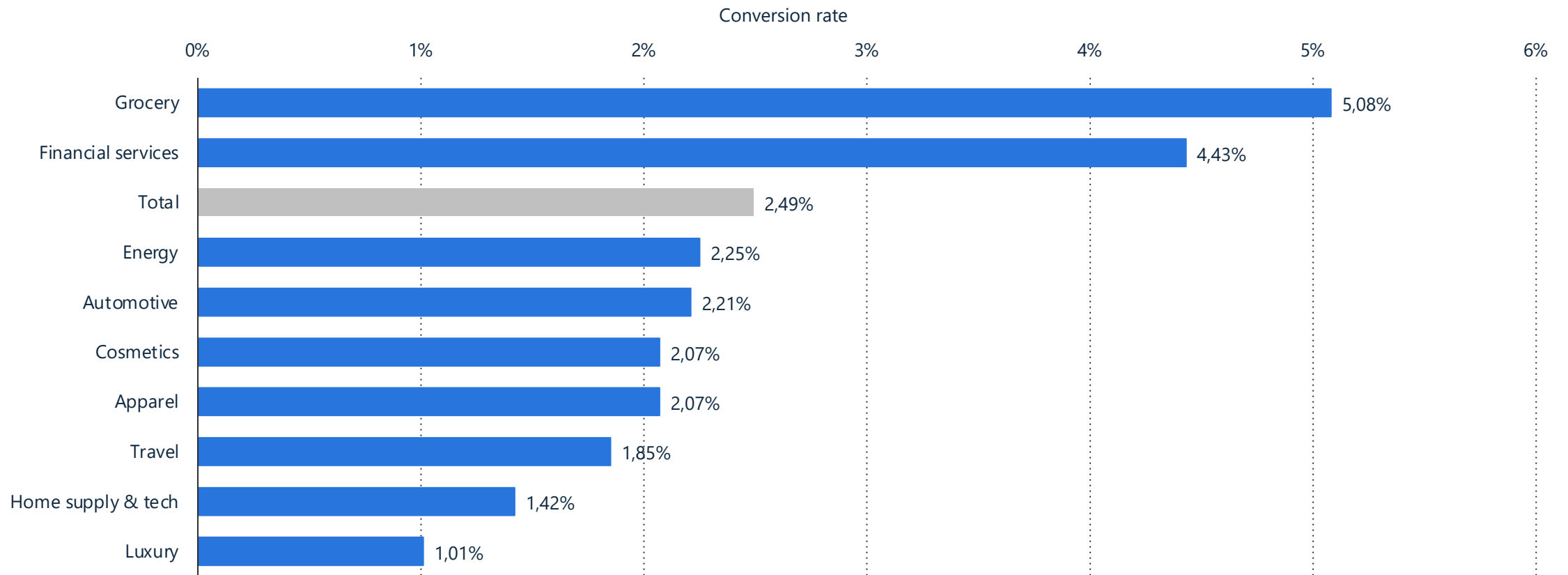
Global online shopper conversion rate 2019, by platform



**Note:** Worldwide; Q2 2019  
Further information regarding this statistic can be found on [page 86](#).  
**Source(s):** Monetate; [ID 304280](#)

# Online shopping conversion rate in selected verticals worldwide in 2019

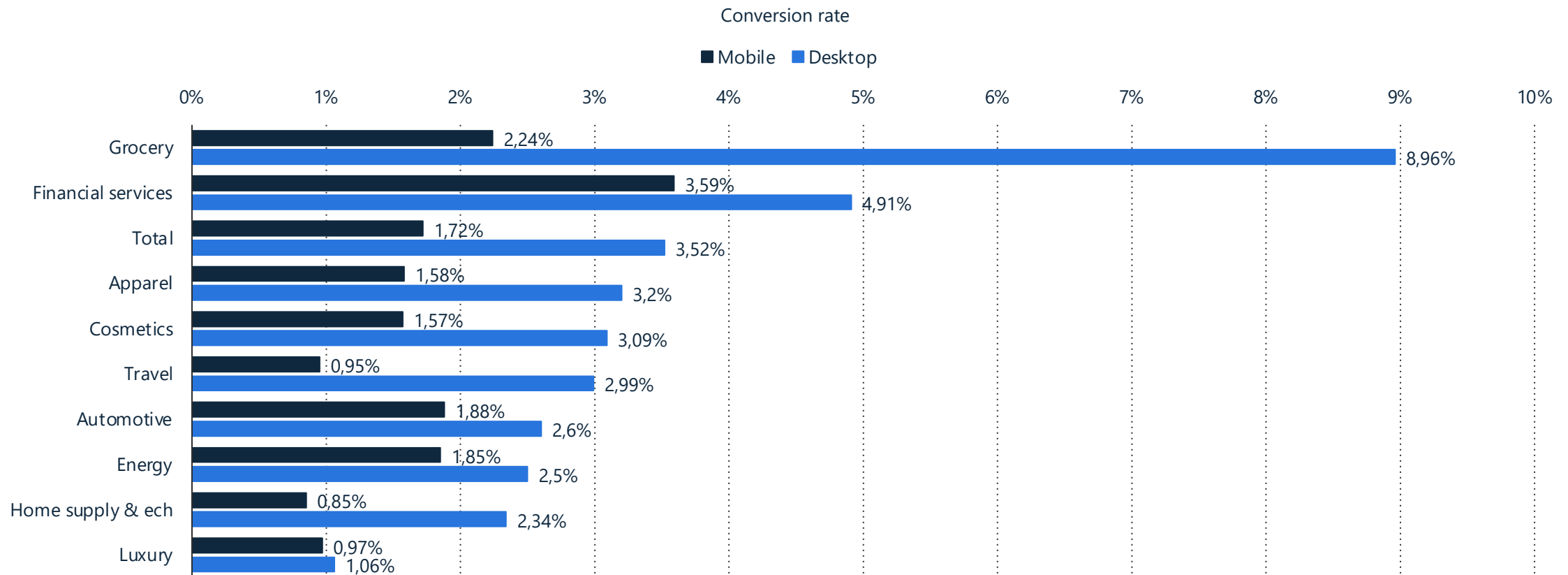
Global conversion rates in selected verticals 2019



**Note:** Worldwide; 2019; combined desktop and mobile  
Further information regarding this statistic can be found on [page 87](#).  
**Source(s):** ContentSquare; [ID 1106672](#)

# Online shopping conversion rate in selected verticals worldwide in 2019, by device

Global conversion rates in selected verticals 2019, by device



**Note:** Worldwide; 2019

Further information regarding this statistic can be found on [page 88](#).

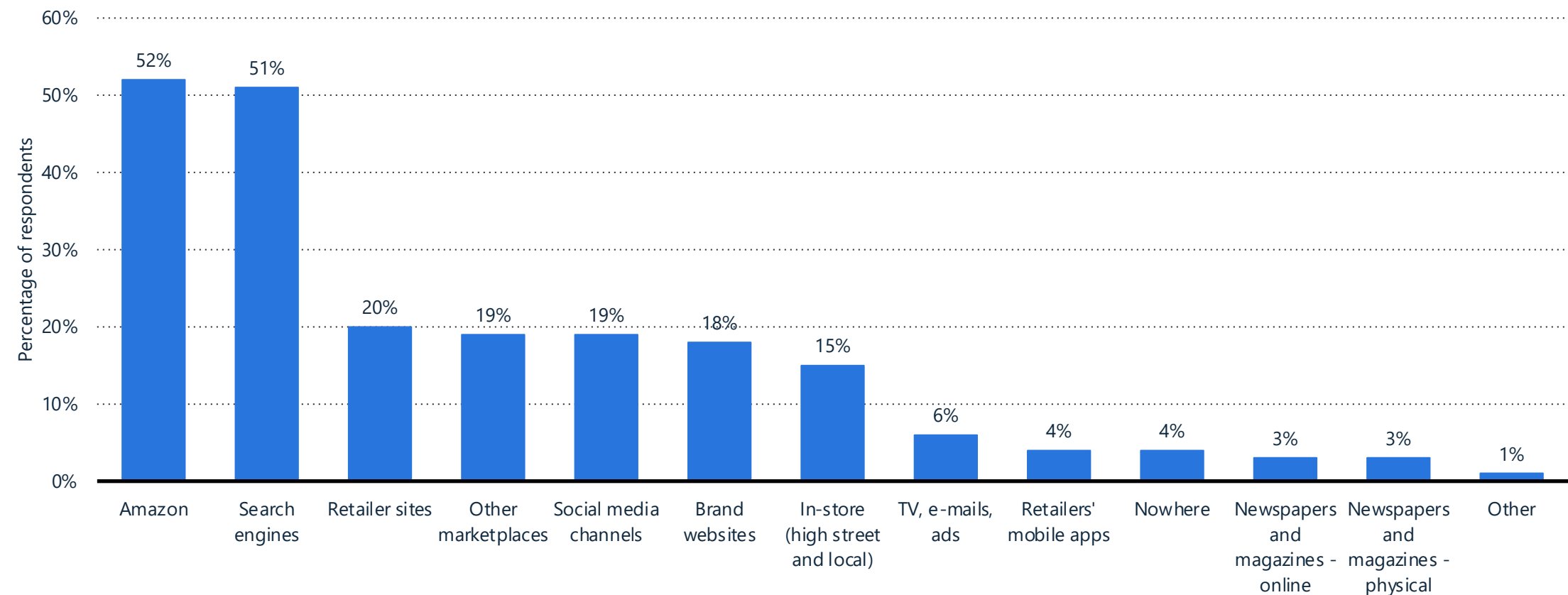
**Source(s):** ContentSquare; ID 1106713

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# Shopping behavior

# Preferred sources of inspiration for online shoppers worldwide as of March 2020

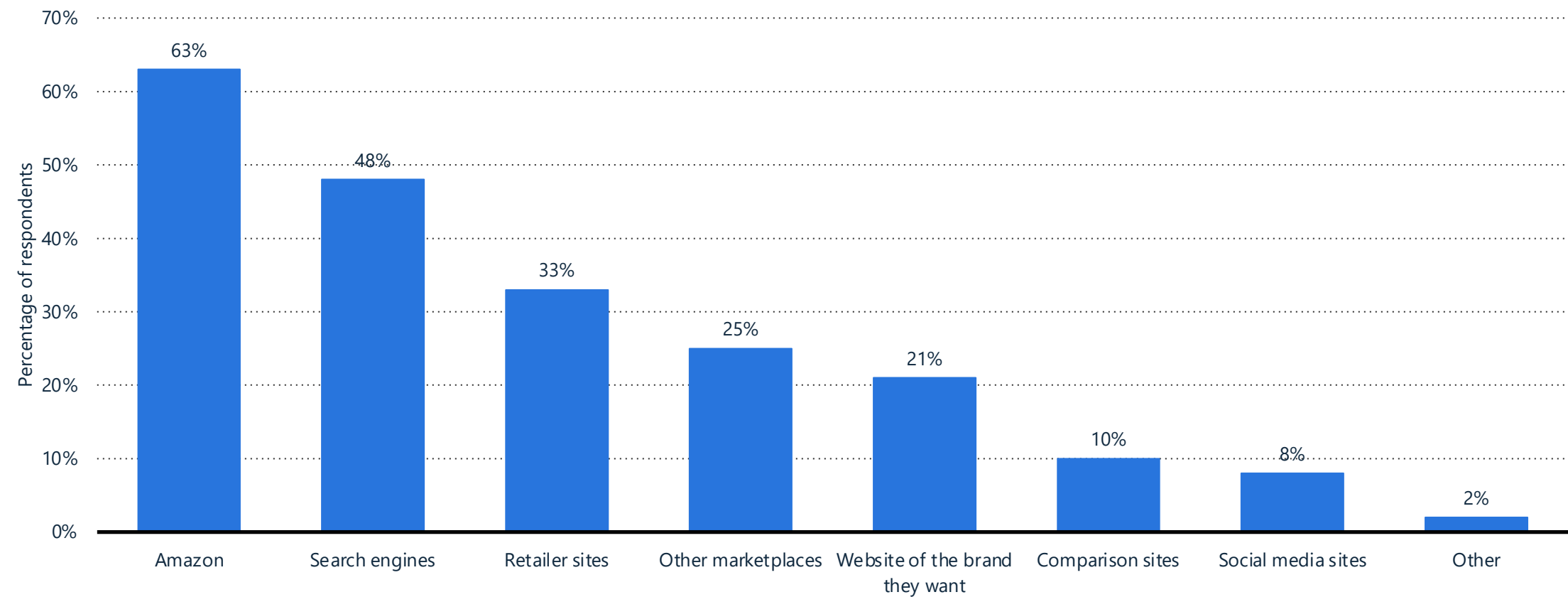
Sources of shopping inspiration for digital shoppers worldwide 2020



**Note:** Worldwide; February and March 2020; 14,103; consumers who shop online at least once a month  
Further information regarding this statistic can be found on [page 89](#).  
**Source(s):** Censuswide; Wunderman Thompson Commerce; [ID 1034149](#)

# Online sources used by consumers worldwide to start searching for products as of March 2020

Online sources for product searches worldwide 2020

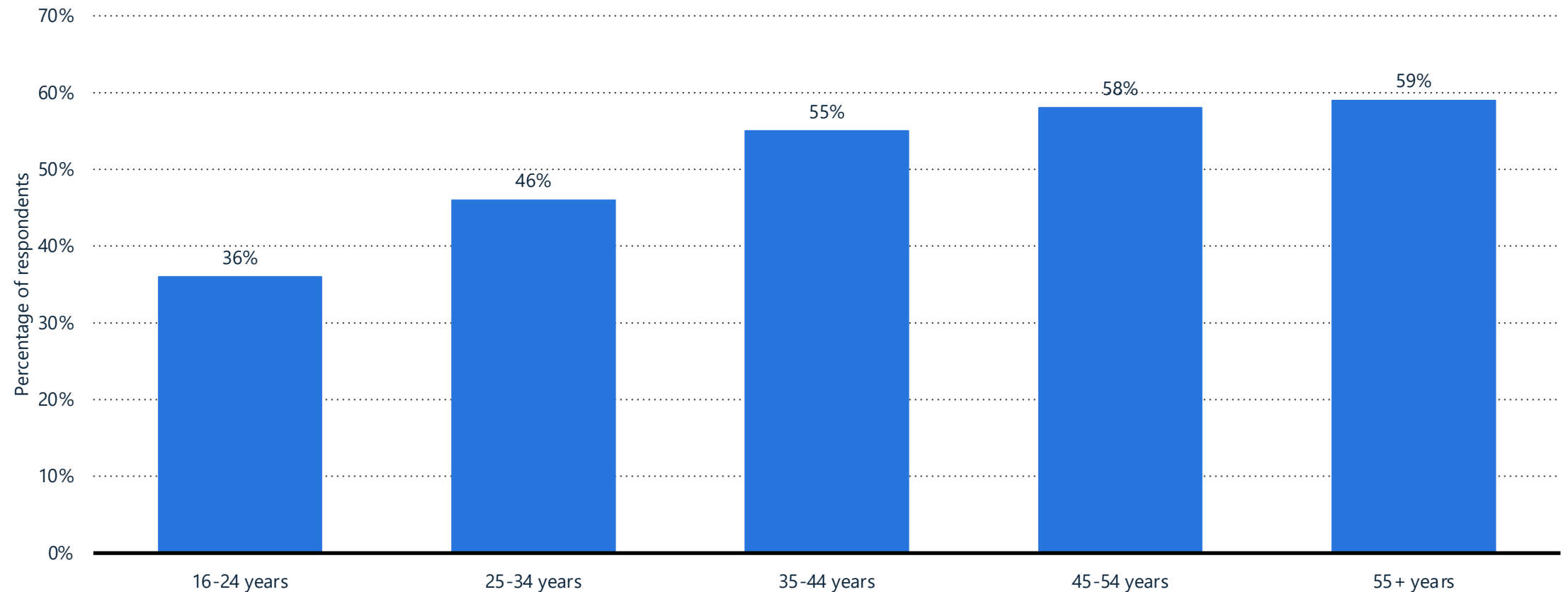


**Note:** Worldwide; February and March 2020; 14,103; consumers who shop online at least once a month  
Further information regarding this statistic can be found on [page 90](#).  
**Source(s):** Censuswide; Wunderman Thompson Commerce; [ID 1034209](#)



# Share of online shoppers worldwide who look for shopping inspiration on search engines as of February 2019, by age group

Online shoppers worldwide who use search engines for inspiration 2019, by age group



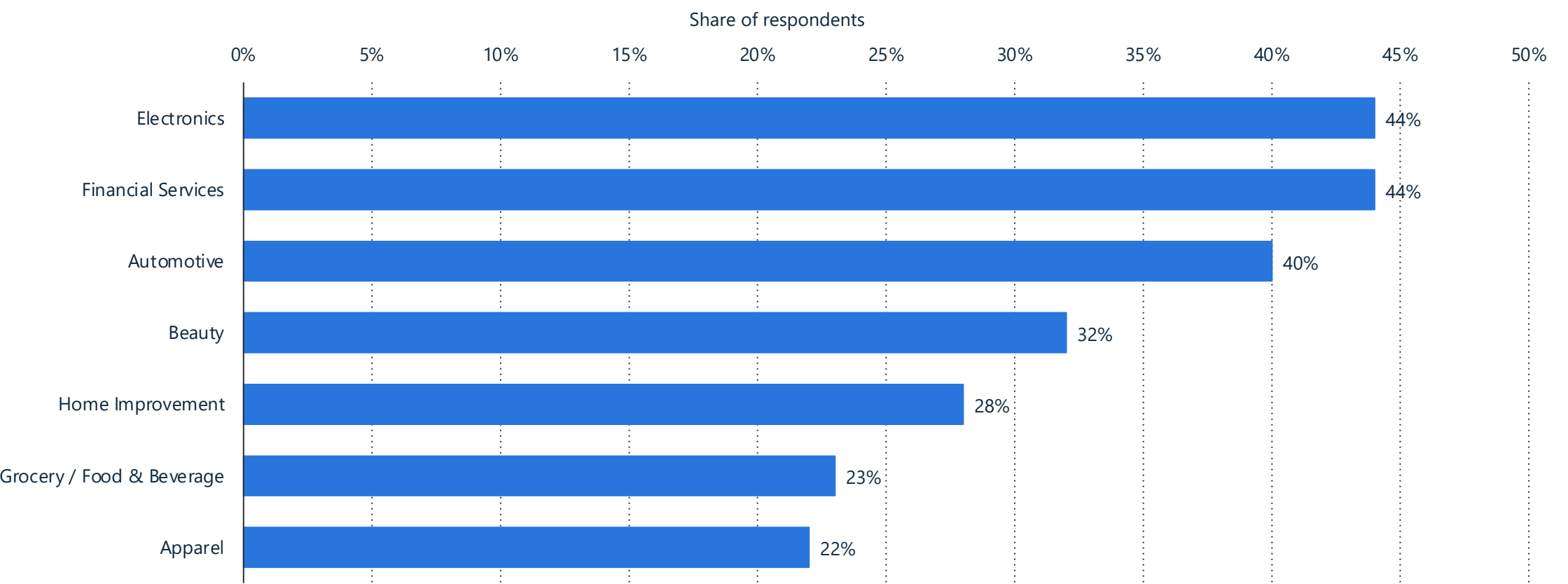
**Note:** Worldwide; January and February 2019; 15,188; consumers who shop online at least once a month

Further information regarding this statistic can be found on [page 91](#).

**Source(s):** Gorilla Group; Censuswide; [ID 1034197](#)

# Product areas where consumers worldwide prefer subject matter expert reviews to make purchase decisions as of 2019

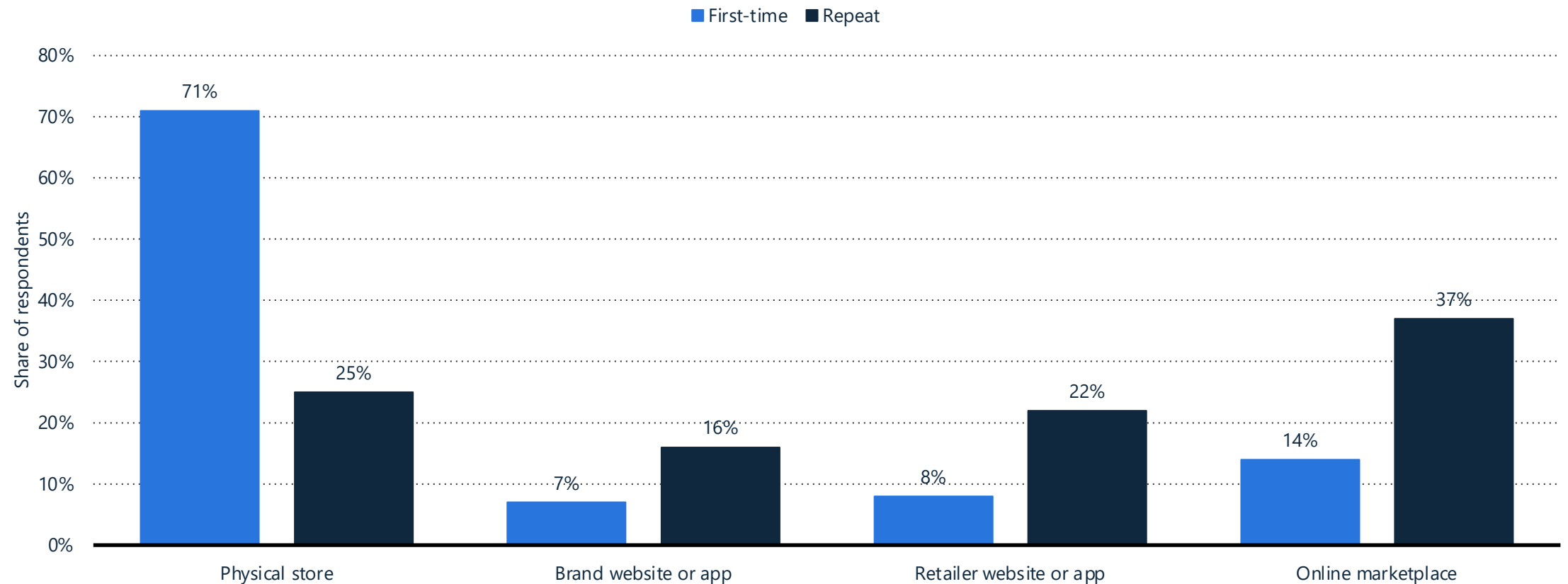
Products for global consumers to prefer expert reviews for purchase decisions 2019



**Note:** Worldwide; 2019; 18 years and older; 5,500+  
Further information regarding this statistic can be found on [page 92](#).  
**Source(s):** MarketingCharts; Bazaarvoice; [ID 1114404](#)

# Shopping locations that shoppers worldwide prefer to shop at for first-time and repeat purchases as of July 2019

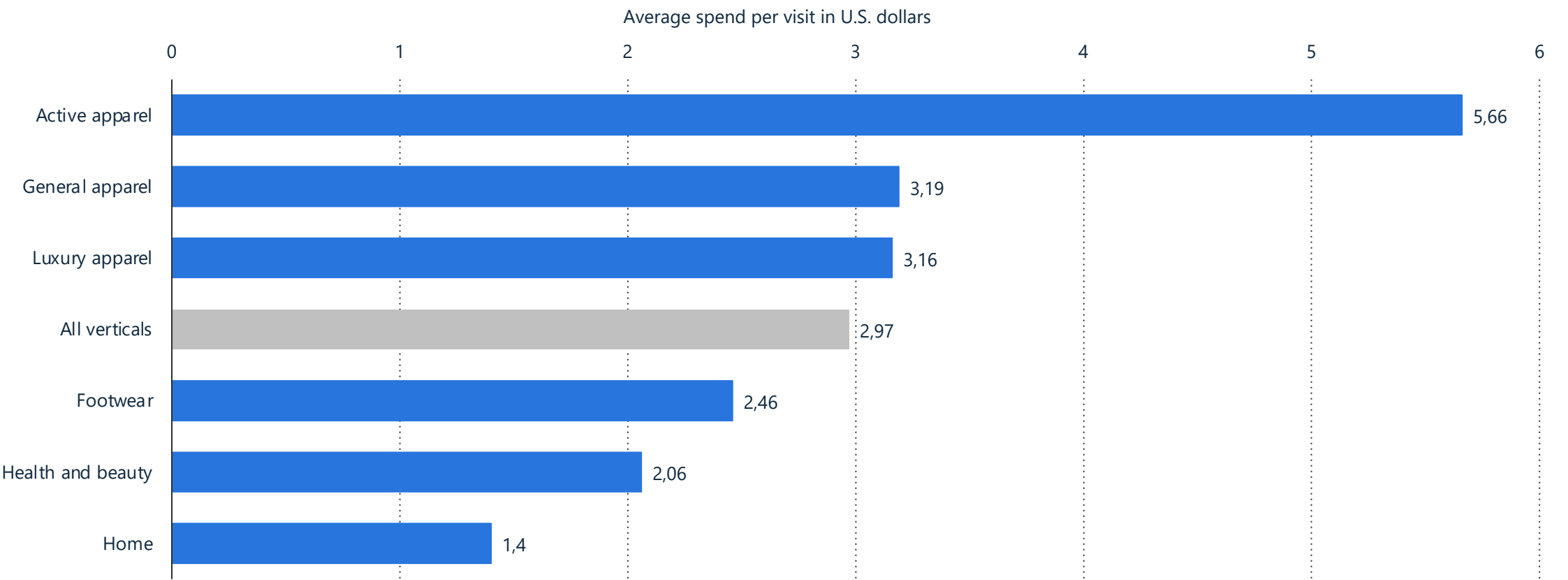
Global online shopper preference for first-time & repeat purchases 2019



**Note:** Worldwide; June 14 to July 2, 2019; 10,614; shoppers  
Further information regarding this statistic can be found on [page 93](#).  
**Source(s):** Salesforce Research; [ID 897678](#)

# Average e-commerce spending per online shopper worldwide per visit as of 1st quarter 2019, by vertical (in U.S. dollars)

Global online shopper per visit spend 2019, by vertical



**Note:** Worldwide; Q1 2019; per-visit average amount  
Further information regarding this statistic can be found on [page 94](#).  
**Source(s):** Salesforce Research; [ID 239288](#)

## Distribution of online shopping expenditure in selected countries as of February 2019, by platform

Online shopping dollar spend in selected countries 2019, by platform

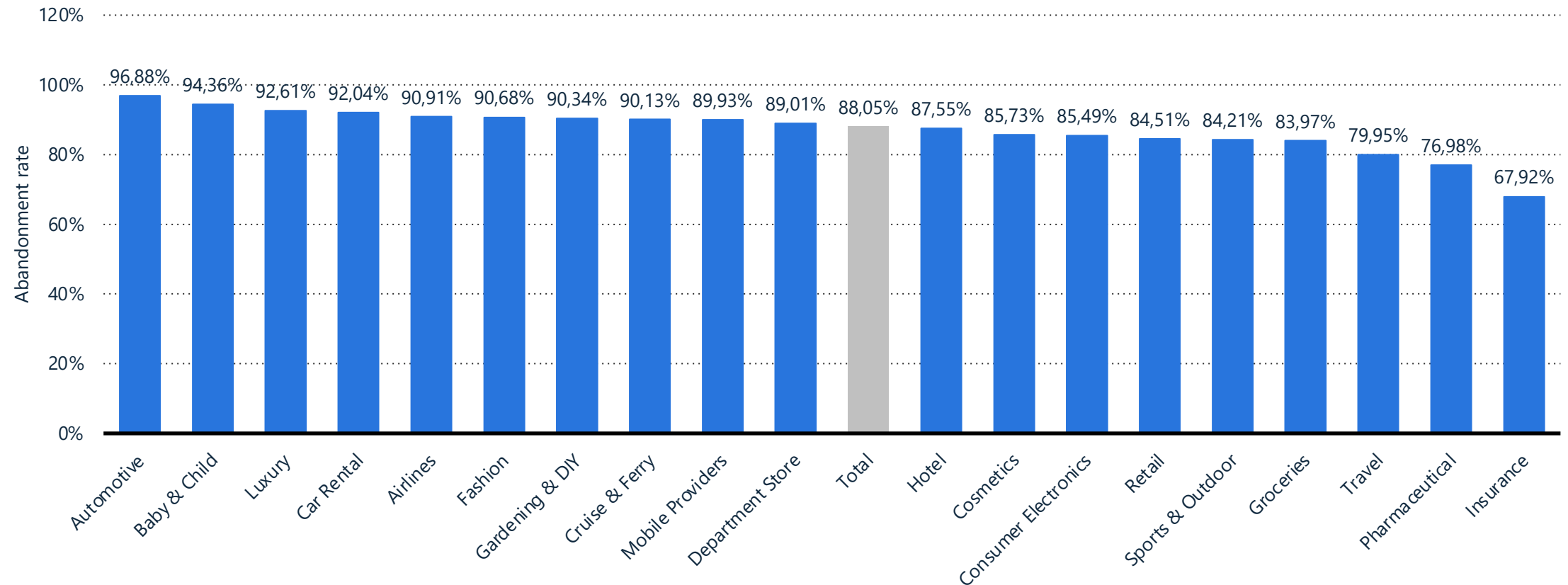
	Brand websites	Amazon	Other marketplaces	Retailer sites	Other
Belgium	19%	29%	22%	14%	16%
Czechia	22%	4%	24%	33%	18%
Germany	10%	52%	19%	13%	5%
Spain	16%	48%	19%	10%	8%
France	14%	47%	16%	16%	7%
Netherlands	17%	9%	45%	18%	11%
UK	12%	38%	22%	21%	7%
United States	11%	52%	11%	22%	3%
Global	15%	36%	22%	18%	9%

**Note:** Worldwide; January and February 2019; 15,188; consumers who shop online at least once a month  
Further information regarding this statistic can be found on [page 95](#).

**Source(s):** Gorilla Group; Censuswide; [ID 1034215](#)

# Online shopping cart abandonment rate in selected industries in March 2020

Shopping cart abandonment rate worldwide 2020, by industry



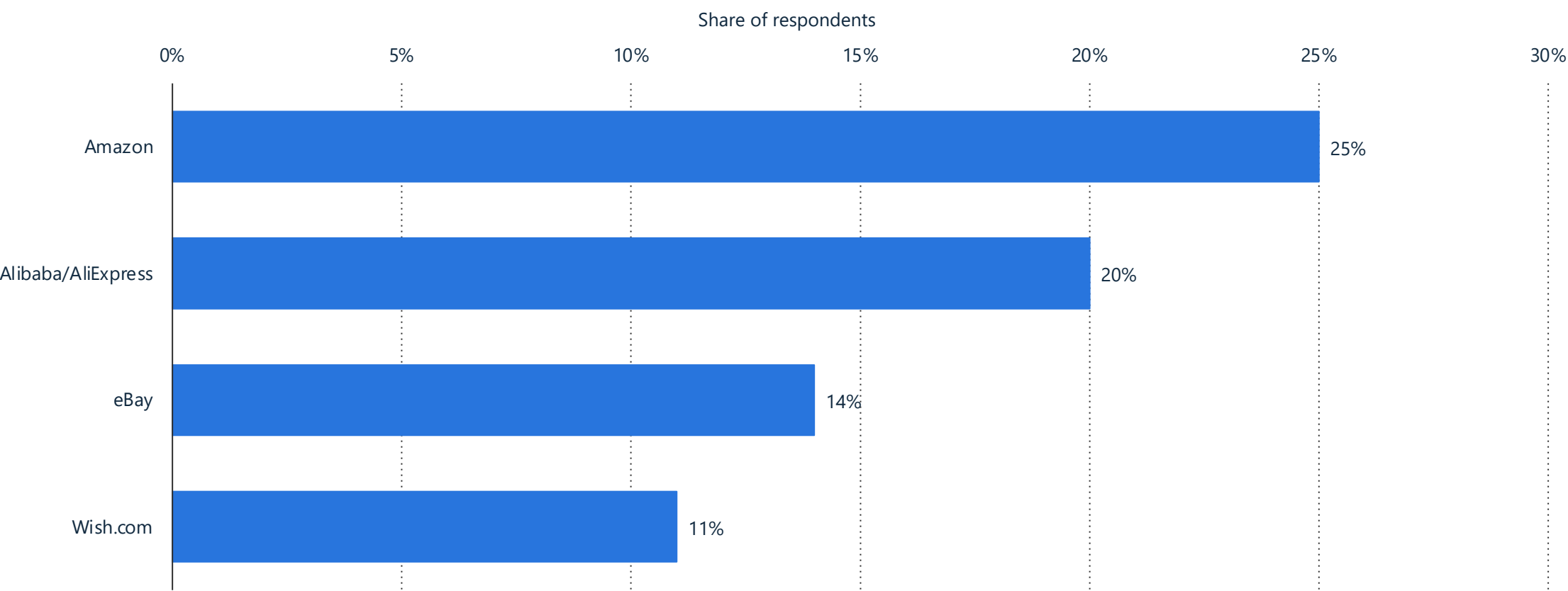
**Note:** Worldwide; March 2020; 500 global brands

Further information regarding this statistic can be found on [page 96](#).

**Source(s):** SaleCycle; [ID 457078](#)

# Digital retailer from which cross-border digital buyers worldwide made their most recent cross-border digital purchase as of September 2019

Preferred global digital retailers for cross-border purchases 2019



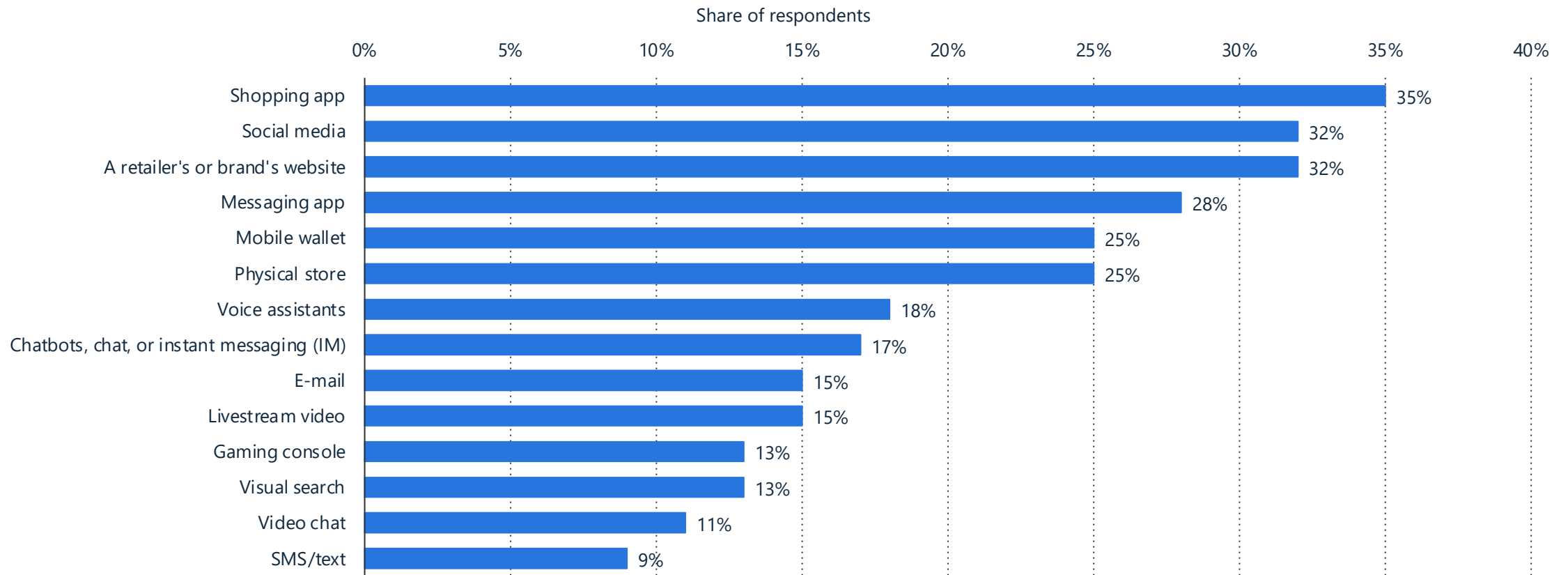
**Note:** Worldwide; September 2019; 16 years and older; 35,737; frequent cross-border online shoppers, who have bought physical goods online at least once in the last three months and have made a cross-border online purchase in the past year

Further information regarding this statistic can be found on [page 97](#).

**Source(s):** IPC; Dynata; [ID 878623](#)

# Share of worldwide shoppers who plan to increase purchases through select digital channels over the next 12 months as of July 2019

Global shoppers planning to increase purchases through digital channels 2019



**Note:** Worldwide; June 14 to July 2, 2019; 10,614; shoppers  
Further information regarding this statistic can be found on [page 98](#).  
**Source(s):** Salesforce Research; [ID 1108847](#)

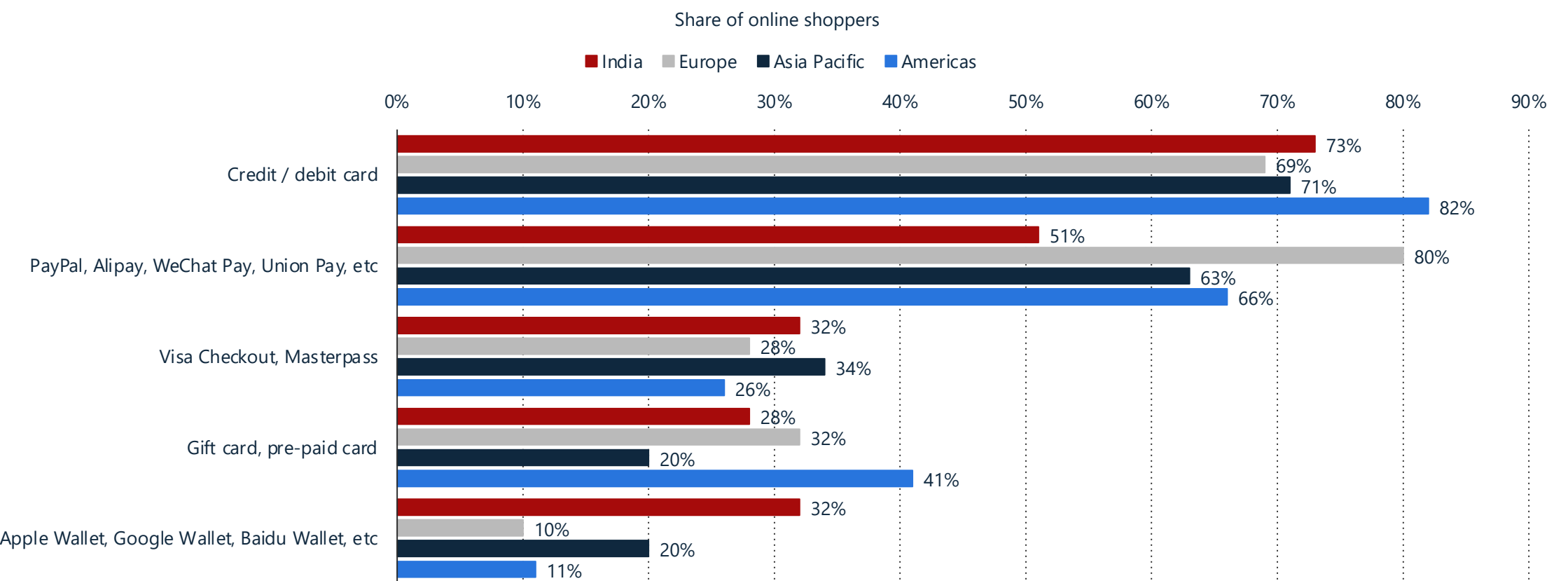


E-COMMERCE WORLDWIDE

# Digital payment

# Most popular payment methods of online shoppers in selected regions as January 2019

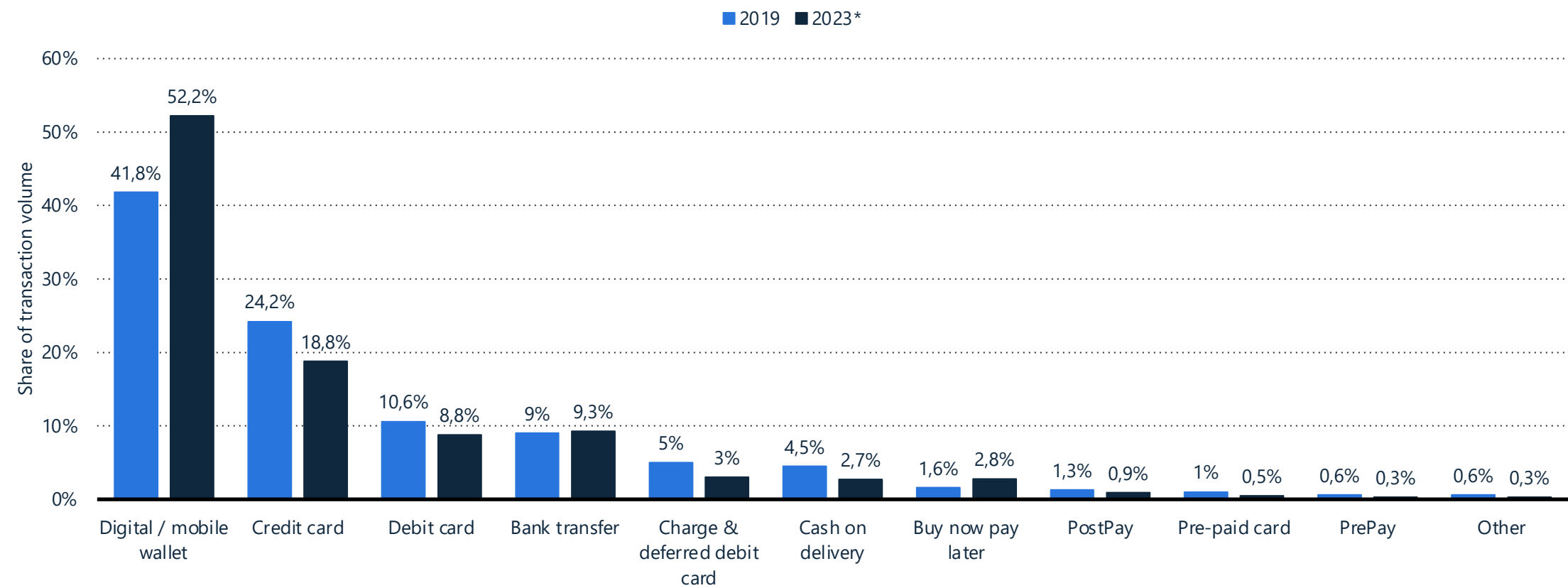
Preferred online retail payment methods worldwide 2019, by region



**Note:** Worldwide; December 2018 to January 2019; 17 years and older; 18,000; online shoppers  
Further information regarding this statistic can be found on [page 99](#).  
**Source(s):** UPS; [ID 676385](#)

# Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2019 and 2023

Global e-commerce payment methods 2019 & 2023, by share of transaction volume



**Note:** Worldwide; 2019; figures are estimates  
Further information regarding this statistic can be found on [page 100](#).  
**Source(s):** Worldpay; [ID 1111233](#)

# Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2019, by region

Global e-commerce payment methods 2019, by share of transaction volume

	Worldwide	North America	Latin America	Europe, Middle East and Africa	Asia Pacific
Digital / mobile wallet	41.8%	23.7%	13.8%	24.6%	58.4%
Credit card	24.2%	34.4%	43.8%	19.7%	20.1%
Debit card	10.6%	17.6%	11.9%	18.2%	4.2%
Bank transfer	9%	5.9%	10.9%	16.3%	7.6%
Charge & deferred debit card	5%	10.5%	3.5%	6.7%	1.3%
Cash on delivery	4.5%	3.2%	5.8%	4.7%	5.1%
Buy now pay later	1.6%	0.9%	0%	5.8%	0.3%
PostPay	1.3%	1%	7.9%	0%	1.6%
Pre-paid card	1%	0.9%	1.3%	1.3%	1%
PrePay	0.6%	0.9%	0.6%	1.3%	0.3%
Other	0.6%	1%	0.6%	1.5%	0.1%

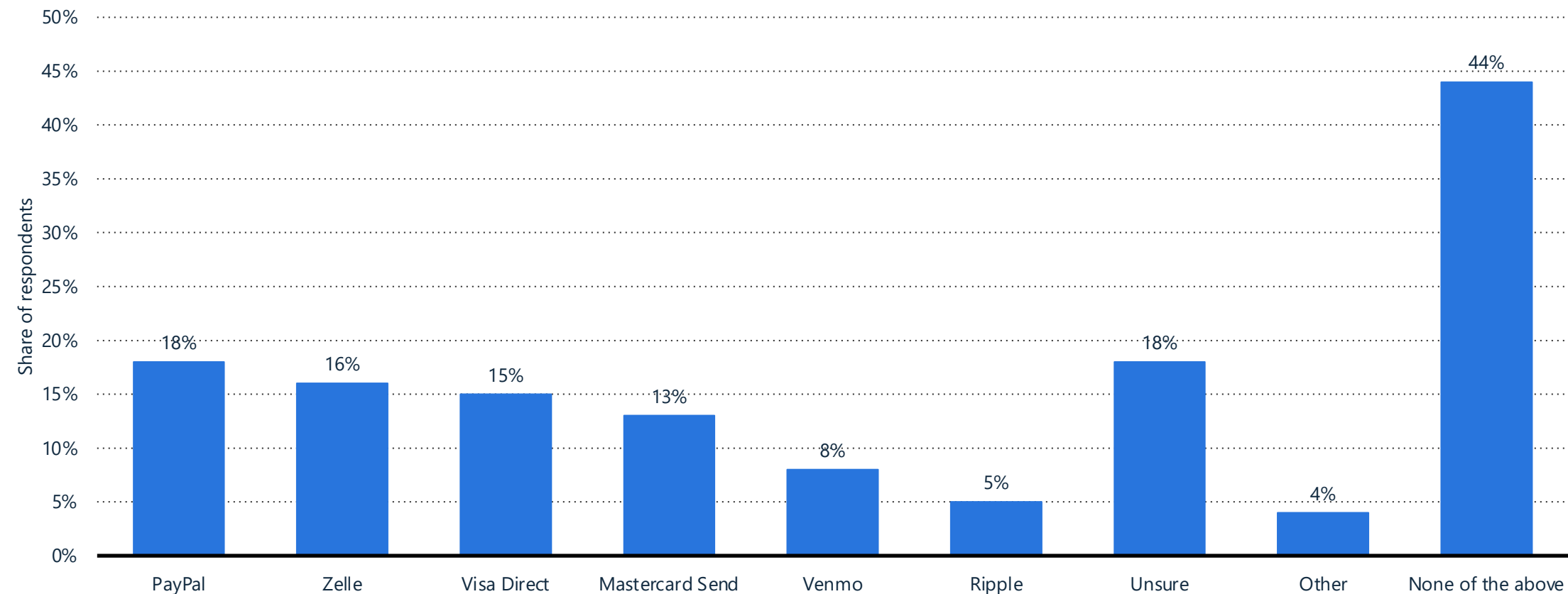
**Note:** Worldwide; 2019; figures are estimates

Further information regarding this statistic can be found on [page 101](#).

**Source(s):** Worldpay; [ID 348004](#)

# Share of corporates using or interested in selected B2C payments services worldwide in 2019

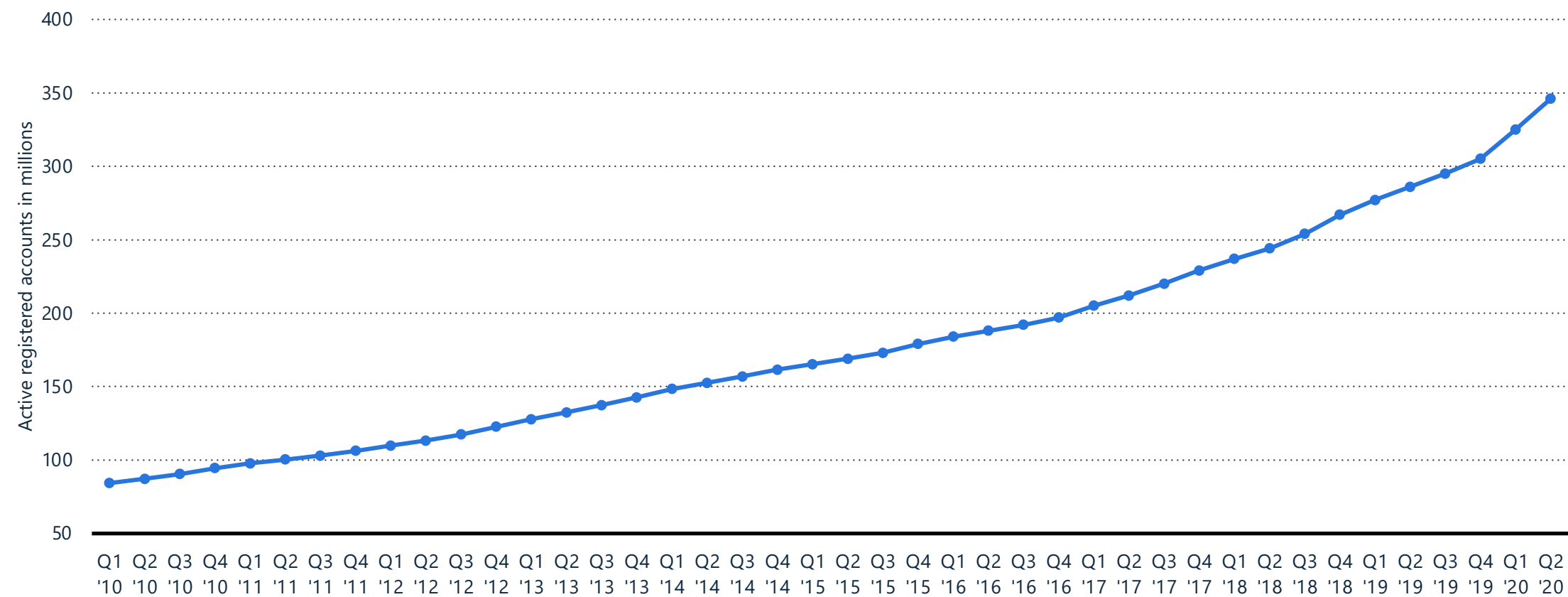
Usage or interest in B2C payments services among companies globally 2019



**Note:** Worldwide; February and March 2019; 220 Respondents; 220 corporate respondents  
Further information regarding this statistic can be found on [page 102](#).  
**Source(s):** Strategic Treasurer; Bottomline Technologies; [ID 1084925](#)

# Number of PayPal's total active user accounts from 1st quarter 2010 to 2nd quarter 2020 (in millions)

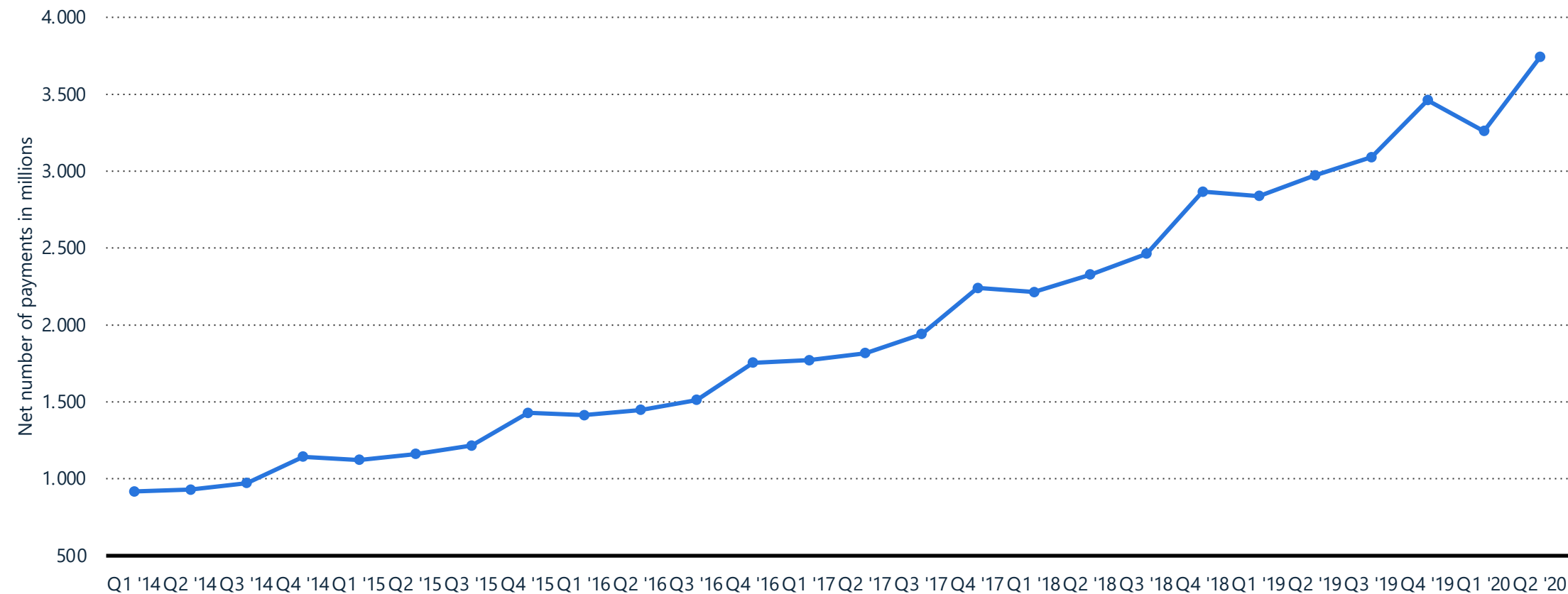
PayPal: active registered user accounts 2010-2020



**Note:** Worldwide; Q1 2010 to Q2 2020  
Further information regarding this statistic can be found on [page 103](#).  
**Source(s):** PayPal; [ID 218493](#)

# PayPal's net number of payments from 1st quarter 2014 to 2nd quarter 2020 (in millions)

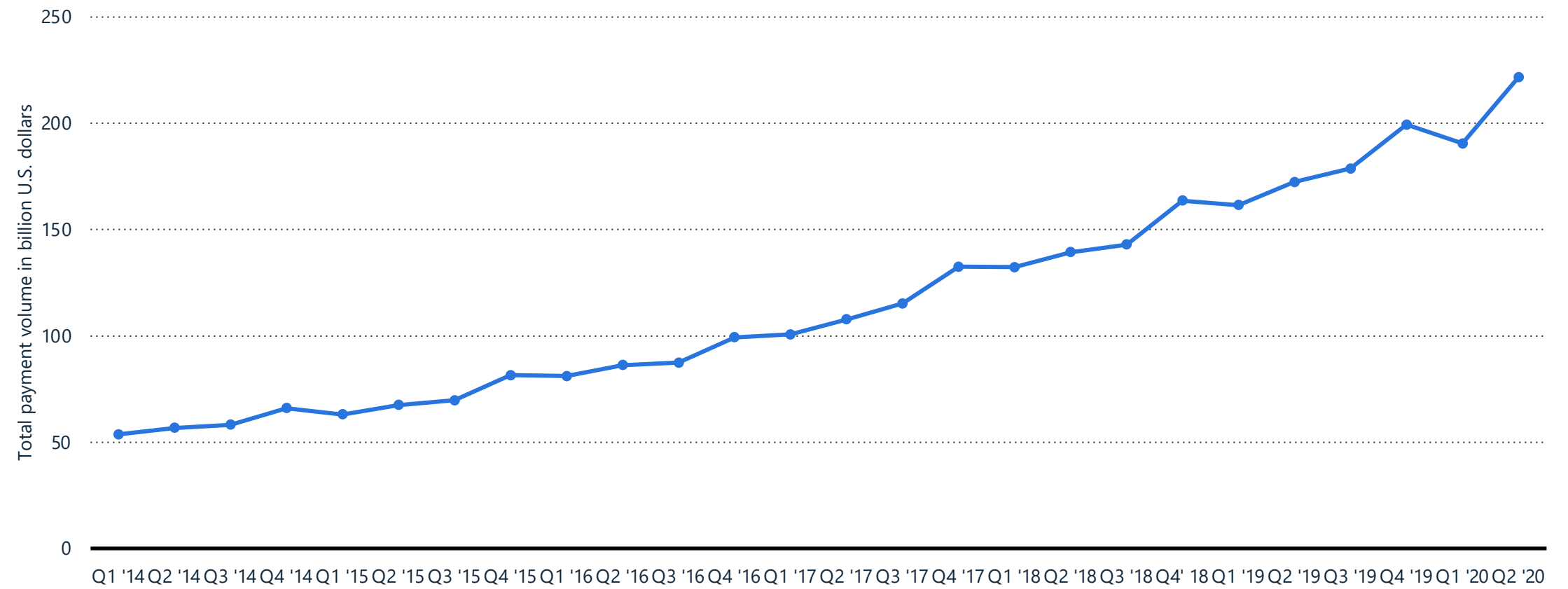
PayPal: number of payments per quarter 2014-2020



**Note:** Worldwide; Q1 2014 to Q2 2020  
Further information regarding this statistic can be found on [page 104](#).  
**Source(s):** PayPal; [ID 218495](#)

# PayPal's total payment volume from 1st quarter 2014 to 2nd quarter 2020 (in billion U.S. dollars)

PayPal: total payment volume 2014-2020

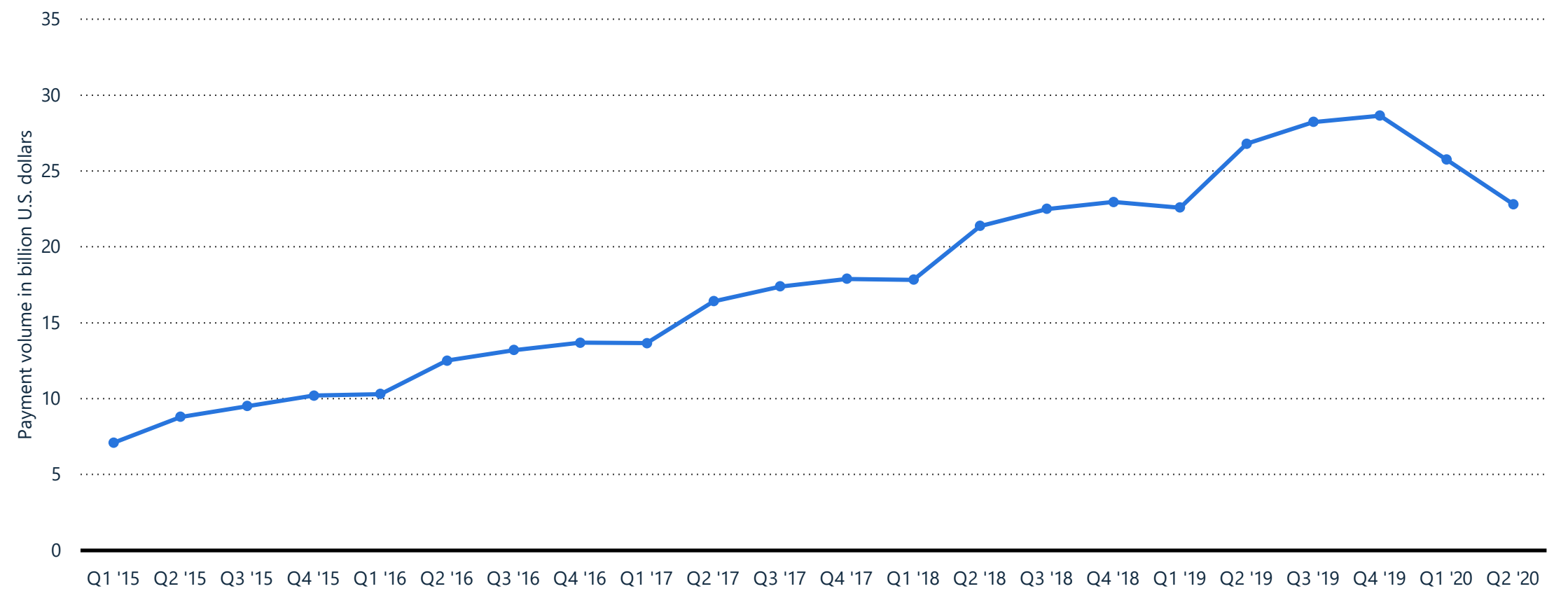


**Note:** Worldwide; Q1 2014 to Q2 2020  
Further information regarding this statistic can be found on [page 105](#).  
**Source(s):** PayPal; [ID 277841](#)



# Gross payment volume (GPV) of Square Inc. from 1st quarter 2015 to 2nd quarter 2020 (in billion U.S. dollars)

Square quarterly gross payment volume 2015-2020



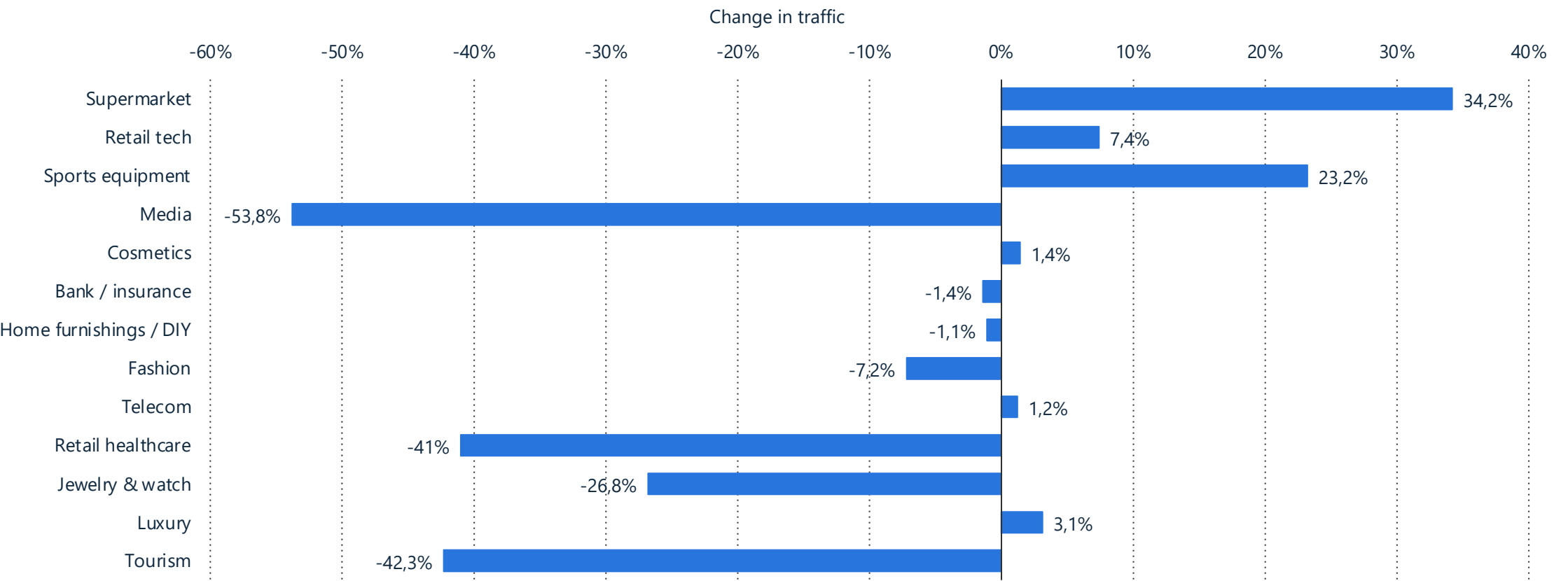
**Note:** Worldwide; Q1 2015 to Q2 2020  
Further information regarding this statistic can be found on [page 106](#).  
**Source(s):** Square; [ID 575342](#)

E-COMMERCE WORLDWIDE

# Spotlight: impact of COVID-19

# Coronavirus impact on online traffic of selected industries worldwide in week ending September 6, 2020

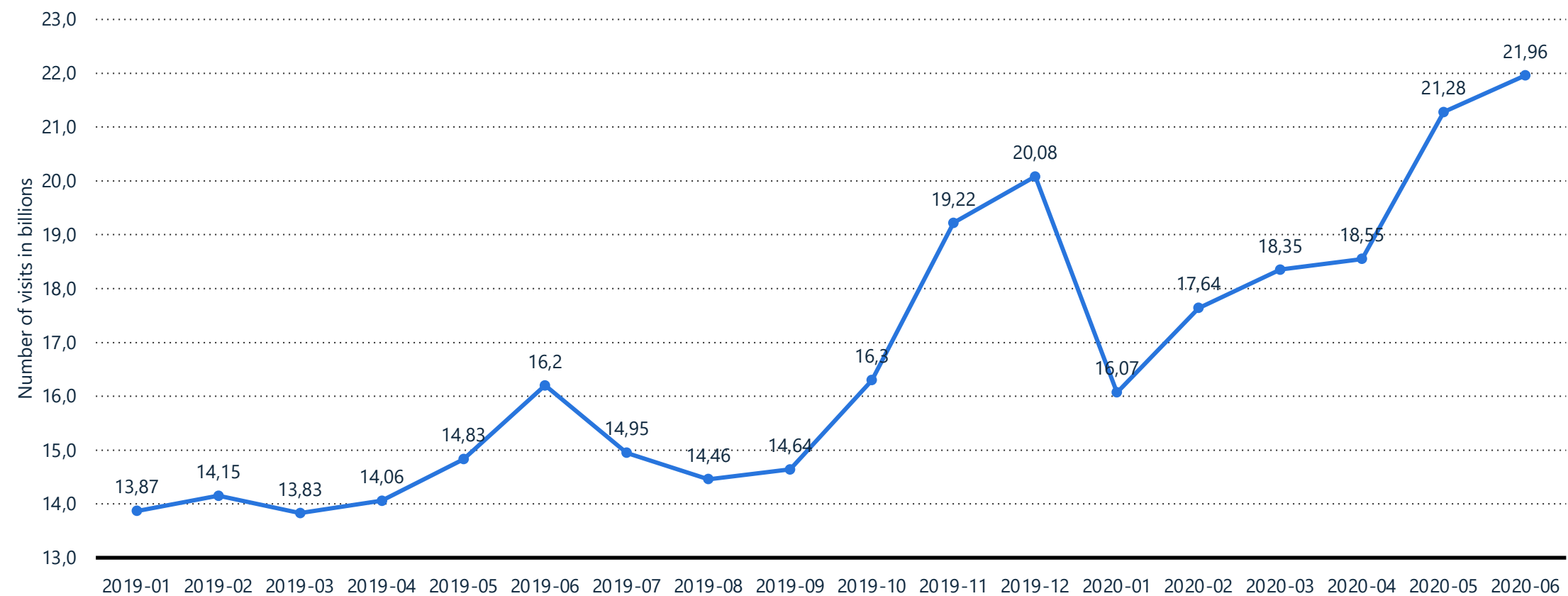
Coronavirus global online traffic impact as of September 2020, by industry



**Note:** Worldwide; week ending 9/6 compared to reference (Jan 6 to Feb 16); 1,400 sites; 7 billion sessions  
Further information regarding this statistic can be found on [page 107](#).  
**Source(s):** ContentSquare; [ID 1105486](#)

# Coronavirus impact on retail e-commerce website traffic worldwide as of June 2020, by average monthly visits (in billions)

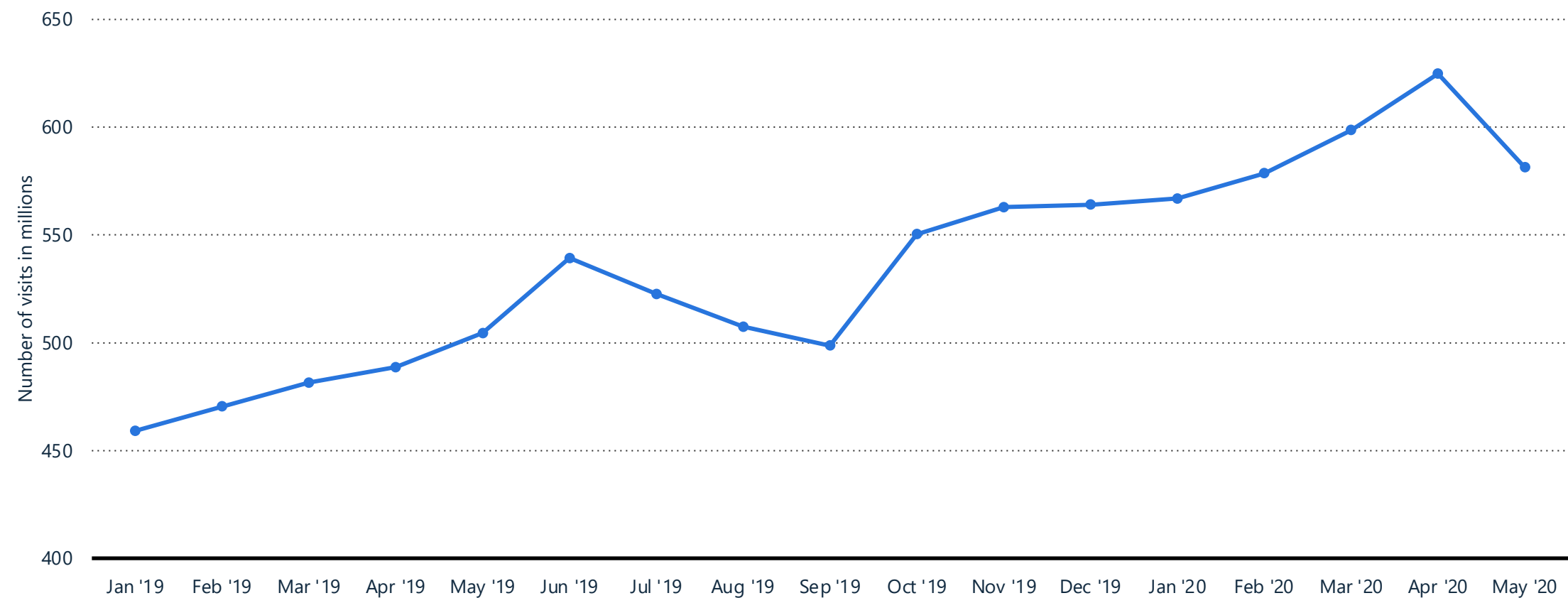
COVID-19 impact on global retail e-commerce site traffic 2019-2020



**Note:** Worldwide; January 2019 to June 2020; data is based on over 2,000 of the world's most visited e-commerce websites across multiple categories  
Further information regarding this statistic can be found on [page 108](#).  
**Source(s):** SEMrush; [ID 1112595](#)

# Coronavirus impact on health and medicine website traffic worldwide as of May 2020 (in million visits)

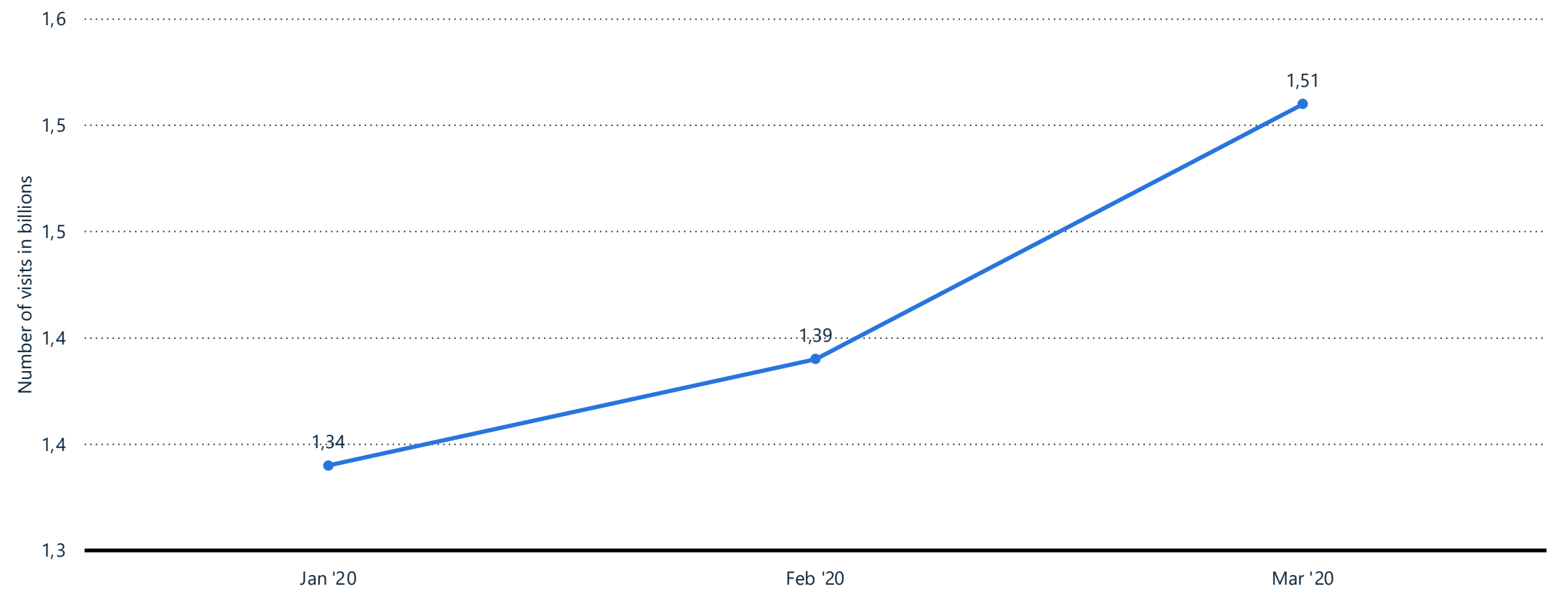
COVID-19 impact on global health site traffic 2019-2020



**Note:** Worldwide; January 2019 to May 2020  
Further information regarding this statistic can be found on [page 109](#).  
**Source(s):** SEMrush; [ID 1112586](#)

# Coronavirus impact on books and literature e-commerce website traffic worldwide as of March 2020 (in billion visits)

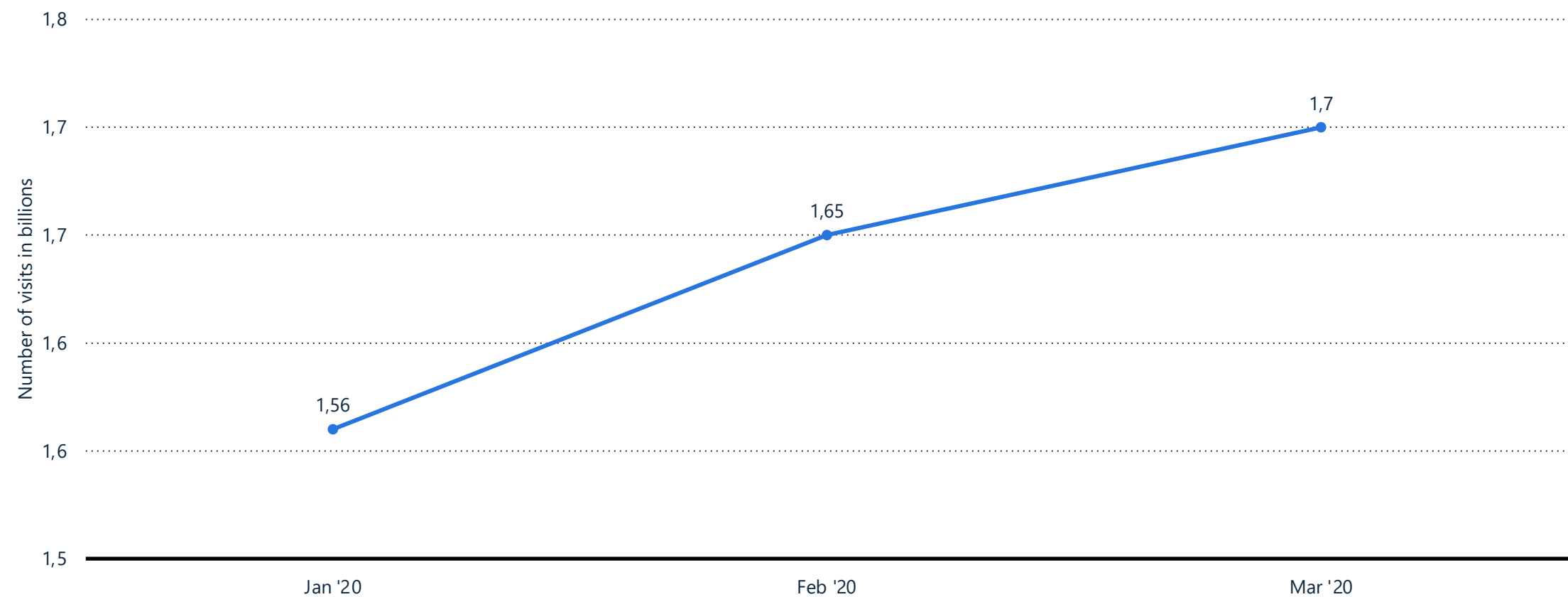
COVID-19 impact on global books & literature e-commerce site traffic 2020



**Note:** Worldwide; January 2020 to March 2020  
Further information regarding this statistic can be found on [page 110](#).  
**Source(s):** SEMrush; [ID 1112583](#)

# Coronavirus impact on furniture and home decor e-commerce website traffic worldwide as of March 2020 (in billion visits)

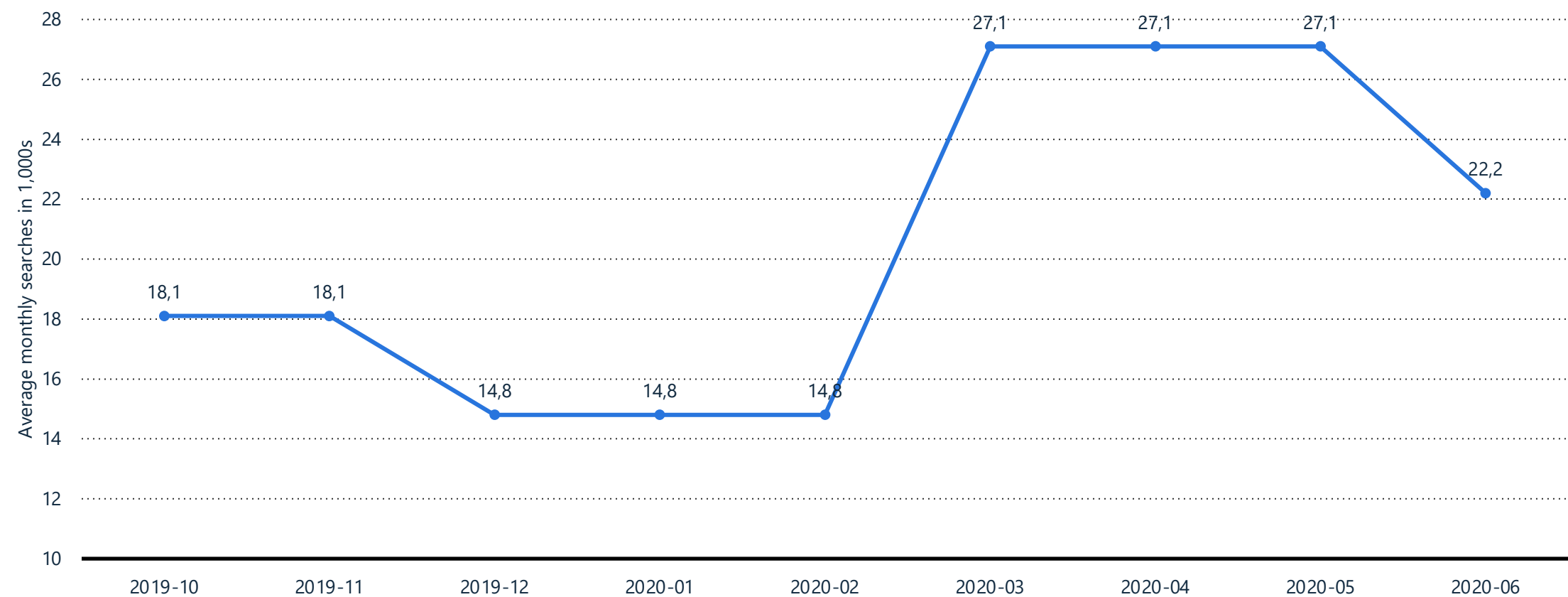
COVID-19 impact on global home decor e-commerce site traffic 2020



**Note:** Worldwide; January 2020 to March 2020  
Further information regarding this statistic can be found on [page 111](#).  
**Source(s):** SEMrush; [ID 1112589](#)

# Worldwide "buy online" keyword search volume from October 2019 to June 2020, by average monthly searches (in 1,000s)

Global "buy online" keyword search volume 2019-2020

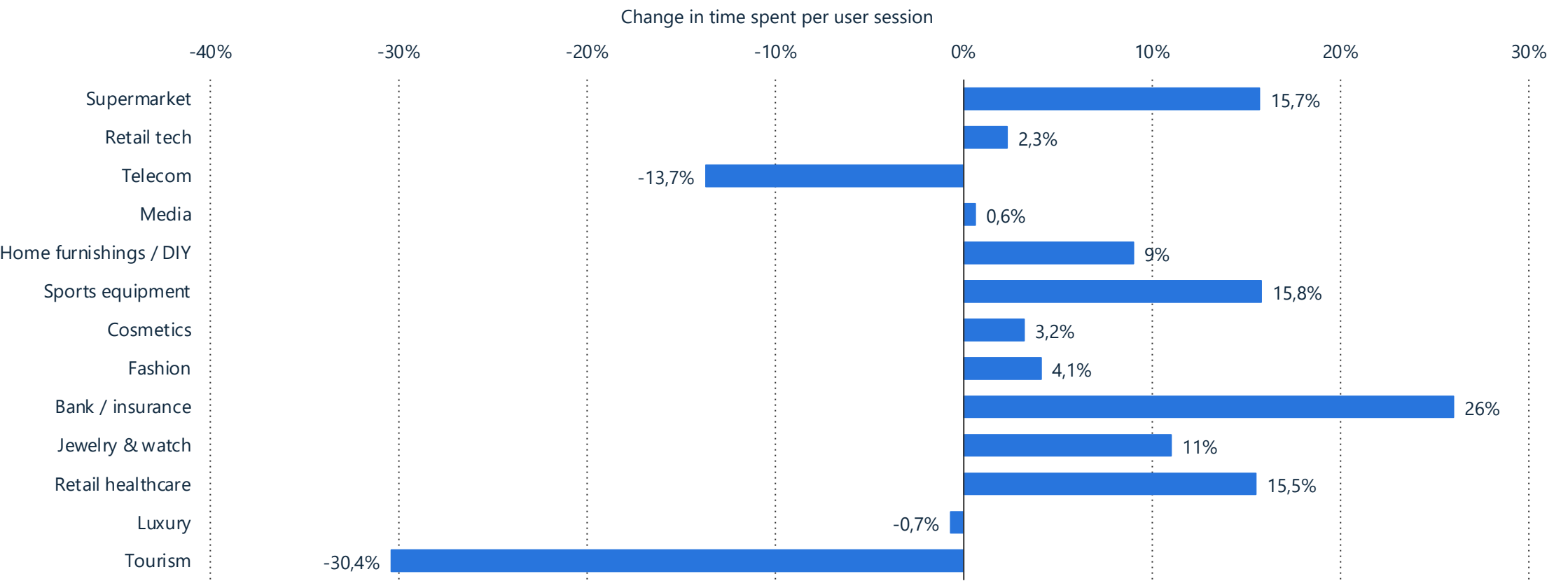


**Note:** Worldwide; October 2019 to June 2020; data is based on over 2,000 of the world's most visited e-commerce websites across multiple categories  
Further information regarding this statistic can be found on [page 112](#).  
**Source(s):** SEMrush; [ID 347953](#)



# Coronavirus impact on time spent per online user session in selected industries worldwide in week ending April 26, 2020

Coronavirus global online user engagement impact as of April 2020, by industry



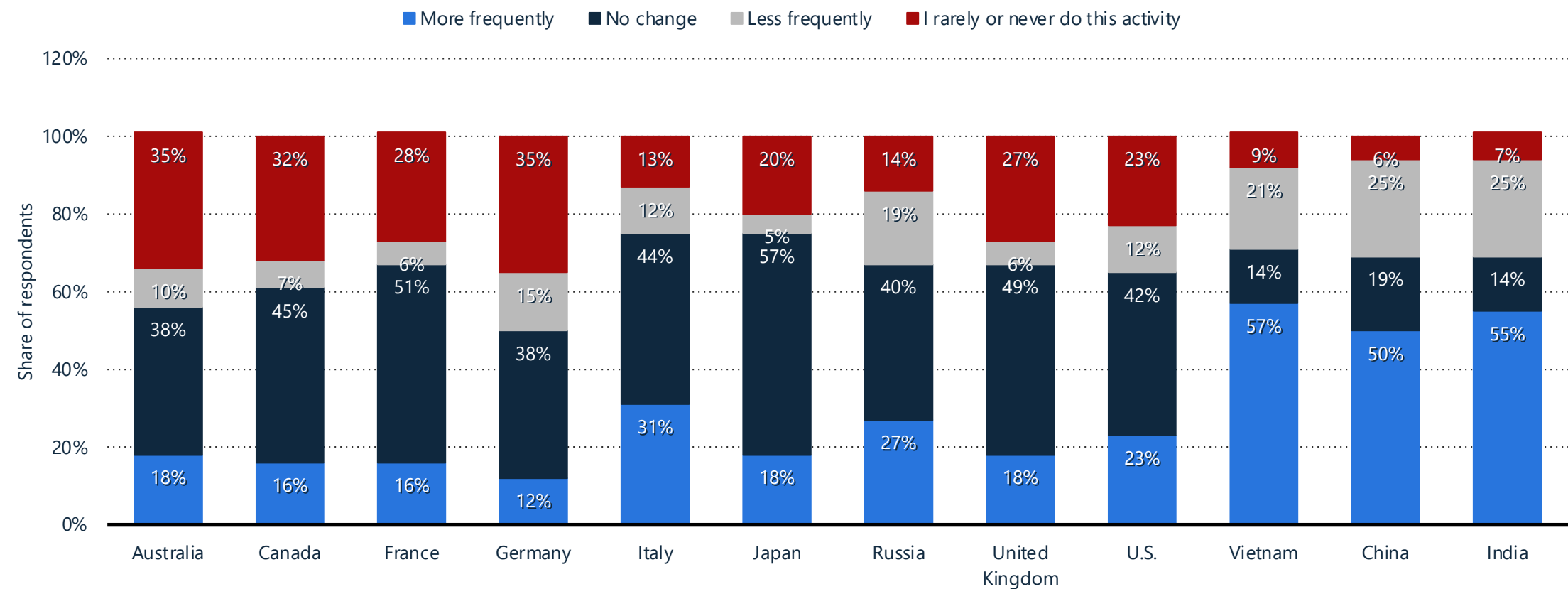
**Note:** Worldwide; week 4/20 to 4/26 compared to reference (Jan 6 to Feb 16); 1,400 sites; 4.8b sessions and 23b pages views over the last 11 weeks of 2020

Further information regarding this statistic can be found on [page 113](#).

**Source(s):** ContentSquare; [ID 1105498](#)

# Change in e-commerce usage to purchase products normally bought in-store due to coronavirus (COVID-19) worldwide as of March 15, 2020, by country\*

E-commerce purchase frequency change due to the coronavirus outbreak 2020, by country



**Note:** Worldwide; March 12 to 14, 2020; 16-74 years; 10,000  
Further information regarding this statistic can be found on [page 114](#).  
**Source(s):** Ipsos; ID 1105597

# Have you deliberately purchased any of these products or services online instead of offline because of the COVID-19 / coronavirus pandemic? (as of May 31, 2020)

Shifting to online purchases because of the COVID-19 pandemic 2020, by category

	Germany	United Kingdom	United States
Restaurant delivery / takeaway	16%	19%	31%
Hygiene products (e.g. hand sanitizer, toilet paper)	13%	21%	27%
Clothing	25%	24%	26%
Household cleaning products	9%	17%	26%
Food and drink delivery (e.g. from supermarket)	10%	30%	24%
Health products (e.g. medicine)	15%	15%	21%
Books	14%	16%	15%
Hobby supplies	9%	14%	15%
Games	10%	13%	13%
Consumer electronics, household appliances, furniture	9%	11%	11%
Video	7%	7%	11%
Music	7%	8%	10%
Magazines & newspapers	6%	7%	6%



**Cropped Version**

Double click to open excel file with complete data

**Note:** Germany, United Kingdom, United States; May 25 to 31, 2020; 18 years and older; 2137 Respondents

Further information regarding this statistic can be found on [page 115](#).

**Source(s):** Statista Survey; [ID 1107859](#)

E-COMMERCE WORLDWIDE

# References

# Retail e-commerce sales worldwide from 2014 to 2023 (in billion U.S. dollars)

Global retail e-commerce sales 2014-2023

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2014 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	June 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets. 2014 to 2016 data from earlier reporting</i>

## Description

In 2019, retail e-commerce sales worldwide amounted to 3.53 trillion US dollars and e-retail revenues are projected to grow to 6.54 trillion US dollars in 2022. Online shopping is one of the most popular online activities worldwide.

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# E-commerce share of total global retail sales from 2015 to 2023

Worldwide e-commerce share of retail sales 2015-2023

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2015 to 2019
Region(s)	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	eMarketer
Publication date	June 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets. 2015 and 2016 data from earlier publication</i>

## Description

In 2019, e-retail sales accounted for 14.1 percent of all retail sales worldwide. This figure is expected to reach 22 percent in 2023. Retail e-commerce Online shopping is one of the most popular online activities worldwide with global e-retail sales reaching 3.5 trillion U.S. dollars in 2019. With digital development exploding in the Asia Pacific region, it is no surprise that the fastest growing online retail market is India, followed by Spain and China. Digital retail development in these countries is strongly connected to the constantly improving online access, especially in mobile-first online communities that have long struggled with the traditional fixed broadband connections due to financial or infrastructure restrictions but enjoy the advantages of cheap mobile broadband connections. The average order value of online shopping orders via smartphone and tablet devices still lags behind traditional online orders via desktop but global e-retailers have been catching up on mobile e-commerce sales. Mobile shopping via smartphone is particularly popular in Asia. As of the third quarter of 2018, Indonesia was the leading digital market based on the share of population who had bought something via phone in the past month with over three quarters of the population having done so. China, Thailand, South Korea, and Vietnam completed the top of the ranking.

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# Retail e-commerce sales CAGR forecast in selected countries from 2020 to 2024

Digital Market Outlook: retail e-commerce sales CAGR in selected markets 2020-2024

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2020
Region(s)	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	forecast adjusted for expected impact of COVID-19
Published by	Statista
Publication date	July 2020
Original source	Statista Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following a [...] For more information visit our Website</i>

## Description

According to recent industry calculations, Turkey will rank first in terms of retail e-commerce development with a compound annual growth rate of 20.2 between 2020 and 2024. Online shopping is one of the most popular internet activities worldwide - with some product categories being more popular than others. The global retail e-commerce CAGR during the same period was 8.1 percent.

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# Annual retail e-commerce sales growth worldwide from 2017 to 2023

Retail e-commerce sales growth worldwide 2017-2023

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2017 to 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	June 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Includes products and services ordered using the internet via any device, regardless of the method of payment or fulfillment, numbers may not add up in total due to rounding. Excluding event tickets.</i>

## Description

In 2018, global e-retail sales grew 22.9 percent compared to the previous year. During that period, retail e-commerce sales accounted for 12.2 percent of global retail sales .

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# Projected global retail e-commerce sales in 2020, by region (in billion U.S. dollars)

Global e-commerce sales forecast 2020, by region

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	June 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>

Notes: *Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice good sales.*

## Description

In 2020, global retail e-commerce sales are projected to reach 3.9 trillion U.S. dollars with Asia Pacific generating approximately 2.45 trillion U.S. dollars in online retail sales. Asia Pacific's dominance in e-retail is due to China's impact in the overall segment. Second-ranked North America is set to product 749 billion U.S. dollars in retail e-commerce revenues.

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# Leading countries based on retail e-commerce sales growth in 2019

Fastest-growing retail e-commerce countries 2019

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	May 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	June 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>

Notes: *Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking places sales, gambling and other vice good sales.*

## Description

This statistic presents the leading countries based on retail e-commerce sales growth in 2019. As of the measured period, e-retail sales in Mexico grew by 35 percent. The country was ranked first among the fastest-growing e-commerce countries in 2019.

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# Number of digital buyers worldwide from 2014 to 2021 (in billions)

Global number of digital buyers 2014-2021

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2014 to 2017
Region(s)	Worldwide
Number of respondents	n.a.
Age group	14 years and older
Special characteristics	n.a.
Published by	eMarketer
Publication date	July 2017
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. The source defines digital buyers as internet users who have made at least one purchase via any digital channel within the past year, including online, mobile and tablet purchases. 2014 and 2015 data from earlier publication.</i>

## Description

This timeline displays a forecast of the number of digital buyers worldwide from 2014 to 2021. In 2021, over 2.14 billion people worldwide are expected to buy goods and services online, up from 1.66 billion global digital buyers in 2016. Digital buyers worldwide - additional information Purchasing goods and services online has become a common practice among many people around the world. Some choose to make online purchases for convenience, others because of the competitive price offered by some e-commerce platforms. Digital buyers can also be influenced by a range of digital resources when shopping, such as brand emails and product reviews. Reasons to purchase aside, the number of digital buyers is on the rise. PayPal is the preferred payment method amongst online shoppers worldwide, as more than 40 percent of online shoppers affirmed using this method. The traditional credit card ranks second with a 31 percent usage rate, followed by debit cards. The range of devices with internet connections available to online shoppers allows products to be purchased almost anywhere from any device. During the last quarter of 2016, online orders which were placed from a tablet had an average value of 106.98 U.S. dollars, while orders from PC devices averaged 143.35 U.S. dollars. In the U.S., online shopping is expected to remain popular in the future, as the country is one of the leading online retail markets ranked by online shopper reach with growth projections for the next years. About 80 percent of internet users in the U.S. are expected to make at least one purchase online during the calendar year in 2019, a significant increase from 2013, when this share stood at 73 percent.

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# Digital buyer penetration worldwide from 2016 to 2021

Digital buyer penetration worldwide 2016-2021

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2014 to 2017
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	July 2017
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast. Internet users who have made at least one purchase via any digital channel within the calendar year, including online, mobile and tablet purchases.</i>

## Description

This statistic gives information on the digital buyer penetration worldwide from 2016 to 2021. In 2016, 58.3 percent of global internet users had purchased products online. In 2019, this figure is expected to grow to 63 percent. With digital buyer penetration expected to surpass 65 percent of internet users worldwide in 2021, the e-commerce industry is set to evolve and expand. In 2016, the number of digital buyers worldwide reached 1.5 billion. A year later, the number rose to 1.66 million and forecasters expect over 2 billion online shoppers in 2020.

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# Market cap of leading consumer internet and online service companies worldwide as of March 2020 in billion U.S. dollars)

Leading internet and online services companies worldwide 2020, by market cap

## Source and methodology information

Source(s)	GP Bullhound; S&P Capital IQ
Conducted by	S&P Capital IQ
Survey period	March 31, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GP Bullhound
Publication date	April 2020
Original source	Global Marketplaces Perspectives Q1 2020, page 17
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Prosus` market capitalization includes stake in Tencent</i>

## Description

Amazon is the biggest consumer internet and online service company worldwide with a market cap of 970.7 billion U.S. dollars as of March 2020. Based on the GP Bullhound Consumer Internet index, Amazon was ranked first among the assorted online companies related to the retail, real estate, mobility, travel and hospitality sectors. Digital commerce platform Alibaba.com was ranked second with a market cap of 521.8 billion U.S. dollars.

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# Projected revenue growth of selected internet and online service company verticals worldwide from 2019 to 2021

## Revenue growth of selected internet and online service company verticals 2019-2021

### Source and methodology information

Source(s)	S&P Capital IQ; GP Bullhound
Conducted by	S&P Capital IQ
Survey period	March 31, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	all values are estimates
Published by	GP Bullhound
Publication date	April 2020
Original source	Global Marketplaces Perspectives Q1 2020, page 19
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

In 2021, the online marketplace vertical is projected to increase its revenues by 27 percent compared to 2019. According to GP Bullhound , marketplaces and large cap e-commerce (which includes Amazon and Alibaba) are the verticals with the biggest projected segment revenue growth.

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# Market cap of leading vertical e-commerce companies worldwide as of March 2020 (in million U.S. dollars)

Leading vertical e-commerce companies worldwide 2020, by market cap

## Source and methodology information

Source(s)	GP Bullhound; S&P Capital IQ
Conducted by	GP Bullhound; S&P Capital IQ
Survey period	March 31, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GP Bullhound
Publication date	April 2020
Original source	Global Marketplaces Perspectives Q1 2020, page 31
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

With a market cap of almost 10.65 billion U.S. dollars, Ocado ranks first among the leading vertical e-commerce companies worldwide. According to March 2020 data compiled by GP Bullhound , the UK-based company ranks ahead of competitors Wayfair, Peloton, and HelloFresh. Second-ranked Peloton's market cap amounted to 7.45 billion U.S. dollars.

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# Market cap of leading online marketplaces worldwide as of March 2020 (in million U.S. dollars)

## Leading online marketplaces worldwide 2020, by market cap

### Source and methodology information

Source(s)	GP Bullhound; S&P Capital IQ
Conducted by	GP Bullhound; S&P Capital IQ
Survey period	March 31, 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	GP Bullhound
Publication date	April 2020
Original source	Global Marketplaces Perspectives Q1 2020, page 32
Website URL	<a href="#">visit the website</a>
Notes:	<i>Takeaway and Just Eat valuations impacted by Takeaway's potential acquisition of Just Eat.</i>

### Description

With a market cap of over 24.29 billion U.S. dollars, Mercado Libre ranks second among leading online marketplaces worldwide. According to March 2020 data compiled by GP Bullhound , the Argentina-based company ranks ahead of competitors Delivery Hero, Etsy, and GrubHub. First-ranked Uber's market cap amounted to 48.2 billion U.S. dollars.

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# Most popular online retail websites worldwide in June 2020, by unique visitors (in millions)

Leading retail websites worldwide 2020, by traffic

## Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	March 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SEMrush
Publication date	July 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

Online retail websites have made strong traffic gains due to the global coronavirus pandemic as large parts of the population are staying at home and ordering items online which they usually would purchase in-store. Amazon.com had almost 5.22 billion visitors in June 2020, followed by eBay.com with 1.52 billion visits.

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# Market share of the leading e-commerce platforms in selected countries worldwide as of January 2019

## Dominant e-commerce platforms in selected digital markets 2019

### Source and methodology information

Source(s)	ING Economisch Bureau
Conducted by	ING Economisch Bureau
Survey period	January 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ING Economisch Bureau
Publication date	January 2019
Original source	Nieuwe strijd staat voor de deur in online retail, page 12
Website URL	<a href="#">visit the website</a>
Notes:	<i>Date is estimated.</i>

### Description

In many online markets, the top three e-commerce platforms account for approximately half of online retail sales. However, there are some regional differences - in China, market leader Alibaba accounts for 58 percent of the e-commerce market, followed by JD and PinDuoDuo with a 16 and five percent market share respectively. The top three e-retailers are responsible for 79 percent of online retail sales, making the country an outlier in terms of its leading platforms' market dominance. On the other end of the spectrum, the situation in the Netherlands is far more balanced: market leader Bol only accounted for 12 percent of e-retail sales, followed by Coolblue and Zalando with nine and six percent of the market.

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# E-commerce market share of leading e-retailers worldwide in 2018, based on GMV

Global e-commerce market share of leading e-retailers 2018

## Source and methodology information

Source(s)	Activate
Conducted by	Activate
Survey period	2018
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	based on gross merchandise volume (GMV)
Published by	Activate
Publication date	October 2019
Original source	Tech and Media Outlook 2020, page 43
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Each less than 1 percent Figures do not sum to 100% because of rounding.</i>

## Description

This statistic presents the e-commerce market share of leading e-commerce companies worldwide in 2018. During that year, Amazon accounted for 10 percent of global e-commerce GMV, while Alibaba property Taobao.com ranked first with 16 GMV share.

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# Most popular online marketplaces worldwide in 2019, based on gross merchandise value (in billion U.S. dollars)

## Leading global online marketplaces 2019, by GMV

### Source and methodology information

Source(s)	Digital Commerce 360
Conducted by	Digital Commerce 360
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital Commerce 360
Publication date	March 2020
Original source	<a href="https://digitalcommerce360.com">digitalcommerce360.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>Gross merchandise value is the total value of goods sold on the marketplace. Companies are ranked by GMV from third-party merchants that sell their sites, and does not include the sale of the marketplaces' own products.</i>

### Description

This statistic presents the most popular online marketplaces worldwide in 2019, ranked by gross merchandise value. During the measured period, Taobao was ranked first with a GMV of 538 billion U.S. dollars.

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# Distribution of global e-commerce sessions as of October 2019, by source and medium

Share of e-commerce traffic worldwide 2019, by source and medium

## Source and methodology information

Source(s)	Wolfgang Digital
Conducted by	Wolfgang Digital
Survey period	November 2018 to October 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Wolfgang Digital
Publication date	January 2020
Original source	E-commerce KPI Report 2020
Website URL	<a href="#">visit the website</a>
Notes:	<i>Dataset consists of: 130 million website sessions and over €330 million in online revenue over the 12 months from November 2018 to October 2019</i>

## Description

This statistic presents the distribution of global e-commerce sessions as of October 2019, by source and medium. During the measured period, search traffic generated 65 percent of total e-commerce session. Overall, 33 percent were generated through organic search traffic and 32 percent were generated through paid search.

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# Distribution of global e-commerce sessions revenue as of October 2019, by source and medium

Share of e-commerce session revenue worldwide 2019, by source and medium

## Source and methodology information

Source(s)	Wolfgang Digital
Conducted by	Wolfgang Digital
Survey period	November 2018 to October 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Wolfgang Digital
Publication date	January 2020
Original source	E-commerce KPI Report 2020
Website URL	<a href="#">visit the website</a>
Notes:	<i>Dataset consists of: 130 million website sessions and over €330 million in online revenue over the 12 months from November 2018 to October 2019</i>

## Description

This statistic presents the distribution of global e-commerce session revenue as of October 2019, by source and medium. During the measured period, organic search accounted for 47 percent of travel e-commerce revenues. Social media generated four percent of e-commerce revenue.

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# Distribution of online purchases worldwide as of July 2019, by channel

Share of global digital purchases 2019, by channel

## Source and methodology information

Source(s)	Salesforce Research
Conducted by	Salesforce Research
Survey period	June 14 to July 2, 2019
Region(s)	Worldwide
Number of respondents	10,614
Age group	<i>n.a.</i>
Special characteristics	shoppers
Published by	Salesforce Research
Publication date	October 2019
Original source	2019 Connected Shoppers Report, page 6
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

Online marketplaces such as Amazon, eBay, or Alibaba, accounted for half of global online shopping orders. During a July 2019 survey, it was found that digital marketplaces generated 47 percent of online purchases. Retailer websites and apps ranked second with a 26 percent market share.

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# Distribution of online traffic worldwide in 2019, by device and vertical

Share of global online traffic 2019, by device and vertical

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ContentSquare
Publication date	March 2020
Original source	2020 Digital Experience Benchmark, page 7
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data gathered from 400 websites in 9 different verticals from the following countries: United States, United Kingdom, France, Germany, Spain, Netherlands, Sweden, Denmark, Japan, China and Canada. Values may not add up to 100 percent due to rounding.</i>

## Description

In 2019 the majority of online traffic was generated from mobile devices. The industries with the most desktop online traffic were energy and financial services, with 58 percent of online traffic in these industries coming from desktop computers. In contrast, 67 percent of online traffic in the luxury industry came from mobile devices.

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# Number of website visits prior to checkout in 2019, by vertical

Website sessions before conversion 2019, by vertical

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ContentSquare
Publication date	March 2020
Original source	2020 Digital Experience Benchmark, page 26
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data gathered from 400 websites in 9 different verticals from the following countries: United States, United Kingdom, France, Germany, Spain, Netherlands, Sweden, Denmark, Japan, China and Canada.</i>

## Description

Websites in the energy sector averaged the largest amount of visits before converting customers. In 2019, energy providers required on average 4.18 visits before customers made a purchase or signed up for a service. The luxury vertical was ranked second with an average of 4.05 visits before a purchase. In contrast, financial service customers only visited 2.35 sites before converting.

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# Number of pages seen at buying session worldwide in 2019, by vertical

Pages seen at buying session 2019, by vertical

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ContentSquare
Publication date	March 2020
Original source	2020 Digital Experience Benchmark, page 27
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data gathered from 400 websites in 9 different verticals from the following countries: United States, United Kingdom, France, Germany, Spain, Netherlands, Sweden, Denmark, Japan, China and Canada.</i>

## Description

On average, online grocery shoppers saw an average of 32 pages per buying session, same for global online fashion buyers. In these industries, customers were more likely to browse the offered selection and add multiple items to the cart, where industries such as financial services (14 pages viewed per buying session) offered fewer product options.

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# Distribution of online shopping traffic and sales worldwide in 2019, by device

Share of online traffic and sales worldwide 2019, by device

## Source and methodology information

Source(s)	SaleCycle
Conducted by	SaleCycle
Survey period	2019
Region(s)	Worldwide
Number of respondents	500 global brands
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SaleCycle
Publication date	March 2020
Original source	<a href="https://salecycle.com">salecycle.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

Almost 61 percent of global online retail traffic was generated via mobile, along with over 50 percent of online sales in the vertical. While desktop devices were trailing mobile in terms of traffic in several segments, most sales were still generated via desktop.

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# Conversion rate of online shoppers worldwide as of 2nd quarter 2019

Global online shopper conversion rate 2018-2019

## Source and methodology information

Source(s)	Monetate
Conducted by	Monetate
Survey period	Q2 2018 to Q2 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Monetate
Publication date	November 2019
Original source	Monetate EQ2 2019, page 16
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

During the second quarter of 2019, 2.58 percent of global e-commerce website visits were converted into purchases, down from 2.72 percent during preceding quarter. In the United States, online shopper conversion rates amounted to 2.57 percent. Despite mobile commerce catching up in terms of page views and revenue, traditional online shopping visits via PC still hold the top spot for conversions . Online shopper behavior Online shopping has long since established itself as an everyday activity of online life - this holds true for both desktop and mobile. As of the first quarter of 2019, smartphones accounted for 65 percent of retail site visits worldwide but generated only 46 percent of online shopping orders. Based on mobile retail performance growth, it is only a matter of time before mobile overtakes desktop in terms of revenue generation. Due to the effects of smaller screen size, smartphone website visitor engagement has been lagging behind desktop and tablet devices. Retailers and brands have been keen to work around the mobile web's shortcomings by releasing mobile shopping apps, offering users a more streamlined shopping experience in a controlled environment. Mobile shopping apps are not only used for making a purchase but are also increasingly part of the in-store shopping experience. According to a May 2018 survey, 57 percent of digital buyers in the United States stated that they at least sometimes used a retailer's app to check prices when shopping in that particular retailer's store. In general, mobile devices are a popular tool for in-store price comparisons or looking up further product information.

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# Conversion rate of online shoppers worldwide as of 2nd quarter 2019, by platform

Global online shopper conversion rate 2019, by platform

## Source and methodology information

Source(s)	Monetate
Conducted by	Monetate
Survey period	Q2 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Monetate
Publication date	November 2019
Original source	Monetate EQ2 2019, page 15
Website URL	<a href="#">visit the website</a>
Notes:	<i>Region is presumed.</i>

## Description

This statistic provides data on the conversion rate of global online shoppers in the second quarter of 2019, sorted by platform. During this period, 1.81 percent of worldwide e-commerce website visits via Android devices were converted into purchases.

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# Online shopping conversion rate in selected verticals worldwide in 2019

Global conversion rates in selected verticals 2019

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	combined desktop and mobile
Published by	ContentSquare
Publication date	March 2020
Original source	2020 Digital Experience Benchmark, page 28
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data gathered from 400 websites in 9 different verticals from the following countries: United States, United Kingdom, France, Germany, Spain, Netherlands, Sweden, Denmark, Japan, China and Canada.</i>

## Description

Among all measured industries, the grocery vertical has the highest online shopping conversion rate worldwide at 5.08 percent. The financial services industry was ranked second with 4.43 percent of visits converting into a transaction. In 2019, the average conversion rate across all measured verticals was 2.49 percent. On average, desktop devices still had a bigger conversion rate than mobile devices.

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# Online shopping conversion rate in selected verticals worldwide in 2019, by device

Global conversion rates in selected verticals 2019, by device

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	2019
Region(s)	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ContentSquare
Publication date	March 2020
Original source	2020 Digital Experience Benchmark, page 29
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data gathered from 400 websites in 9 different verticals from the following countries: United States, United Kingdom, France, Germany, Spain, Netherlands, Sweden, Denmark, Japan, China and Canada.</i>

## Description

Despite strong mobile gains in online shopping traffic and revenue, the average conversion rate for all industries on desktop devices still remained higher than conversion rates for mobile devices. In 2019, the grocery vertical had a desktop conversion rate of 8.96 percent, while only a 2.24 percent conversion rate was measured on mobile devices. Additionally, financial services had a desktop conversion rate of 4.91 percent and a mobile conversion rate of 3.59 percent. Total online shopping conversion rate across all verticals in 2019 was 2.49 percent.

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# Preferred sources of inspiration for online shoppers worldwide as of March 2020

Sources of shopping inspiration for digital shoppers worldwide 2020

## Source and methodology information

Source(s)	Censuswide; <a href="#">Wunderman Thompson Commerce</a>
Conducted by	Censuswide
Survey period	February and March 2020
Region(s)	Worldwide
Number of respondents	14,103
Age group	<i>n.a.</i>
Special characteristics	consumers who shop online at least once a month
Published by	<a href="#">Wunderman Thompson Commerce</a>
Publication date	April 2020
Original source	The Future Shopper Report 2020, page 9
Website URL	<a href="#">visit the website</a>
Notes:	<i>Original question: "Where do you go for inspiration for purchases?"</i>

## Description

Search engines are the one of the most popular source of online shopping inspiration. During a global online shopper survey in February and March 2020, over half of respondents stated that they looked for inspiration via search engines. Amazon was ranked first with a 52 percent usage rate.

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# Online sources used by consumers worldwide to start searching for products as of March 2020

## Online sources for product searches worldwide 2020

### Source and methodology information

Source(s)	Censuswide; <a href="#">Wunderman Thompson Commerce</a>
Conducted by	Censuswide
Survey period	February and March 2020
Region(s)	Worldwide
Number of respondents	14,103
Age group	<i>n.a.</i>
Special characteristics	consumers who shop online at least once a month
Published by	<a href="#">Wunderman Thompson Commerce</a>
Publication date	April 2020
Original source	The Future Shopper Report 2020, page 11
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

This statistic shows the online sources preferred by consumers worldwide to search for products. During the February and March 2020 survey period, it was found that 63 percent of online shoppers go to Amazon to start searching for products.

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# Share of online shoppers worldwide who look for shopping inspiration on search engines as of February 2019, by age group

Online shoppers worldwide who use search engines for inspiration 2019, by age group

## Source and methodology information

Source(s)	Gorilla Group; Censuswide
Conducted by	Censuswide
Survey period	January and February 2019
Region(s)	Worldwide
Number of respondents	15,188
Age group	<i>n.a.</i>
Special characteristics	consumers who shop online at least once a month
Published by	Gorilla Group
Publication date	July 2019
Original source	Future Shopper Report 2019, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

Search engines are the most popular way for online shoppers to look for inspiration but usage differs strongly between age groups. During a February 2019 of global online shoppers it was found that 59 percent of respondents aged 55 years old and above looked for online shopping inspiration on search engines while only 36 percent of Gen Z shoppers used the channel to find inspiration.

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# Product areas were consumers worldwide prefer subject matter expert reviews to make purchase decisions as of 2019

Products for global consumers to prefer expert reviews for purchase decisions 2019

## Source and methodology information

Source(s)	MarketingCharts; Bazaarvoice
Conducted by	Bazaarvoice
Survey period	2019
Region(s)	Worldwide
Number of respondents	5,500+
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	MarketingCharts
Publication date	May 2020
Original source	marketingcharts.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Surveyed consumers from the US, Canada, Mexico, the UK, France, Germany and Australia.</i>

## Description

According to a 2019 survey on worldwide consumers, 44 percent of respondents preferred subject matter expert reviews over regular consumer reviews when it came to purchasing electronics. The same share of consumers preferred expert reviews in the financial services product area. In contrast, only a fifth of respondents cared about expert reviews when shopping for apparel.

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# Shopping locations that shoppers worldwide prefer to shop at for first-time and repeat purchases as of July 2019

Global online shopper preference for first-time & repeat purchases 2019

## Source and methodology information

Source(s)	Salesforce Research
Conducted by	Salesforce Research
Survey period	June 14 to July 2, 2019
Region(s)	Worldwide
Number of respondents	10,614
Age group	<i>n.a.</i>
Special characteristics	shoppers
Published by	Salesforce Research
Publication date	October 2019
Original source	2019 Connected Shoppers Report, page 8
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic presents the online shopping locations that shoppers worldwide prefer to shop at for first-time and repeat purchases. During the July 2019 survey, 71 percent of respondents stated that they preferred to make first-time purchases at a physical store , whereas 37 percent of repeat buyers preferred online marketplaces. In total, three quarters of repeat purchases are made online.

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# Average e-commerce spending per online shopper worldwide per visit as of 1st quarter 2019, by vertical (in U.S. dollars)

Global online shopper per visit spend 2019, by vertical

## Source and methodology information

Source(s)	Salesforce Research
Conducted by	Salesforce Research
Survey period	Q1 2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	per-visit average amount
Published by	Salesforce Research
Publication date	May 2019
Original source	Shopping Index Q1 2019
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data is based on 1.4 billion visits from 500+ million shoppers to 1,045 digital commerce sites in 37 countries.</i>

## Description

This statistic presents information on the average e-commerce spending per online shopper worldwide per visit as of the first quarter of 2019, sorted by vertical. During the measured period, online shoppers spent an average of 3.16 U.S. dollars per visits to luxury apparel properties.

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# Distribution of online shopping expenditure in selected countries as of February 2019, by platform

## Online shopping dollar spend in selected countries 2019, by platform

### Source and methodology information

Source(s)	Gorilla Group; Censuswide
Conducted by	Censuswide
Survey period	January and February 2019
Region(s)	Worldwide
Number of respondents	15,188
Age group	<i>n.a.</i>
Special characteristics	consumers who shop online at least once a month
Published by	Gorilla Group
Publication date	July 2019
Original source	Future Shopper Report 2019, page 23
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

Amazon accounts for a large percentage of online shopping dollar spend in many major digital markets worldwide. According to a February 2019 survey, respondents from the United States indicated that Amazon accounted for 52 percent of online consumer expenditure. The platform took a 36 percent share of consumer spending among the selected countries.

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# Online shopping cart abandonment rate in selected industries in March 2020

Shopping cart abandonment rate worldwide 2020, by industry

## Source and methodology information

Source(s)	SaleCycle
Conducted by	SaleCycle
Survey period	March 2020
Region(s)	Worldwide
Number of respondents	500 global brands
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SaleCycle
Publication date	March 2020
Original source	<a href="https://salecycle.com">salecycle.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

In March 2020, 88.05 percent of online shopping orders were abandoned, i.e. not converted into a purchase. Automotive had the highest cart abandonment rates out of all measured categories with an 96.88 percent abandonment rate. Online shopping abandonment Wishful thinking, planning a dream vacation, just checking how expensive the total order is going to be... there are many reasons why consumers put together an order and end up abandoning it. Online travel bookers in particular are keen to shop around for deals and wait for the best day to book flights and hotels. Many online travel agencies (OTA) are dedicated to comparing prices , and countless blog entries encourage travelers to book their flights at certain times on specific days to save cash or get better value for money. For digital shoppers in the United States, the primary reason for abandoning an online shopping order is too high shipping costs, followed by discount codes that do not work. Online order conversions Despite the significant cart abandonment rates of selected online purchase categories, global online shopping conversion rates have been improving on the whole. In the first half of 2018, total e-commerce conversion increased by five percent year-over-year , with mobile conversions growing by 11.6 percent.

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# Digital retailer from which cross-border digital buyers worldwide made their most recent cross-border digital purchase as of September 2019

Preferred global digital retailers for cross-border purchases 2019

## Source and methodology information

Source(s)	IPC; Dynata
Conducted by	Dynata
Survey period	September 2019
Region(s)	Worldwide
Number of respondents	35,737
Age group	16 years and older
Special characteristics	frequent cross-border online shoppers, who have bought physical goods online at least once in the last three months and have made a cross-border online purchase in the past year
Published by	IPC
Publication date	January 2020
Original source	Cross-Border E-Commerce Shopper Survey 2019, page 9
Website URL	<a href="#">visit the website</a>
Notes:	<i>Question: Why did you purchase this item cross-border rather than domestically? Please select all that apply Question: Please identify which retailer you bought this particular purchase from</i>

## Description

This statistic presents a ranking of the of digital retailers from which cross-border digital buyers worldwide made their most recent cross-border digital purchase as of September 2019. According to the findings, 25 percent of most recent cross-border purchases by cross-border digital buyers was completed through Amazon. Coming in second was Alibaba / AliExpress with 20 percent of respondents reporting recent cross-border purchases from the e-commerce retailer.

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# Share of worldwide shoppers who plan to increase purchases through select digital channels over the next 12 months as of July 2019

Global shoppers planning to increase purchases through digital channels 2019

## Source and methodology information

Source(s)	Salesforce Research
Conducted by	Salesforce Research
Survey period	June 14 to July 2, 2019
Region(s)	Worldwide
Number of respondents	10,614
Age group	<i>n.a.</i>
Special characteristics	shoppers
Published by	Salesforce Research
Publication date	October 2019
Original source	2019 Connected Shoppers Report, page 15
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

Shopping apps and social media were the most popular digital shopper channels through which global shoppers were considering to increase their purchases. According to a June 2019 survey of global shoppers, 35 percent of respondents stated that they planned to increase purchases via shopping app over the next 12 months. Social media and brand websites were ranked second with 32 percent of survey respondents intending to use these channels more. Only 13 percent of respondents stated that they want to buy more items online via visual search.

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# Most popular payment methods of online shoppers in selected regions as January 2019

Preferred online retail payment methods worldwide 2019, by region

## Source and methodology information

Source(s)	UPS
Conducted by	UPS
Survey period	December 2018 to January 2019
Region(s)	Worldwide
Number of respondents	18,000
Age group	17 years and older
Special characteristics	online shoppers
Published by	UPS
Publication date	August 2019
Original source	2019 UPS Pulse of the Online Shopper - Global Executive Summary, page 20
Website URL	<a href="#">visit the website</a>
Notes:	<i>The survey was administered online to 18,000 consumers in 10 languages across 15 countries between December 2018 and January 2019. All participants made at least two online orders that required delivery in the three months prior to taking the survey.</i>

## Description

According to a January 2019 survey, 82 percent of responding online shoppers in the Americas cited credit or debit cards as their preferred payment method when making online purchases. In contrast, 80 percent of respondents from Europe claimed payment providers including PayPal or Alipay as their preferred online payment method.

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# Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2019 and 2023

Global e-commerce payment methods 2019 & 2023, by share of transaction volume

## Source and methodology information

Source(s)	Worldpay
Conducted by	Worldpay
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	figures are estimates
Published by	Worldpay
Publication date	March 2020
Original source	Global Payments Report 2020, page 9
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast Values may not add up to 100 percent due to rounding.</i>

## Description

In 2019, digital and mobile wallets accounted for 41.8 percent of global e-commerce payment transactions. This share is set to increase to 52.2 percent in 2023, making digital wallets the most popular online payment method worldwide. Credit cards were ranked second with a 24.2 percent market share in 2019.

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# Share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2019, by region

Global e-commerce payment methods 2019, by share of transaction volume

## Source and methodology information

Source(s)	Worldpay
Conducted by	Worldpay
Survey period	2019
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	figures are estimates
Published by	Worldpay
Publication date	March 2020
Original source	Global Payments Report 2020, page 9 to 25
Website URL	<a href="#">visit the website</a>
Notes:	<i>Values may not add up to 100 percent due to rounding.</i>

## Description

This statistic presents information on share of selected payment methods as percentage of total e-commerce transaction volume worldwide in 2019, by region. In the measured period Worldpay estimated that digital and mobile wallet payments accounted for 41.8 percent of online transaction volume worldwide. Online wallets had the highest market share in Asia Pacific, accounting for over 58 percent of e-commerce payments.

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# Share of corporates using or interested in selected B2C payments services worldwide in 2019

Usage or interest in B2C payments services among companies globally 2019

## Source and methodology information

Source(s)	Strategic Treasurer; Bottomline Technologies
Conducted by	Strategic Treasurer; Bottomline Technologies
Survey period	February and March 2019
Region(s)	Worldwide
Number of respondents	220
Age group	n.a.
Special characteristics	220 corporate respondents
Published by	Strategic Treasurer
Publication date	June 2019
Original source	2019 B2B Payments & WCM Strategies Survey Report, page 10
Website URL	<a href="#">visit the website</a>
Notes:	<i>This question was phrased by the source as follows: "is your company using or interested in using any of the following solutions for Business-to-Consumer (B2C) payments? (Select all that apply)"</i>

## Description

In 2019, 18 percent of companies were using or interesting in using PayPal, which supports online money transfers, globally. However, only eight percent of companies showed interest in using Venmo, a mobile payment service owned by PayPal. Over 40 percent of the companies surveyed didn't use any B2C payments services.

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# Number of PayPal's total active user accounts from 1st quarter 2010 to 2nd quarter 2020 (in millions)

PayPal: active registered user accounts 2010-2020

## Source and methodology information

Source(s)	PayPal
Conducted by	PayPal
Survey period	Q1 2010 to Q2 2020
Region(s)	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	PayPal
Publication date	July 2020
Original source	PayPal Q2 2020 Press Release, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures from 2010 were taken from eBay's 2010 Q4 2010 release . * All registered accounts that successfully sent or received at least one payment or payment reversal through the PayPal system or Bill Me Later accounts that are currently able to transact and that received a statement within the last [...] For more information visit our Website</i>

## Description

In the second quarter of 2020, there were 346 million active PayPal accounts worldwide, representing a 21 percent year-on-year growth. PayPal PayPal is a global online payment business allowing users to make payments and money transfers online. In 2002, PayPal was acquired by auction site eBay and has made great gains in visibility and online popularity since then. The service is often considered as the leader of the online and mobile payment market . Many retailers such as BestBuy and Home Depot and digital content sellers like Humble Bundle or Valve use PayPal as an in-store payment or digital wallet top-up method. Online payment providers usually generate revenue through transaction fees. Recently, brick-and-mortar retailers and shops have also begun to accept PayPal as a mobile payment method. As of December 2018, 36 percent of North American retailers already accepted PayPal as a payment method and 34 percent planned to accept it within the next 24 months. Customers are required to use their NFC-enabled mobile device to make a payment or use a PayPal card, which can also be swiped or touched in at physical point-of-sale locations. In 2018, the service's annual mobile payment volume amounted to 227 billion US dollars, representing a 46 percent growth compared to the previous year. The market for online payment providers was created through the ubiquity of online shopping and online retail opportunities. The advantages of wide-reaching global payment systems allow for easier online buying, especially when taking the growth of mobile commerce into account. Other digital wallet services include Google Wallet as well as US-based Square, Lemon Wallet and LevelUp. Traditional payment providers MasterCard and Visa also offer digital wallets.

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# PayPal's net number of payments from 1st quarter 2014 to 2nd quarter 2020 (in millions)

PayPal: number of payments per quarter 2014-2020

## Source and methodology information

Source(s)	PayPal
Conducted by	PayPal
Survey period	Q1 2014 to Q2 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PayPal
Publication date	July 2020
Original source	PayPal Q2 2020 Press Release, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

In the second quarter of 2020, online money transfer provider PayPal processed around 3.74 billion payments. As of that period, PayPal had 346 million active user accounts worldwide .

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# PayPal's total payment volume from 1st quarter 2014 to 2nd quarter 2020 (in billion U.S. dollars)

PayPal: total payment volume 2014-2020

## Source and methodology information

Source(s)	PayPal
Conducted by	PayPal
Survey period	Q1 2014 to Q2 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	PayPal
Publication date	July 2020
Original source	PayPal Q2 2020 Release, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>Total Payment Volume or TPV is the value of payments, net of payment reversals, successfully completed through Payments Platform, excluding transactions processed through our gateway products.</i>

## Description

In the second quarter of 2020, PayPal's net payment volume amounted to 221.7 billion U.S. dollars, representing a 29 percent year-on-year growth. This payment volume was generated through the over 3.74 billion transactions which PayPal processed during that period. In 2019, the payment provider's annual payment volume came to 712 billion U.S. dollars. Paypal company information Digital payment operator PayPal is one of the leading mobile payment platforms worldwide . The company enables customers to pay for goods and services digitally and has been making large gains in terms of mobile payment volume. In the most recently reported year, PayPal's mobile payment volume reached 227 billion U.S. dollars , up from 155 billion U.S. dollars in the preceding fiscal period. This represents a 46 percent year-on-year growth. When examining the most popular mobile payment methods accepted by online merchants worldwide , PayPal ranks third behind credit and debit cards and ahead of all other payment methods. PayPal in the United States PayPal is also one of the most popular payment methods for online transactions in the United States , accounting for 22 percent of online transactions. The company is also one of the leading mobile app publishers in the United States , reaching approximately half of U.S. mobile audiences.

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# Gross payment volume (GPV) of Square Inc. from 1st quarter 2015 to 2nd quarter 2020 (in billion U.S. dollars)

Square quarterly gross payment volume 2015-2020

## Source and methodology information

Source(s)	Square
Conducted by	Square
Survey period	Q1 2015 to Q2 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Square
Publication date	August 2020
Original source	Square Q2 2020 Shareholder Letter, page 24
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic shows Square's gross payment volume from the first quarter of 2015 to the second quarter of 2020. In the last reported quarter, the company's gross payment volume amounted to 22.8 billion U.S. dollars.

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# Coronavirus impact on online traffic of selected industries worldwide in week ending September 6, 2020

Coronavirus global online traffic impact as of September 2020, by industry

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	week ending 9/6 compared to reference (Jan 6 to Feb 16)
Region(s)	Worldwide
Number of respondents	1,400 sites
Age group	<i>n.a.</i>
Special characteristics	7 billion sessions
Published by	ContentSquare
Publication date	September 2020
Original source	contentsquare.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

The global coronavirus pandemic is affecting consumer behavior worldwide. In the week ending June 14, online traffic in the supermarket segment increased by 60.7 percent compared to the reference period in January and February 2020. Online visits in the tourism sector decreased by 47.5 percent during the measured period. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.

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# Coronavirus impact on retail e-commerce website traffic worldwide as of June 2020, by average monthly visits (in billions)

## COVID-19 impact on global retail e-commerce site traffic 2019-2020

### Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	January 2019 to June 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	data is based on over 2,000 of the world`s most visited e-commerce websites across multiple categories
Published by	SEMrush
Publication date	July 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source analyzed data from the 10 most popular e-commerce industries: General retailers; Fashion; Consumer electronics; Groceries and food; Health and beauty; Home and garden; Kids` products; Gifts and flowers; Sport and outdoors; and Pets` products. The data from 2,000+ the most visited e-commer [...] For more information visit our Website</i>

### Description

Retail platforms have undergone an unprecedented global traffic increase between January 2019 and June 2020, surpassing even holiday season traffic peaks. Overall, retail websites generated almost 22 billion visits in June 2020, up from 16.07 billion global visits in January 2020. This is of course due to the global coronavirus pandemic which has forced millions of people to stay at home in order to stop the spread of the virus. Due to many shelter at home orders and a desire to avoid crowded stores in places where it is possible to shop, consumers have turned to the internet to procure everyday items such as groceries or toilet paper.

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# Coronavirus impact on health and medicine website traffic worldwide as of May 2020 (in million visits)

## COVID-19 impact on global health site traffic 2019-2020

### Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	January 2019 to May 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SEMrush
Publication date	July 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Includes health information sites, healthcare providers, health retail e-commerce sites, and other.</i>

### Description

Digital health platforms have undergone a ten percent global traffic increase between January and April 2020. Overall, health and medicine websites generated 581.37 million visits in May 2020, up from 459 million global visits in January 2019. This is of course due to the global coronavirus pandemic which has forced millions of people to stay at home in order to stop the spread of the virus. Big pharmacy chains such as Walgreens or CVS have increased their online audience reach, and telemedicine startups have also benefitted from the explosion of online orders of prescription drugs and OTC medicines.

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# Coronavirus impact on books and literature e-commerce website traffic worldwide as of March 2020 (in billion visits)

## COVID-19 impact on global books & literature e-commerce site traffic 2020

### Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	January 2020 to March 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SEMrush
Publication date	April 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

Books and literature e-commerce platforms have undergone a 16 percent global traffic increase between January and March 2020. Overall, websites selling books and reading materials online generated 1.51 billion visits in March 2020, up from 1.34 billion global visits in January 2020. This is of course due to the global coronavirus pandemic which, among other things, has forced people worldwide to stay at home and forego their usual sorts of outdoors entertainment. Furthermore, millions of schoolchildren and students are now reliant on digital classroom materials as schools remain closed to stop the spread of the virus.

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# Coronavirus impact on furniture and home decor e-commerce website traffic worldwide as of March 2020 (in billion visits)

## COVID-19 impact on global home decor e-commerce site traffic 2020

### Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	January 2020 to March 2020
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	SEMrush
Publication date	April 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

Home decor and furnishing platforms have undergone a seven percent global traffic increase between January and March 2020. Overall, websites selling home decor and furniture products online generated 1.7 billion visits in March 2020, up from 1.56 billion global visits in January 2020. This is of course due to the global coronavirus pandemic which has forced millions of people to stay at home in order to stop the spread of the virus. Large swaths of employees are trying to work from home and subsequently require office setups they might not have had in place before. Brands such as IKEA, Home Depot, and Pottery Barn have provided consumers with solutions, be it for utilitarian or pleasure purposes.

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# Worldwide "buy online" keyword search volume from October 2019 to June 2020, by average monthly searches (in 1,000s)

Global "buy online" keyword search volume 2019-2020

## Source and methodology information

Source(s)	SEMrush
Conducted by	SEMrush
Survey period	October 2019 to June 2020
Region(s)	Worldwide
Number of respondents	n.a.
Age group	n.a.
Special characteristics	data is based on over 2,000 of the world`s most visited e-commerce websites across multiple categories
Published by	SEMrush
Publication date	July 2020
Original source	semrush.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source analyzed data from the 10 most popular e-commerce industries: General retailers; Fashion; Consumer electronics; Groceries and food; Health and beauty; Home and garden; Kids` products; Gifts and flowers; Sport and outdoors; and Pets` products. The data from 2,000+ the most visited e-commer [...] For more information visit our Website</i>

## Description

Due to the global coronavirus outbreak, consumers have been more interested in online shopping than ever before. In October 2019, the keyword "buy online" generated 18,100 monthly online searches worldwide. The search volume for this keyword increased to 22.2 thousand average searches per month as consumers pivot to buying daily necessities and larger items online.

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# Coronavirus impact on time spent per online user session in selected industries worldwide in week ending April 26, 2020

Coronavirus global online user engagement impact as of April 2020, by industry

## Source and methodology information

Source(s)	ContentSquare
Conducted by	ContentSquare
Survey period	week 4/20 to 4/26 compared to reference (Jan 6 to Feb 16)
Region(s)	Worldwide
Number of respondents	1,400 sites
Age group	n.a.
Special characteristics	4.8b sessions and 23b pages views over the last 11 weeks of 2020
Published by	ContentSquare
Publication date	April 2020
Original source	contentsquare.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>According to the source, "our analysis is based on 7b sessions and 35b pages views over the last 15 weeks of 2020, from January 6 to April 19. We have compared behaviors across 20+ industries since the outbreak was first reported globally (week of Feb 17) compared to the period immediately before (f [...] For more information visit our Website</i>

## Description

Due to the global coronavirus pandemic, online audiences are spending significantly more time on supermarket websites. In the week ending April 26, 2020, online users spent 15.7 percent more time per user session in the online supermarket segment compared to the reference period in January and February 2020. In comparison, tourism user session time spend decreased by 30.4 percent. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.

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# Change in e-commerce usage to purchase products normally bought in-store due to coronavirus (COVID-19) worldwide as of March 15, 2020, by country\*

E-commerce purchase frequency change due to the coronavirus outbreak 2020, by country

## Source and methodology information

Source(s)	<a href="#">Ipsos</a>
Conducted by	<a href="#">Ipsos</a>
Survey period	March 12 to 14, 2020
Region(s)	Worldwide
Number of respondents	10,000
Age group	16-74 years
Special characteristics	n.a.
Published by	<a href="#">Ipsos</a>
Publication date	March 2020
Original source	Tracking the Coronavirus, page 16
Website URL	<a href="#">visit the website</a>
Notes:	<i>*These are the results of an Ipsos survey conducted March 12th to 14th, 2020 on the Global Advisor online platform among 10,000 adults aged 18-74 in Canada and the United States and 16-74 in Australia, China, France, Germany, Italy, India, Japan, Russia, Vietnam and the United Kingdom. Where availabl [...] For more information visit our Website</i>

## Description

As of March 15, 2020, half of respondents in China said that their frequency of purchasing goods online had increased compared to one month previously. In comparison, this figure was twelve percent in Germany. For further information about the coronavirus (COVID-19) pandemic, please visit our dedicated Facts and Figures page.

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# Have you deliberately purchased any of these products or services online instead of offline because of the COVID-19 / coronavirus pandemic? (as of May 31, 2020)

Shifting to online purchases because of the COVID-19 pandemic 2020, by category

## Source and methodology information

Source(s)	Statista Survey
Conducted by	Statista
Survey period	May 25 to 31, 2020
Region(s)	Germany, United Kingdom, United States
Number of respondents	2137
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	June 2020
Original source	COVID-19 Barometer 2020
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

As of May 31, some 27 percent of respondents in the United States stated that they had deliberately purchased hygiene products online instead of offline because of the pandemic.

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