

Navigating Online Consumer Behaviour

2022 E-COMMERCE TRENDS AND FORECASTS

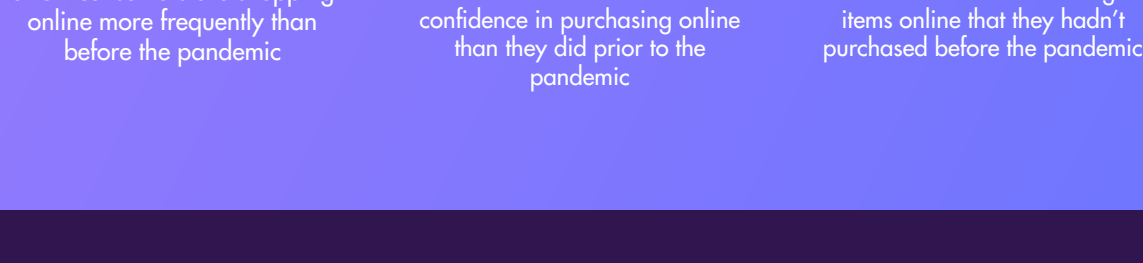


The steady rise of online shopping drastically accelerated in 2020, and the continued evolution of online consumer behaviour continues to drive change across the e-commerce industry.

As leaders in e-commerce technology and innovation, ChannelAdvisor recognises the importance of understanding these evolving consumer mindsets and how they shape the direction of our industry. That's why, since the beginning of the pandemic, we've partnered with leading global research firm Dynata to conduct periodic global surveys of online consumers and monitor changing behaviour.

Most recently, in August of 2021, we polled over 1,000 active UK consumers to find out how they're shopping, how they discover and interact with brands, and what they predict their shopping behaviour will look like in the future.

Compared to their habits prior to the COVID-19 pandemic...



Product Discovery

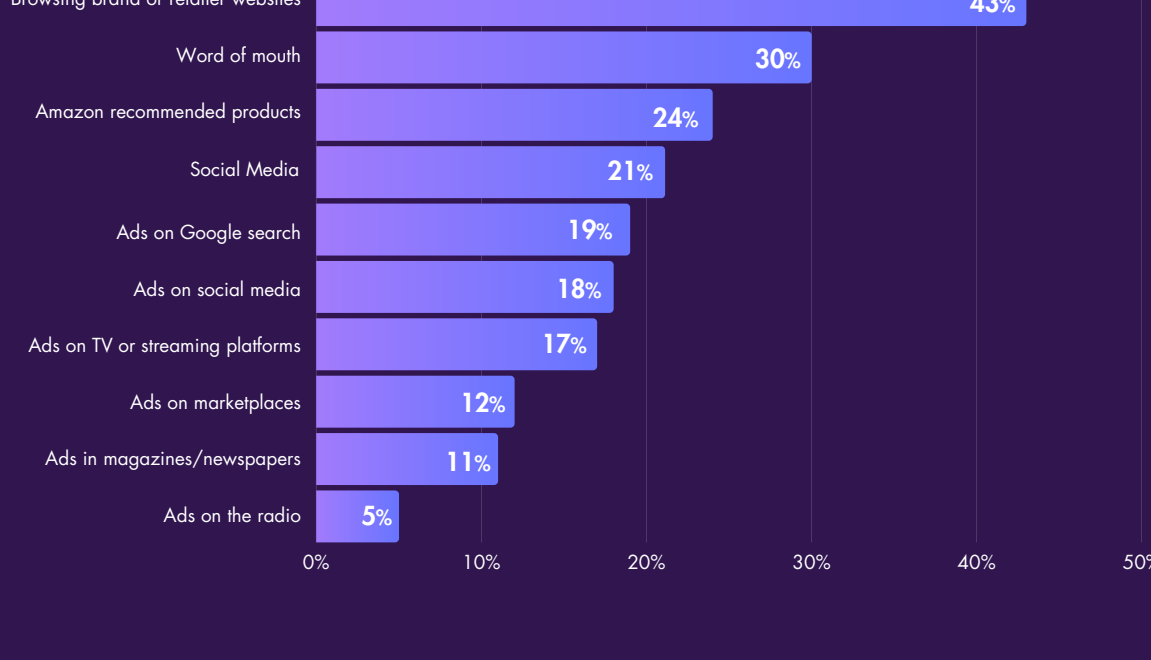
When UK consumers go online to buy products, they begin their product search on:



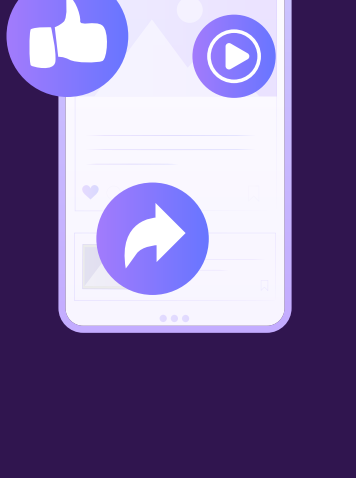
When UK consumers go online to research products, they begin their product search on:



In the past 12 months, UK consumers have discovered products they've purchased from:

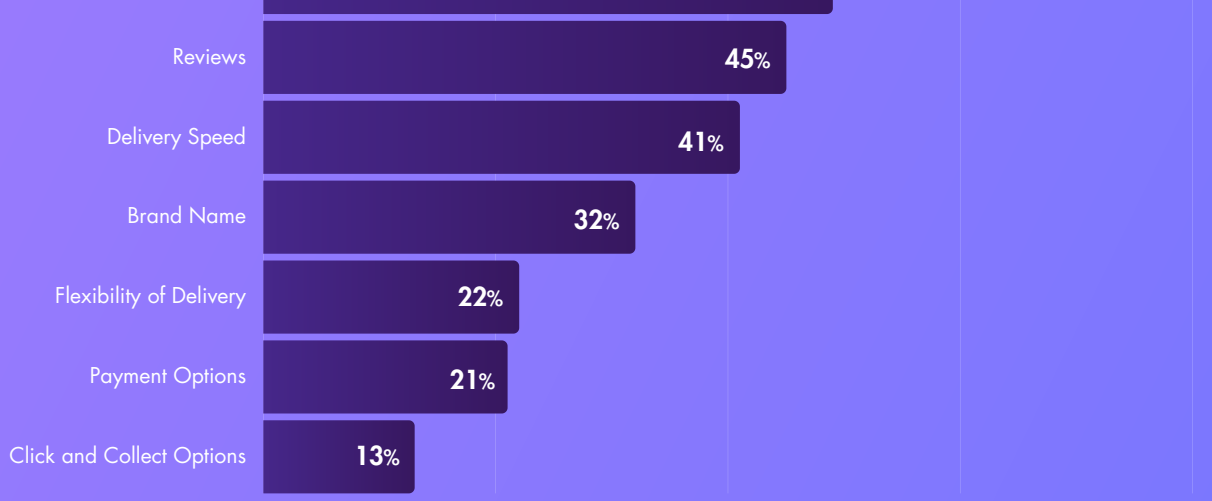


Social media platforms have become a key research and discovery channel for younger audiences.

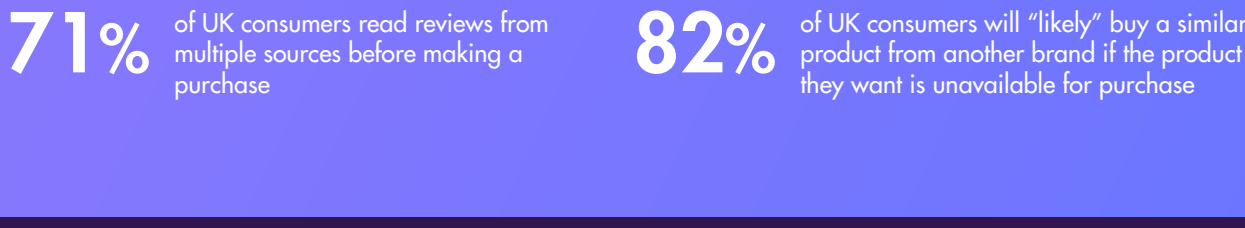
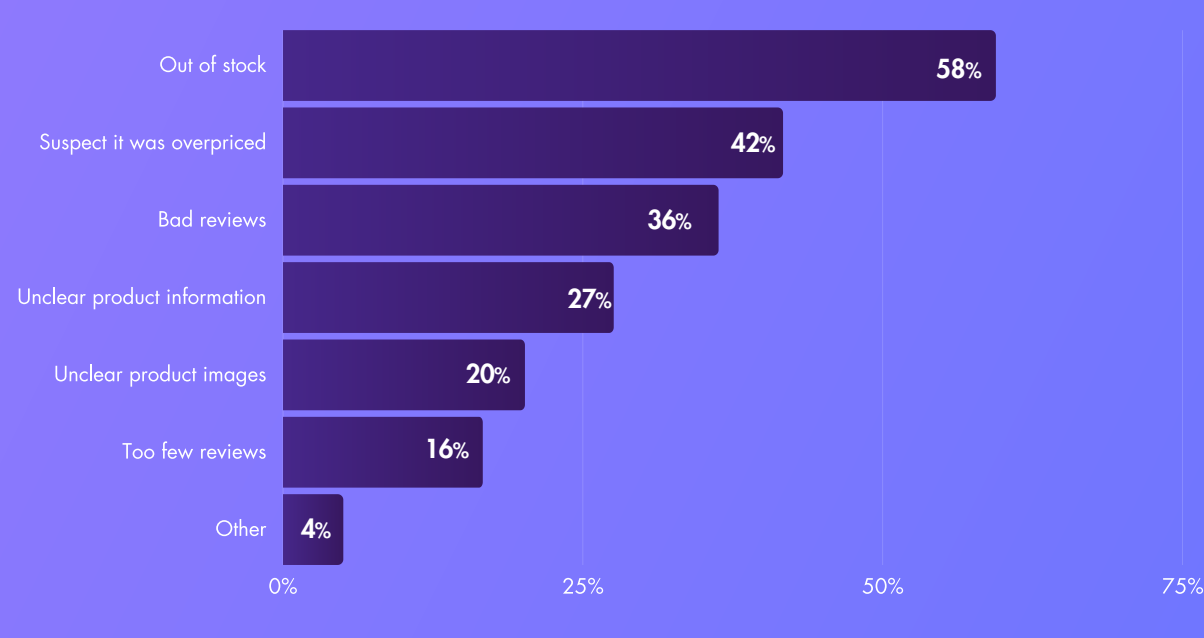


Shopping Behaviour

Q: What are the biggest influences when it comes to choosing between products?

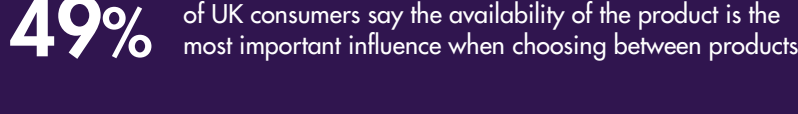
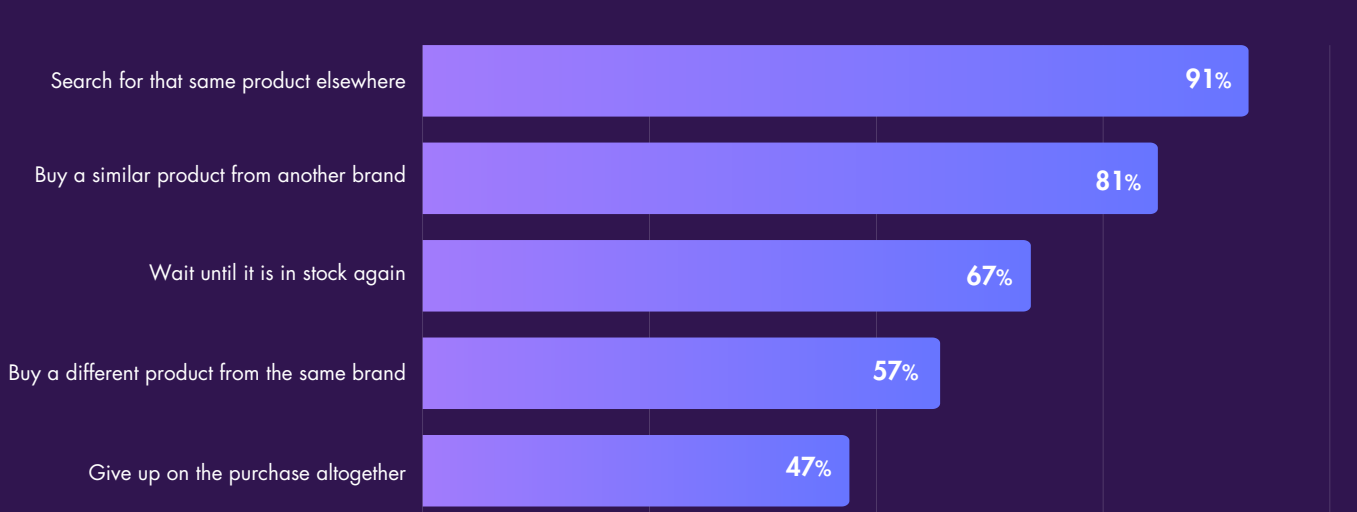


Q: Which of the following have ever caused you to abandon an online purchase?

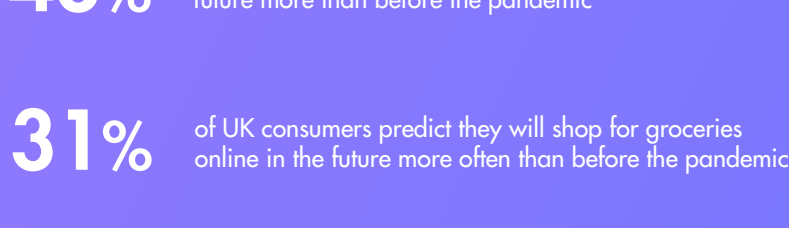


The Importance of Availability

Q: When the product you want is unavailable for purchase, what are you likely to do?

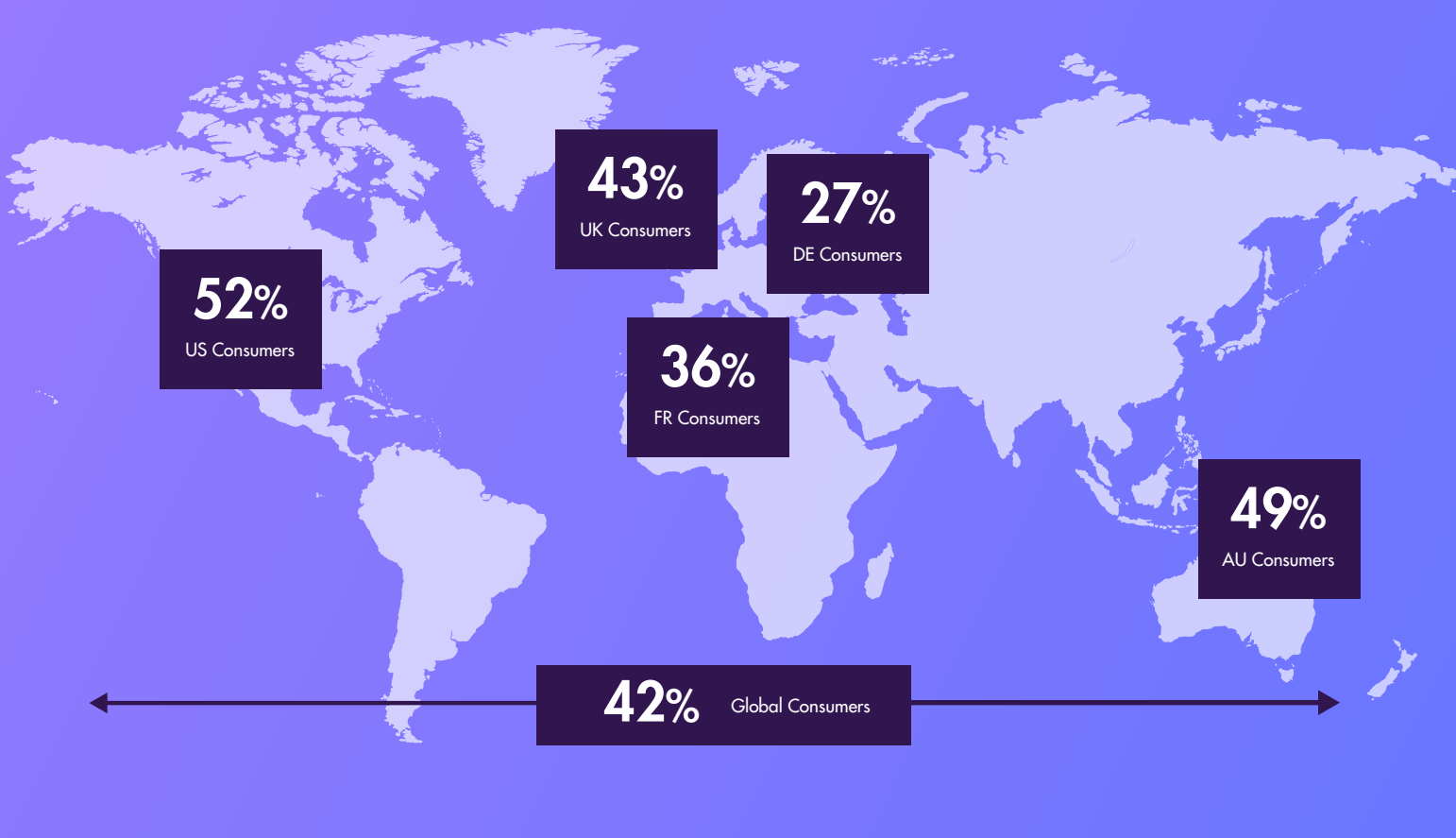


Future Shopping



Global Snapshot

Consumers that predict they will shop online in the future more than before the pandemic



Looking to future-proof your e-commerce strategies?

ChannelAdvisor has over 20 years of e-commerce experience, helping thousands of brands and retailers across the world navigate the changing e-commerce landscape. If you'd like a demo of our platform or to talk to an e-commerce consultant about your current strategies, reach out below.



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