COVID-19 Impact on Global Online Sales
A 2Checkout Perspective

Global View

Significant increase in software and digital goods orders, as companies and individuals seek to improve productivity and security while working remotely and spending more time at home.

Country level Highlights on Digital Goods

The demand for digital goods experienced an upward trend beginning in March 2020. Overall: 15% increase of online sales of digital goods globally.

- Sales of physical goods did not show any significant growth globally. Potentially due to the interruption to the supply chain and logistics related to the delivery of physical items.
- Categories with highest level of growth:
  - +40% Multi-media Tools
  - +22% Collaboration
  - +15% End-point Security
- Online sales of advertising or business services retracted, experiencing declines of 11%.

“The data we are seeing during this time of uncertainty demonstrates a sharp rise in the purchasing of digital solutions, designed to improve both the productivity and security of the global workforce operating remotely as well as home entertainment, as part of a social distancing effort. This trend is a illustration of the power that technology and more specifically, online commerce, can play in minimizing the impact to the global economy during the pandemic.”

2Checkout is following closely the evolution of transactions going through the company’s monetization platform and analyzing the potential impact of the COVID-19 pandemic over global online sales. Subscribe to the 2Checkout newsletter for more updates.

2Checkout is a leading provider of payment solutions that enable businesses to accept payments in over 100 currencies globally at no cost to the business. 2Checkout enables global businesses to grow by offering a low-cost, flexible solution that can replace any legacy or legacy-based platform and enable merchants to accept payments from all parts of the world.

Modern Commerce. Simplified.

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The results presented in this infographic were derived from 2Checkout’s platform data, collected from more than 17,000 merchants selling both digital and physical goods (March 2020 compared to February 2020).