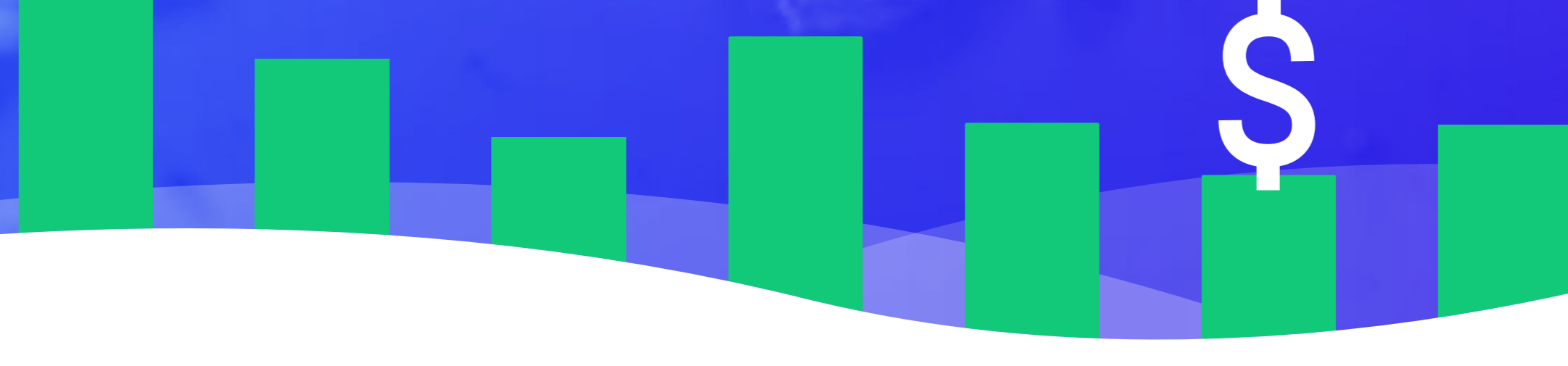


# COVID-19 Impact on Global Online Sales

A 2Checkout Perspective



**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.

*Percentages are calculated based on March 2020 sales compared to February 2020.*



## Global View

The demand for **Digital Goods** experienced an upward trend beginning in March

**OVERALL: 15% increase of online sales of digital goods globally.**

Categories with highest level of growth:



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.*

**-11%** Online sales of services such as advertising or business services retracted, experiencing declines of 11%.

## Country-level Highlights on Digital Goods

**Italy** **+40%**

Most Purchased Products:

- ★ End-point Security
- ★ Audio-video/ Multimedia Software
- ★ Web Tools

**Spain** **+30%**

Most Purchased Products:

- ★ End-point Security
- ★ Utilities
- ★ Audio-video/ Multimedia Software

**Germany** **+15%**

Most Purchased Products:

- ★ Audio-video/ Multimedia Software

**United Kingdom** **+14%**

Most Purchased Products:

- ★ End-point Security
- ★ Audio-video/ Multimedia Software

**United States of America** **+13%**

Most Purchased Products:

- ★ End-point Security
- ★ Audio-video/ Multimedia Software

**Sweden** **+8%**

Most Purchased Products:

- ★ Audio-video/ Multimedia Software
- ★ End-point Security
- ★ Marketing Tools

**Australia** **+8%**

Most Purchased Products:

- ★ End-point Security
- ★ Audio-video/ Multimedia Software

*"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 illustrative of the power that technology and more specifically, online commerce, can play in minimizing the impact to the global economy during this 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.

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).



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