eCommerce Trends to Consider in 2019

Upcoming priorities for eCommerce companies

66% - Personalization
54% - User-generated content
44% - Social commerce
42% - Mobile commerce
34% - Influencer marketing
29% - Augmented reality
28% - Live streaming
26% - Augmented/reinforced shopping
24% - Subscription commerce
16% - Virtual reality
13% - Voice commerce
13% - Blockchain
7% - Voice shopping
7% - AI
7% - Blockchain
6% - Cybersecurity

Main challenges for eCommerce companies at the end of 2018

28% - Traffic/Conversion
16% - User experience
13% - Supply chain management
13% - Technology infrastructure
7% - Payment fraud
7% - Cybersecurity
6% - Voice commerce

Will automation & machine learning be used in eCommerce?

66% - Product recommendations
54% - Personalization
44% - Customer support
42% - Cross-border shipping
34% - User-generated content
29% - Social commerce
26% - Augmented reality
24% - Personalization
16% - Live streaming
13% - Influencer marketing
13% - Voice commerce
7% - Blockchain
7% - Cybersecurity
6% - Voice shopping

How do online vendors want to grow their sales?

66% - Increasing product range
34% - Launching new stores
28% - Expanding into new markets
26% - Increasing marketing spend
24% - Offering more store services
16% - Increasing supply chain efficiency
13% - Enhancing mobile commerce
6% - Offering new payment methods

Focus on technology

51% - Supporting mobile commerce
44% - Preparing to launch
34% - Integrating new technologies
26% - Leveraging 3rd-party services
16% - Creating new product features

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Steps targeted for expansion

49% - Increasing supply chain efficiency
46% - Creating new product features
33% - Increasing marketing spend
44% - Preparing to launch
42% - Integrating new technologies
34% - Leveraging 3rd-party services
13% - Launching new stores
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46% - Creating new product features
29% - Increasing marketing spend
26% - Leveraging 3rd-party services
24% - Increasing supply chain efficiency
22% - Integrating new technologies
13% - Launching new stores
7% - 8 South

How will marketing budgets be spent?

54% - TV
52% - Print
50% - Online
48% - Social
46% - Influencer marketing
44% - Digital
38% - Email
36% - Digital advertising
34% - Mobile
32% - Podcast
26% - Voice
16% - Virtual reality
7% - Augmented reality
6% - Voice commerce

Payment methods that online vendors are most interested in adopting

66% - Cryptocurrency
54% - Mobile payments
44% - Apple Pay
34% - Google Pay
26% - Facebook Pay
13% - Amazon Pay
13% - PayPal
13% - Venmo
13% - Walmart Pay
7% - BitCoin
7% - Other

How do eCommerce marketers plan to improve their customer support?

49% - Live chat
44% - Social media
34% - Online chat
32% - Email
26% - Phone
13% - Live chat
7% - Social media
7% - Online chat

Compliance standards and certifications

28% - ISO
25% - GDPR
18% - PCI DSS
12% - HIPAA
10% - Sarbanes-Oxley
7% - FERPA
7% - CCPA
7% - Other

Who manages eCommerce in companies that sell online?

44% - Marketing
36% - Cross-functional team
26% - eCommerce Department
24% - Sales
16% - Logistics
13% - Other
7% - Customer service
7% - Chief Marketing Officer
7% - Chief Executive Officer
6% - Chief Financial Officer

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