



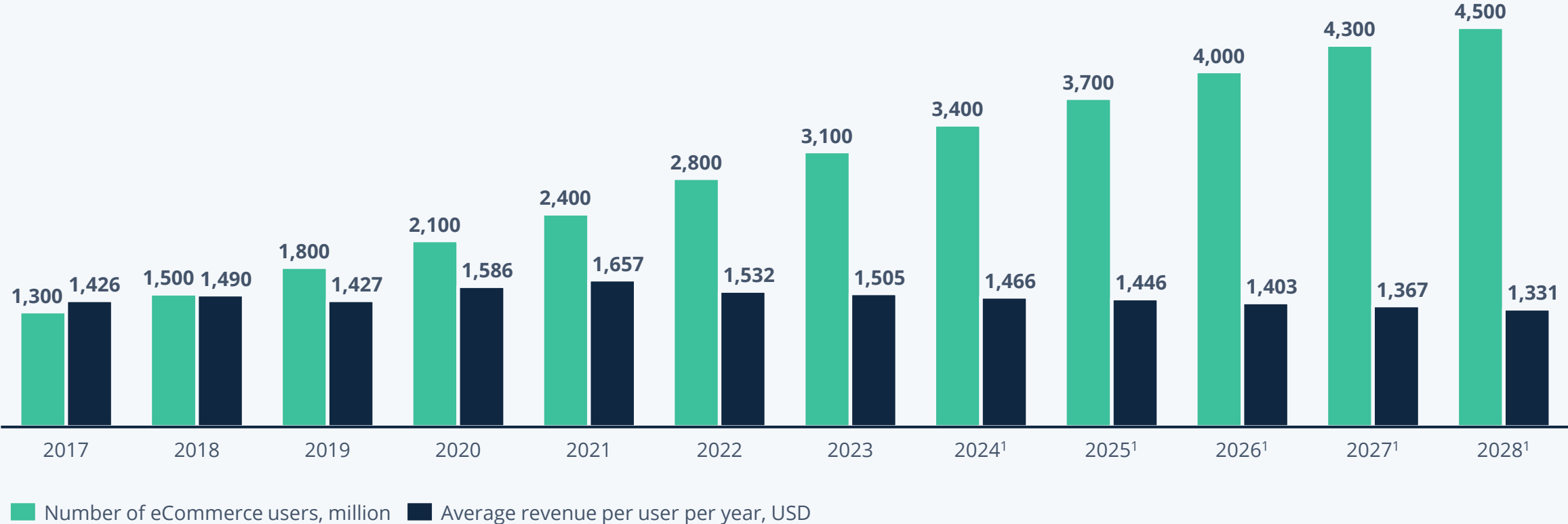
STATE OF DIGITAL RETAIL

# Global eCommerce Consumer 2024

Average Order Value, Conversion Rates, Discounts and Consumer Behavior: **Discover How Consumers Are Shopping Online in 2024.**

# Global eCommerce Growth Is Driven by New Customers Joining Rather Than Increases in Average Spending per User

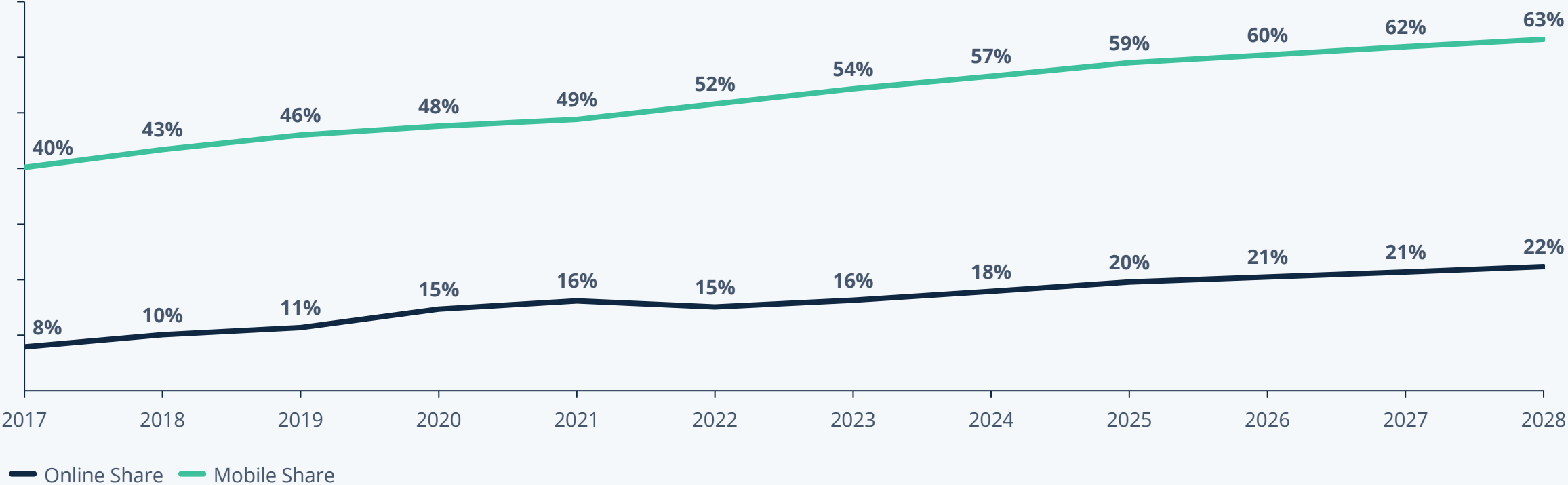
Number of eCommerce Users and Average Annual Revenue per Year



2 | Notes: (1) Forecast.  
Sources: ECDB, as of April 2024, Statista.

# Both Online Share and Mobile Share Are Growing, as Almost Two-Thirds of All Consumers Will Shop Through Mobile Devices by 2028

Global Online<sup>1</sup> and Mobile Share<sup>2</sup>



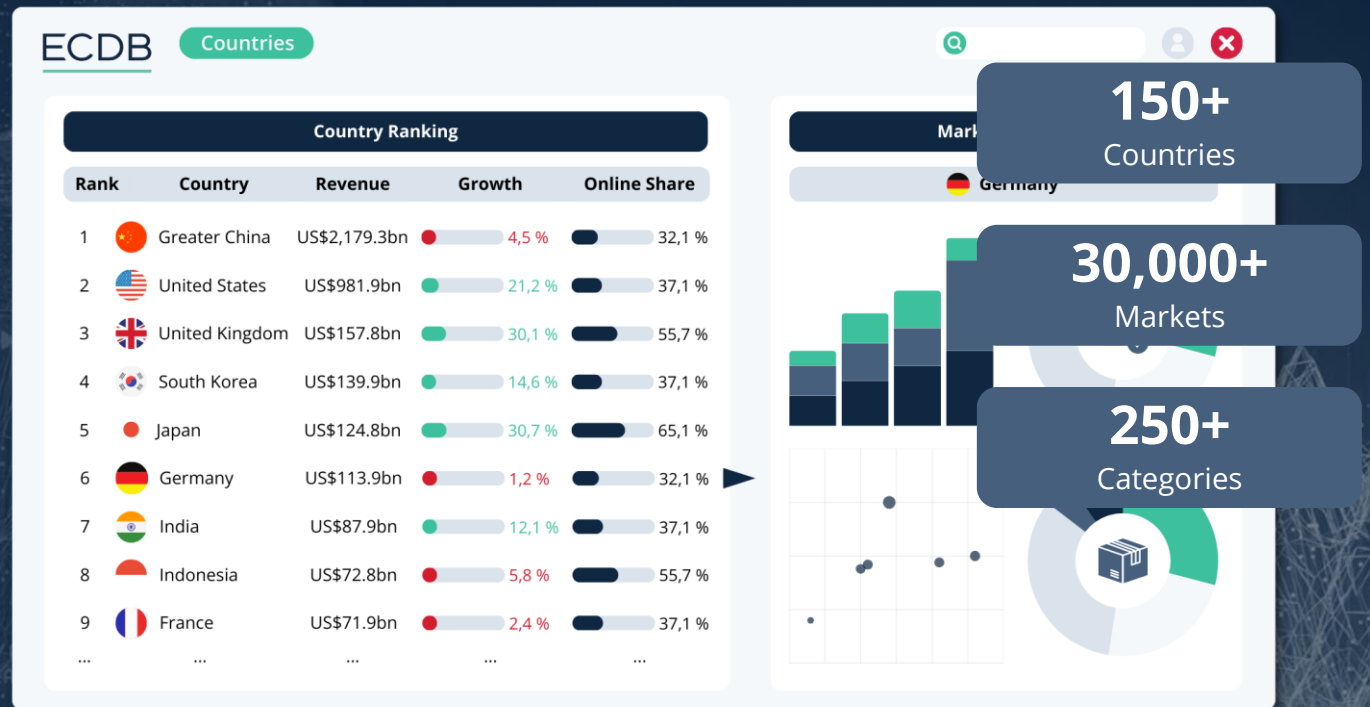
3 | Notes: (1) Proportion of the retail volume that is transacted via the Internet (2) Share of eCommerce volume that is transacted through mobile devices. Sources: ECDB, as of April 2024, Statista.

# Discover eCommerce Market Data on More Than 150 Countries in Our Filterable Rankings and Detailed Profiles

With our global eCommerce **country rankings** and **market profiles**, you can see where in the world online shopping revenues are growing the fastest.

**Dive into market sizes, spot emerging trends,** and check **which online retailers are leading** in various countries. Use our revenue figures to discover the top countries for your eCommerce business.

- ✓ **Business Growth:** Fuel your international expansion by identifying high-revenue countries with our data analytics.
- ✓ **Market Insights:** Stay ahead by monitoring market trends and the online share of specific countries in the eCommerce sector.
- ✓ **Data Analytics:** Exclusive performance indicators, highlighting the portion of online sales in relation to the overall retail sector.



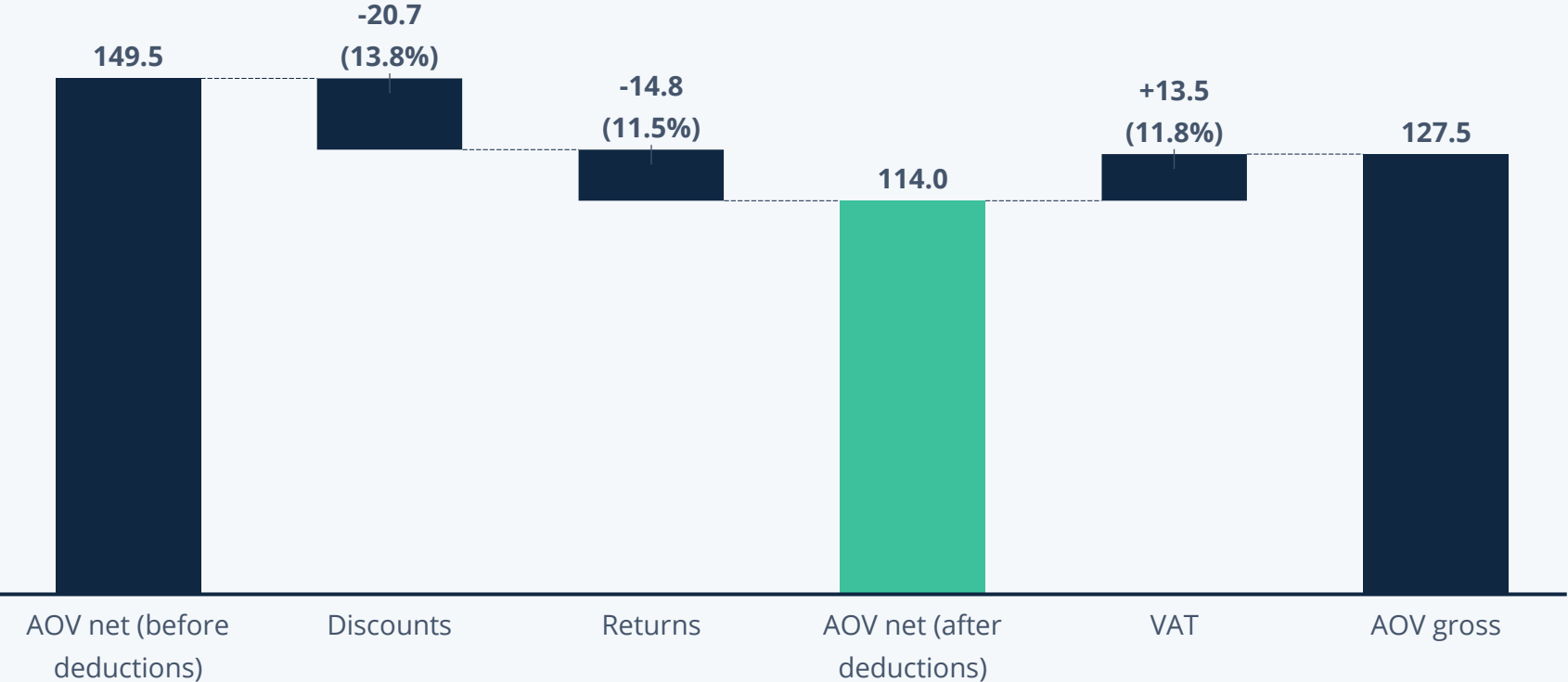
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# The Average Order Value in Global eCommerce is US\$ 114.0, as Discounts and Returns Take Almost 25% of Original Product Prices

Transactional KPIs in the Global eCommerce Market in 2023, in US\$



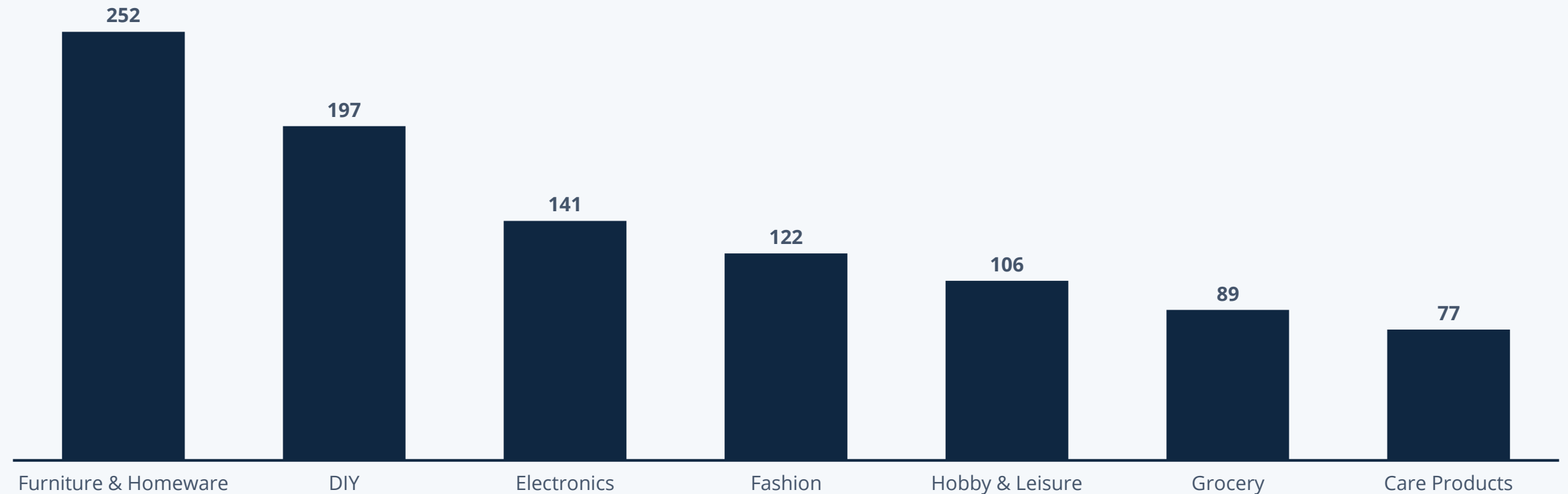
On a global average, consumers put products worth around US\$ 149.5 into their cart for each finalized order. During checkout, this average order value is reduced by US\$ 20.7 due to discounts. This indicates an average discount rate of 13.8%.

Over the course of the transaction process, a further US\$ 14.8 of the transaction is sent back as a return with a return rate of 11.5%. After these deductions, the average net order includes US\$ 114.0 worth of goods. Including the average value-added tax of US\$ 13.5 or 11.8%, the gross average order value is US\$ 127.5.

5 | Notes: Data shown is using current exchange rates.  
Sources: ECDB, as of April 2024.

# Average Order Value Varies Across Categories, With Consumers Spending By Far the Most on Large Purchases Such as Furniture

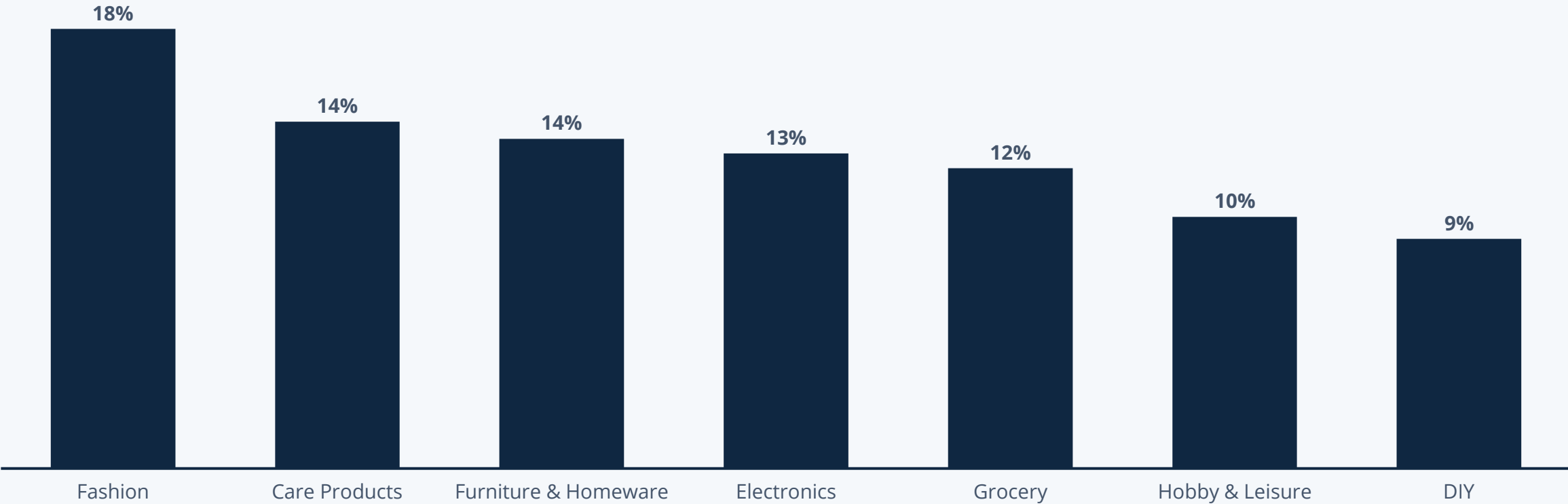
Global Average Order Value<sup>1</sup> per Category, in US\$



6 | Notes: (1) Average Order Value after the deduction of discounts and returns excluding VAT. Data shown is using current exchange rates.  
Sources: ECDB, as of April 2024.

# Customers Expect Significant Discounts for Categories With Shorter Product Lifespans Such as Fashion or Care Products

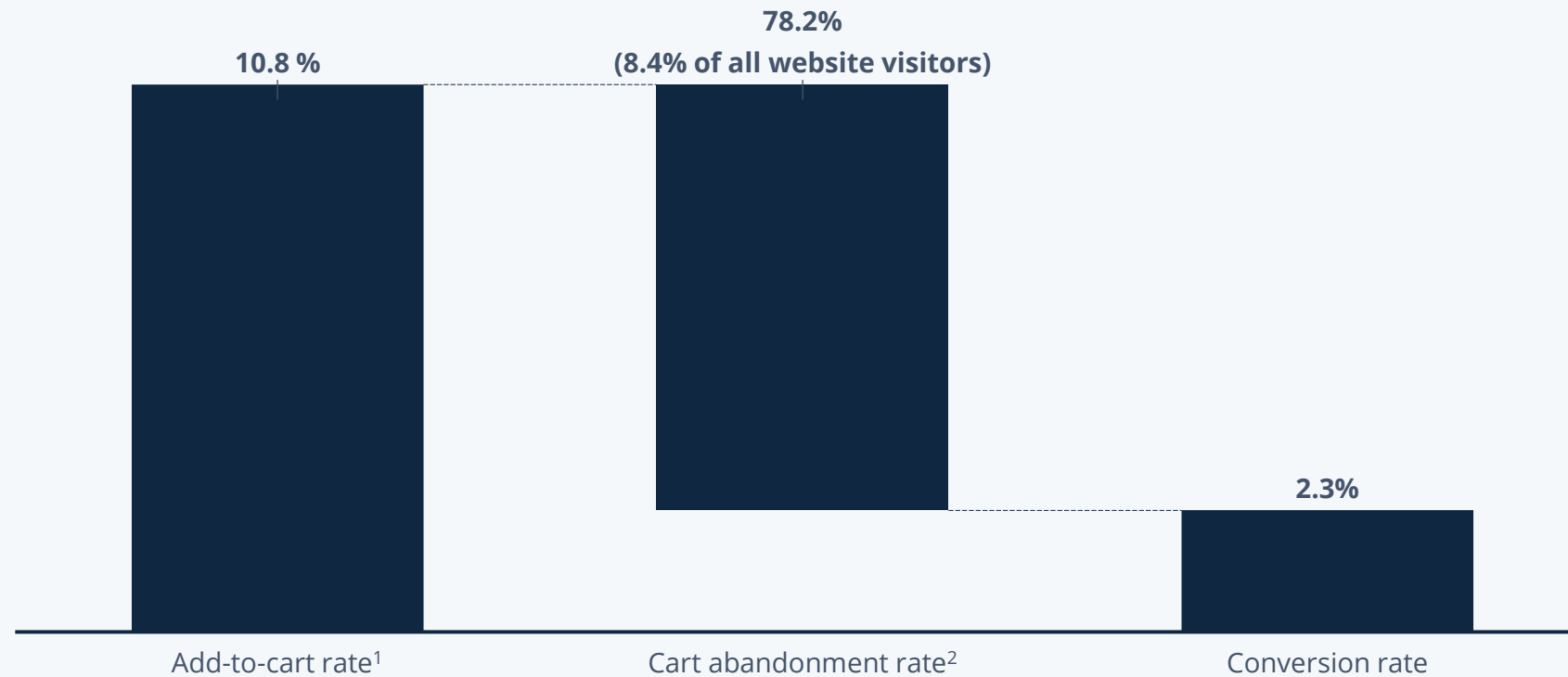
Global Discount Rate<sup>1</sup> per Category, in %



7 | Notes: (1) Discount rate shows the average percentage by which products are reduced.  
Sources: ECDB, as of April 2024.

# While Only 10.8% of All Website Visitors Add an Item to Their Cart, Almost 80% Abandon Their Cart Without Making a Purchase

## Conversion Funnel KPIs in the Global Category Market in 2023



After a customer first visits an online store, there is a progressive reduction in user numbers at each stage of the conversion funnel. On a global average, **only 10.8% of all users add an item to their shopping cart during a visit.**

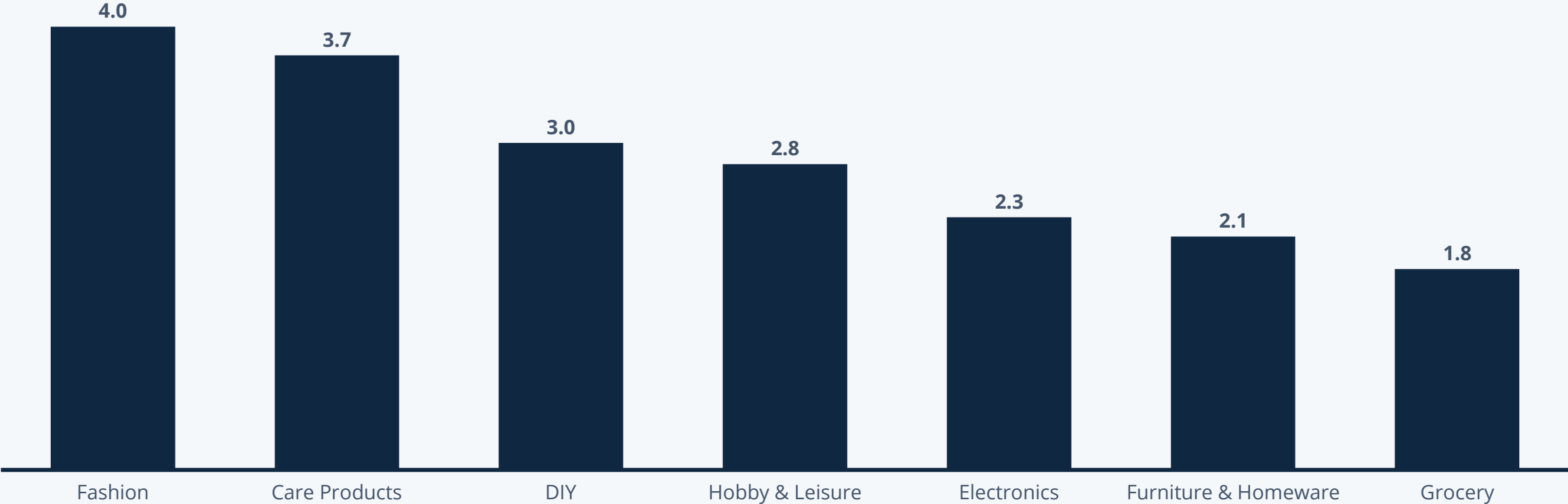
But only a small share of users who add an item to their cart reach the checkout. **78.2% of visitors with an item in their cart abandon this cart without purchasing the item.** On average, customers abandon their cart three times before finally making a purchase.

This leaves only a small share of website visitors to end up purchasing a product. Globally, **just 2.3% click the button to buy the contents of their cart.**



# On Average, Customers Abandon Their Shopping Cart About Three Times Before They Make a Purchase

Number of Times a Shopping Cart Is Abandoned Until a Purchase Is Completed

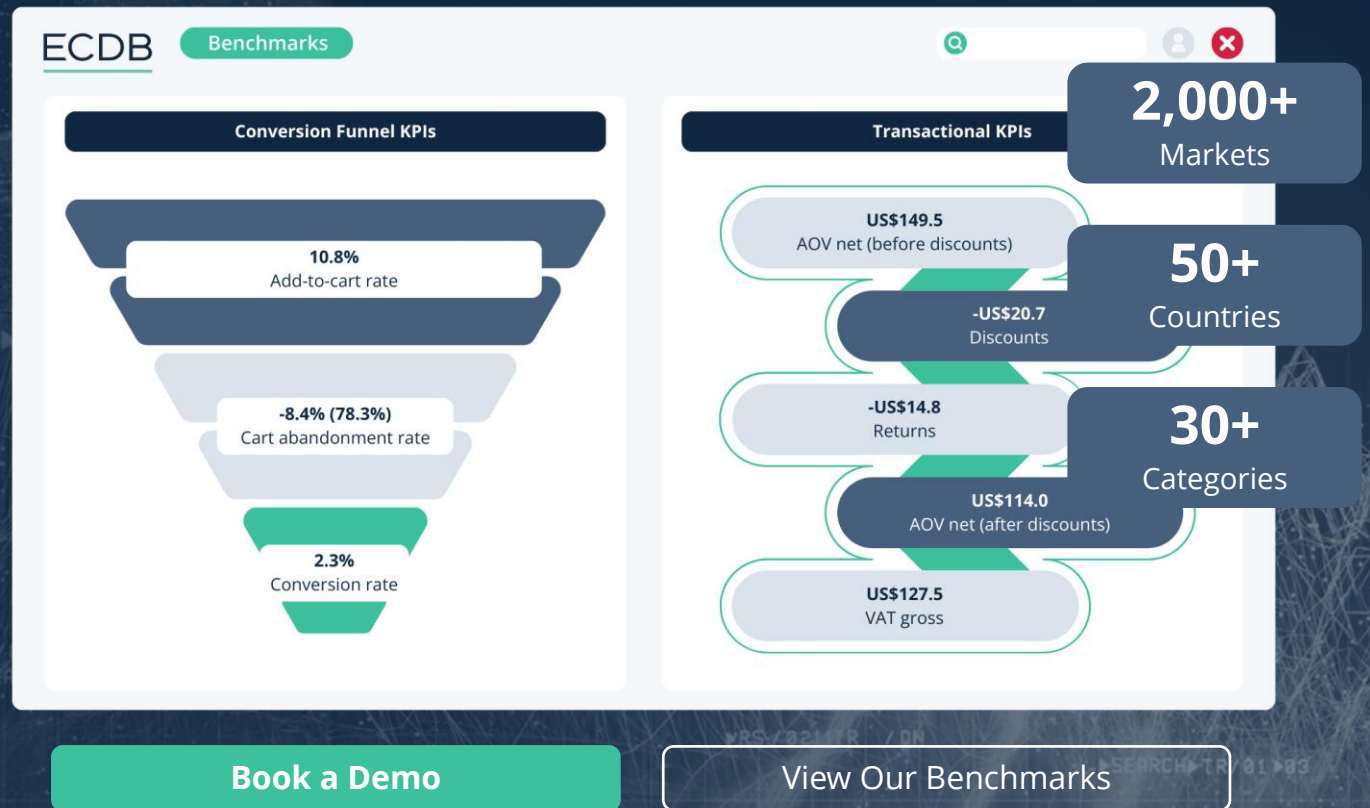


# Boost Your Success With Our eCommerce Performance Benchmarks for More Than 2,000 Markets

Our data provides the tools to elevate your eCommerce strategy: With our ECDB benchmarks you can **compare transaction success and boost your overall sales effectiveness.**

Find out **how consumers interact with eCommerce websites** comparable to yours and **what influences their spending decisions** for a data-driven approach to online retail.

- ✓ **Journey Metrics:** Examine add-to-cart and cart abandonment rates to refine the shopping experience.
- ✓ **Sales Indicators:** Compare conversion rates to evaluate the effectiveness of your sales funnel.
- ✓ **Financial Insights:** Analyze average order value, discount impact, and return frequencies for profitability optimization.



# Download Our Two Additional Whitepapers on eCommerce Retailers and Markets in 2024



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