

KEY ECOMMERCE STATISTICS 2020

2.4

BILLION



DIGITAL BUYERS BY 2021

The fastest growth in retail eCommerce between 2018 and 2022 is expected in India and Indonesia.



By 2040, around **95% of all purchases** are expected to be via eCommerce.



There are between **12M to 24M eCommerce sites** in the world.



By 2021, roughly **93% of UK internet users** are expected to shop online.

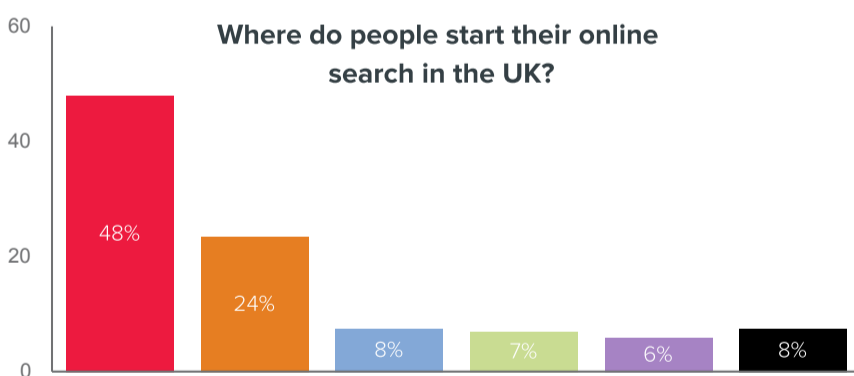


48% of all online shoppers **start their search on Google**.

23.6% of online shoppers **start their search on Amazon**.



Men spend more online than women do.



Google

Amazon

eBay

Another Search Engine

Social Media

Other



While almost **£1 in every £5 of retail spent is online**, there's still a significant amount of spend taking place offline.

SOURCES

<https://www.shopblocks.com/blog/e-commerce-by-numbers-key-facts-and-figures>

<https://www.statista.com/topics/2333/e-commerce-in-the-united-kingdom/>

<https://99firms.com/blog/e-commerce-statistics>

