

## Global Trends In Online Shopping A Nielsen Global Consumer

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[Gold Global Trends In Online Shopping](#)  
Dive into Google data to discover the unique habits and motivations that shape the latest global e-commerce and online shopping trends.

[Online shopping trends & global e-commerce — Think with Google](#)

Global online consumers say that books and clothing will continue to top the list for planned online purchases in the next six months, which follows the trend reported in a 2009 Nielsen survey where 46 percent of global consumers said they purchased books in the past three months and 41 percent bought clothing online.

[Global Trends in Online Shopping - Nielsen Global Consumer —](#)

[6 New Online Shopping Trends & Forecasts for 2020/2021 to Watch Out For](#) Competitive pricing, ultimate convenience and fast delivery are fueling the blistering growth of online shopping. For this, many well-known brands paid the price. Yet the signs show that these new breed of businesses are just starting.

[6 New Online Shopping Trends & Forecasts for 2020/2021 to —](#)

In 2018, an estimated 1.8 billion people worldwide purchased goods online (Statista, 2018). In the same year, global e-retail sales amounted to \$2.8 trillion. If that isn't enough to blow you away, projections show that global e-retail sales are going to grow to up to \$4.8 trillion by 2021. The growth of online shopping is simply impressive.

[10 Online Shopping Statistics You Need to Know in 2020 —](#)

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Consumers have a tendency to look up price comparisons (65%), product information (61%), online reviews (49%), product options (35%), and store inventory (16%) online via mobile phone while inside a store. [7] 30% of consumers say that the channel through which they see a product before purchasing is online shops.

[74 Compelling Online Shopping Statistics 2020 Data —](#)

Global Online Shopping Market: Regional Outlook. The global market for online shopping registers its presence across Europe, Asia Pacific (APAC), North America, and the Rest of the World. Asia pacific, among these, has surfaced as the most promising market for online shopping, thanks to the rising number of affluent working-class population.

[Online Shopping Market - Global Industry Analysis, Size —](#)

In 2019, it's estimated there are 1.92 billion digital buyers, and eCommerce sales account for 14.1% of retail purchases worldwide. Since online shopping, in general, is growing so fast, the next statistic shouldn't come as a surprise to you. In 2023, eCommerce retail purchases are expected to rise from 14.1% to 22%.

[Online Shopping Statistics You Need to Know in 2020](#)

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We believe these trends are just as relevant today and in many ways the global pandemic have emphasised their importance. Against this challenging and fast changing backdrop we have identified some priorities that we believe will be essential during the recovery and as retailers look to build back better through the fourth quarter of 2020 into 2021.

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As internet access and adoption are rapidly increasing around the globe, the number of digital buyers worldwide keeps climbing every year. In 2019, an estimated 1.92 billion people purchased goods...

[E-commerce worldwide — statistics & facts | Statista](#)

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In-house Brands on Reliance Trends Online Store Building on it's capability of fabric manufacturing & deep understanding of the tastes & preferences of Indian shoppers, Reliance Trends has also introduced some of the best quality fashion brands in their offline & online stores.

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The pioneering online shopping sites such as Amazon and eBay were launched in 1995 and they still continue to reign the kingdom of the online retail market. With the consumer population becoming more and more tech-savvy and with the technological advancements that have led to safe, secure and reliable online transactions in the recent past, a customer is more inclined towards e-commerce.

[Online shopping trends — Global Village Space](#)

Online Shopping Trends That Matter Naturally, much could be added. Personalized product recommendations and onsite search are increasingly powerful. For marketing, email reigns supreme, but chatbots are on the rise.

[New \(Old\) Realities Shaping E-commerce: Online Shopping Trends](#)

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