

E-COMMERCE GROWTH BY INDUSTRY



MINIMAL GROWTH
SOME GROWTH
RAPID GROWTH

INDUSTRY	ONLINE SALES	PREDICTED GROWTH	GENERATIONAL DATA	INSIGHTS
APPAREL	Online sales could grow 20% by 2020, compared to just 10% from 2010-2016 (Goldman Sachs)	RAPID GROWTH	Millennials are 3x more likely than other generations to turn to social media for product purchasing advice. (Accel + Qualtrics Millennials Study 2017)	<p>GENERAL: More brick and mortar stores are projected to close in 2017 than in 2015-16 combined. (Credit Suisse)</p> <p>RETAILERS: Focus on creating in-store experiences to draw the customer in. Consider offering free in-store pickup for online purchases.</p> <p>MANUFACTURERS: Since online sales generate more returns than in-store transactions, use real-time data to carefully track inventory.</p>
AUTOMOBILE	Online sales are projected to grow 16% in 2017.	SOME GROWTH	The idea that millennials don't want to own cars is a myth. Nearly 80% of millennials own cars and 75% of the remaining millennials aspire to own one. (Accel + Qualtrics Millennials Study 2017)	<p>GENERAL: U.S. auto sales only grew by 1% in 2015, but aftermarket sales grew by 7%. Online retailers, such as Amazon, are jumping into the aftermarket auto industry to capitalize on American's aging cars. (Hedges & Company)</p> <p>RETAILERS: AutoZone, Advance Auto Parts and O'Reilly Automotive will find it difficult to compete with Amazon. They need to pivot and offer in-store experiences that can't be found online. (Hedges & Company)</p> <p>MANUFACTURERS: Amazon has already secured deals with the largest auto parts makers in the country. To stay relevant, manufacturers should consider selling directly to Amazon. (New York Post)</p>
ELECTRONICS	Online sales of electronics make up 17.7% of all e-commerce sales for 2017. This is projected to rise to 20% by 2020. (Statista)	RAPID GROWTH	Nearly 60% of millennials check their phone first thing in the morning and young millennials check their phones on average 150 times per day (Qualtrics)	<p>GENERAL: Electronics have been at the forefront of e-commerce sales for years with no signs of slowing.</p> <p>RETAILERS: 56% of in-store sales involve a mobile device (Deloitte). Retailers need to seamlessly blend the online and in-store experience.</p> <p>MANUFACTURERS: Diversify your inventory to accommodate both online and brick and mortar sales.</p>

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