











E-COMMERCE GROWTH BY INDUSTRY



MINIMAL GROWTH
SOME GROWTH
RAPID GROWTH

INDUSTRY	ONLINE SALES	PREDICTED GROWTH	GENERATIONAL DATA	INSIGHTS
APPAREL	 <p>Online sales could grow 20% by 2020, compared to just 10% from 2010-2016 (Goldman Sachs)</p>	 <p>RAPID GROWTH</p>	<p>Millennials are 3x more likely than other generations to turn to social media for product purchasing advice. (Accel + Qualtrics Millennials Study 2017)</p>	<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	 <p>Online sales are projected to grow 16% in 2017.</p>	 <p>SOME GROWTH</p>	<p>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>	<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	 <p>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)</p>	 <p>RAPID GROWTH</p>	<p>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>	<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>
ENTERTAINMENT (MOVIE, THEATRE, CONCERTS, SPORTING EVENTS & HOME ENTERTAINMENT)	 <p>"Second screening" is watching something on one screen and checking a mobile device at the same time, usually Facebook. An estimated 80% of mobile device users do this at least once a month. (Weaveability.com)</p>	 <p>MODERATE GROWTH</p>	<p>Millennials account for 29% of ticket sales at movie theatres according to the film analytics firm, Movio. This solid percentage is contrary to widely held assumptions that millennials don't go to the movies. (thewrap.com)</p>	<p>GENERAL: While streaming services (like Netflix) are certainly growing, they aren't cutting into the profits of movie theatres, concerts and in-person events.</p> <p>RETAILERS: Offer technology as an enhancement to the in-person experience: mobile page, reserved seats online, etc.</p> <p>MANUFACTURERS: Tangible products have to be made somewhere. Whether it is a concert ticket or a movie ticket apps had to be made in order for us to have easy conveniences</p>
FAST FOOD	 <p>Mobile order ahead in the fast food industry is projected to be a \$38 billion industry by 2020. (Business Insider)</p>	 <p>RAPID GROWTH</p>	<p>Domino's has positioned itself as an "ecommerce company that sells pizza" by letting customers order via a voice assistant named Dom, Amazon's Echo, Facebook Messenger and their app. (Digiday)</p>	<p>GENERAL: Fast food poses unique e-commerce challenges due to the quick turnaround and short shelflife of product.</p> <p>RETAILERS: Harnessing mobile technology to bring in customers is what will set apart the successful from the stagnant.</p> <p>MANUFACTURERS: The similarities between manufacturing and fast food are so strong that one can argue that fast food is now a manufacture in its own right.</p>
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HOME GOODS, APPLIANCES, DECOR				Stay Tuned For Further Updates
INDUSTRIAL GOODS, SUPPLIES, CONSTRUCTION				Stay Tuned For Further Updates
OFFICE PRODUCTS				Stay Tuned For Further Updates
PET SUPPLIES				Stay Tuned For Further Updates
PROPERTY				Stay Tuned For Further Updates
REPAIRS (AUTO, APPLIANCES, ELECTRONICS)				Stay Tuned For Further Updates
SERVICE (BANKING, INSURANCE, FINANCE, HOSPITALITY)				Stay Tuned For Further Updates
SOFTWARE, APPS & GAMING				Stay Tuned For Further Updates
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