

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)		GENERAL: More brick and mortar stores are projected to close in 2017 than in 2015-16 combined. (Credit Suisse)
			RAPID GROWTH	RETAILERS: Focus on creating in-store experiences to draw the customer in. Consider offering free in-store pickup for online purchases.
				MANUFACTURERS: Since online sales generate more returns than in-store transactions, use real-time data to carefully track inventory.
AUTOMOBILE		Online sales are projected to grow 16% in 2017.		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)
			SOME GROWTH	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)
				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)
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)		GENERAL: Electronics have been at the forefront of e-commerce sales for years with no signs of slowing.
			RAPID GROWTH	RETAILERS: 56% of in-store sales involve a mobile device (Deloitte). Retailers need to seamlessly blend the online and in-store experience.
				MANUFACTURERS: Diversify your inventory to accommodate both online and brick and mortar sales.

ENTERTAINMENT (MOVIE, THEATRE, CONCERTS, SPORTING EVENTS & HOME ENTERTAINMENT)		"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)		MODERATE GROWTH	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)	GENERAL: While streaming services (like Netflix) are certainly growing, they aren't cutting into the profits of movie theatres, concerts and in-person events.
						RETAILERS: Offer technology as an enhancement to the in-person experience: mobile page, reserved seats online, etc.
						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
FAST FOOD		Mobile order ahead in the fast food industry is projected to be a \$38 billion industry by 2020. (Business Insider)		RAPID GROWTH	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)	GENERAL: Fast food poses unique e-commerce challenges due to the quick turnaround and short shelflife of product.
						RETAILERS: Harnessing mobile technology to bring in customers is what will set apart the successful from the stagnant.
						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.
GROCERIES		The top three retailers going into 2016 all had a food market element in their physical stores. This may be one reason that grocers haven't pushed technology in the same way as other retailers--their sales aren't suffering. (National Retail Foundation)		MINIMAL GROWTH	Millennials are less likely than any other generation to clip coupons. They also prefer convenience to the typical supermarket trip--meaning they're more likely to stop at a Walgreens for milk and bread than other generations. Finally, they are eating out more than they're buying groceries, which is on pace with a larger trend across all generations in America. (Gallup)	GENERAL: The grocery industry has remained insulated from e-commerce growth due to the unique nature of selling fresh goods. That being said, the industry has been slow to adopt technology and should look ahead to stay relevant.
						RETAILERS: Brands that are seeing success have created "destination" stores with bars, fast food options and events. Incorporating technology geared at increased store efficiency and customer convenience will also put stores ahead.
						MANUFACTURERS: Grocery stores are one of the few places where consumers still want to visit the physical location. But more and more, stores are adopting mobile apps and online ordering. Manufacturers should take note and work with stores to feature their products in technology with the same prominence they'd be featured on the store shelf.
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HEALTH, BEAUTY & BABY						Stay Tuned For Further Updates

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
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