

5 trends that will shape e-commerce in 2022 and beyond

The e-commerce landscape has changed dramatically in the past two years. Businesses across the board have overcome more challenges in the past two years than in the past ten years. In the past ten years, the average number of online shoppers has increased from 3% to 20%. The number of consumers using their mobile phones to shop has also increased. This change is due to the rise of e-commerce giants like Amazon and eBay, who can provide products at lower costs and faster delivery times.



The question for entrepreneurs and investors is: What is next?

The success of Amazon, eBay, and Alibaba have shown that there is a huge opportunity in the e-commerce market. As consumers continue to shift their shopping habits, companies need to be innovative and change with them. As e-commerce continues expanding at a breakneck speed, brands need to be more experimental with their strategies to boost their revenues.

Before 2020, can you ever imagine buying your favorite products online even without physically touching them?

A lot of the challenges businesses have faced have been overcome through a combination of innovations and improvements. Businesses are now able to take advantage of new technologies, such as augmented reality to boost sales. There is also a big increase in business opportunities for companies that have leveraged their data and created customized content for consumers.

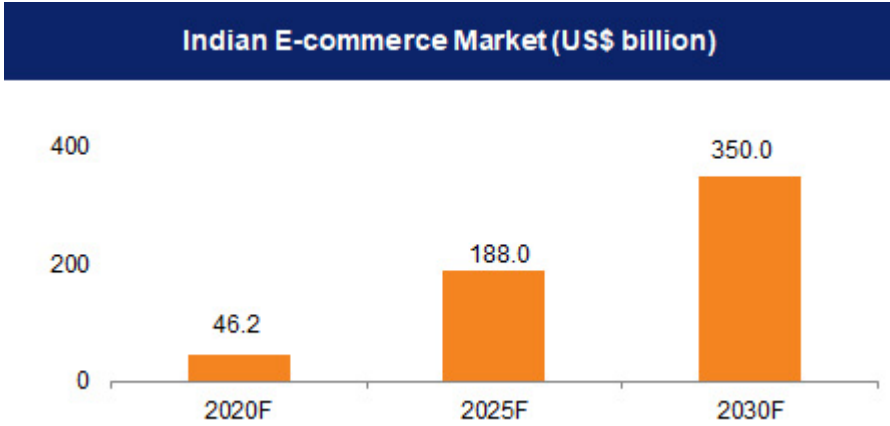


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Seize the Post-Pandemic Transitions

In the coming years, e-commerce sales in India will be influenced by a variety of factors. The pandemic-related lockdowns and travel restrictions have marked a tipping point for e-commerce in India, with demand hitting record highs and new buyers and sellers flooding into digital platforms. This shift is being driven by the changing buying behavior of consumers and the changing needs of retailers. Consumers are turning to e-commerce to save time and money on daily purchases, with the number of product searches on the Internet rising by 30% annually. Indian consumers are especially embracing technology and spending more time online.

When a pandemic hits, the retail industry undergoes a structural shift. The spread of the pandemic prompted an immediate shift in shopping behavior, with consumers spending less time and money in stores and more time and money online. The convenience of online shopping has led to a decrease in retail store sales, with many retailers reporting a decline in foot traffic.

For example, when the flu hit in 2009, the retail industry underwent a structural shift that was predicted by a study conducted by the National Retail Federation. The study showed that shopping habits changed drastically and that people were less likely to venture out to their local stores. In the same year, there was a 15% decrease in sales from retailers. This shows that people are not as likely to go to their local stores because they are more worried about their health and safety.

Trend Set for Future Shopping- Know the Secret Reason

E-commerce is the modern method of selling products to customers in which a business does not have a physical presence in the consumer's location. This is different from traditional retail, which is where the business has a physical store where consumers go to buy their products. E-commerce allows consumers to shop and compare prices from their homes or office while they are on the go. It also allows consumers to purchase products at a lower cost because they are not paying for the costs of an actual store or employee.

The rise of e-commerce has been a major factor in why consumers have gone from preferring brick-and-mortar stores to preferring shopping online. There are many reasons why e-commerce is more appealing than traditional one, such as

- **Transformation Begins with Online Transactions**

The shift toward online transactions can be attributed to the convenience of shopping online. Nowadays, consumers have the option to order online, which has made online transactions the most preferred way of purchasing goods. People are more inclined to shop online because they can make purchases at their convenience and choose what they want to buy without having to wait in line. Consumers can shop for products, compare prices, and make purchases faster and easier than ever before. This is especially true with the number of people who own smartphones and tablets. The convenience of shopping online has allowed consumers to purchase goods and services promptly without having to make a trip to a retail store.

- **Hassle-free Payment with Secure Gateways**

As the digital world has taken over, it has left our traditional payment methods in the dust. With the development of technology and the internet, payment gateways are becoming more robust and easier to use. Robust payment gateways provide an easy and secure way to pay for your goods and services. They are typically a combination of a credit card reader and a secure connection that uses encryption to encrypt the data it sends and receives.

- **Home- The Most Comfort Zone**

In the past, consumers were more likely to buy products in a brick-and-mortar store. But the rise of online shopping has led to a change in modern consumer behavior. They are now more likely to buy products online from the comfort of their own home and avoid the hassle of visiting physical stores.

- **Larger inventory for Quicker Reclamation**

For many years, the internet has been a convenient and cost-effective way for people to buy and sell items. Online retailers such as Amazon and eBay have created a vast inventory of products that are readily available to consumers. Nowadays, consumers can purchase anything from clothing to furniture with just a few clicks of the mouse. The more inventory a business has, the more revenue it can earn.

- **Improved Logistics Network for Competitive Edge**

As our world has become more connected, it has become easier and more affordable to ship goods from one side of the world to the other. With increased globalization and trade, the logistics industry has also seen an increase in demand. The logistics industry is growing at a rate of 8% per year. The logistics network includes everything from the roads to the airports to the different modes of transportation for better coherence.

If You're Not Employing the eCommerce Trends of 2022, you're Not Achieving eCommerce

Implementing eCommerce is not a luxury anymore, it's been an essential part of any successful business need. We're living in a time when new technologies are changing the way we live and work. You already know all the feasibility. Now let's jump into the five trends that will help shape the future of e-commerce.

1. **Artificial Intelligence and Machine Learning are the Inevitable Evolution of the Internet**

Global Marketing has already experienced lots of inventions & unique strategies. To that end, Metaverse is acknowledged as the greatest evolution of the digital marketing industry. With the help of Metaverse, digital marketers will be able to connect with their audience in a decentralized way. It is going to be the dawning of a new page for digital marketing.

According to a report, the global metaverse market is expected to grow at a CAGR of 47.6% from \$100.27 billion in 2022 to \$1,527.55 billion by 2029. While tech giants like Facebook & Microsoft are leaning towards Metaverse, it assists in building trust & affiliation. Likewise leading agencies already honing their skills with VR- based services, and 3D experience platforms from their customers.

The following few technologies have a significant influence on Metaverse on business:

- Artificial Intelligence
- Blockchain
- 3d Modelling & Reconstruction.

2. Interactive Tools for Smooth Assistance

To meet the expectations of their customers, e-commerce businesses should invest in interactive tools. These tools have the power to make consumers' lives easier, offer more personalized experiences, and help organizations make better business decisions. Furthermore, these tools help e-commerce businesses reach new customers and establish a competitive advantage. Marketers already invested in AI with some elements such as chatbots & promotional emails. It assists in the easy navigation of a website & collects customer information for their next campaigns & promotions.

3. Eco-consumerism is the Future

One of the main goals of brands today is to be more eco-friendly. Eco-friendly brands leverage the benefits of their eco-friendly practices to their advantage. From reducing carbon emissions to looking for ways to make their business more sustainable, brands are making efforts to improve the world. For example, there is a recent shift observed in the popularity of Eco-friendly textiles in e-commerce stores. The Government & other Companies should implement Environmental packing & shipping options, & more sustainable & green materials that are affordable too.



4. Optimized & Responsive Websites for Better Transformation

Discover the variation of SEO to engage the right audience for the right content. Having a profound knowledge of SEO can amplify your result. Additionally, a responsive design creates suitable dynamic changes to the appearance depending on the screen size. The layout changes to match the screen size & adapt for a better appearance. It provides a greater probability of higher ranking in search engine result pages.

5. Meet the Fastest Addition of Business Automation- Voice Search and Virtual Assistants

It's no secret that consumers love searching for products through virtual assistants. As more consumers embrace this, the AI of different e-commerce sites is more likely to keep upgrading their voice platforms. This can lead to more transparency, better merchandising, and improved customer experience. AI is more likely to keep upgrading its voice recognition software now that more e-commerce businesses are adapting it.

There are many ways to help your company stay relevant and in the consumer's mindset. Companies to keep up with consumer trends and implement them to be innovative and stable.
