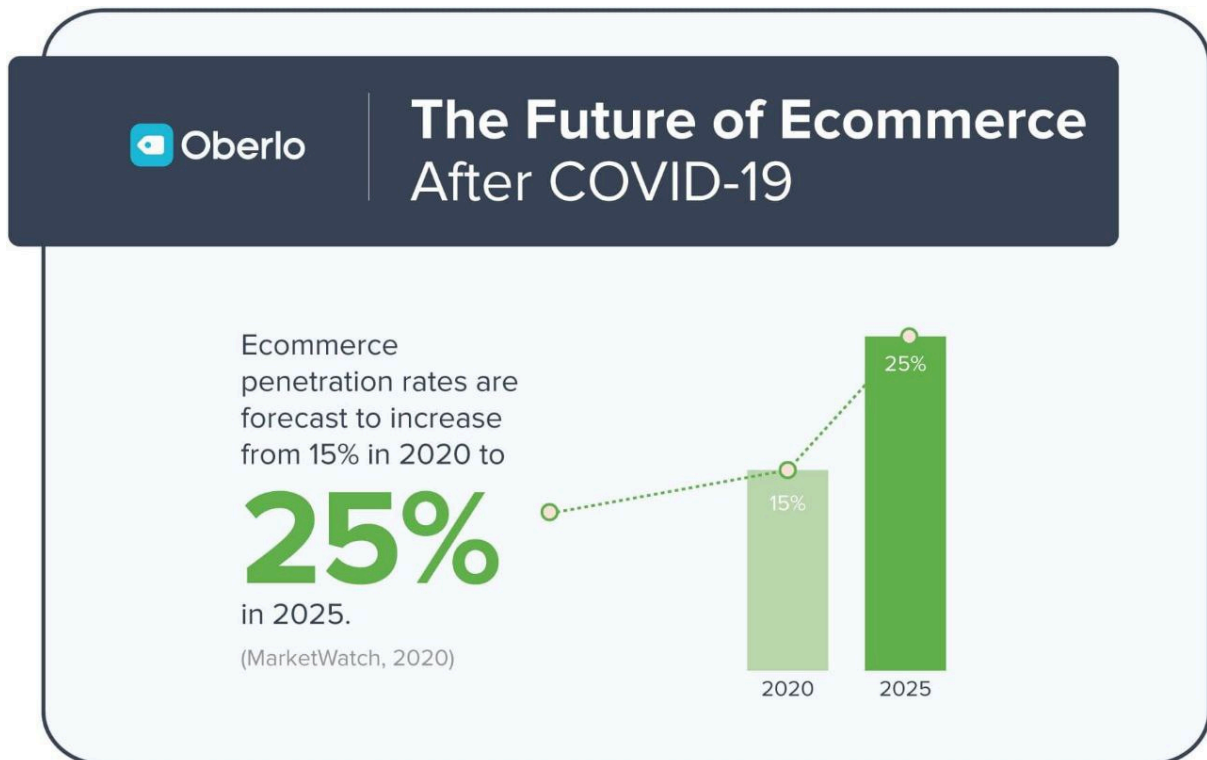


<title>The main thing about **top 3 e-commerce trends for 2021**</title>

<description>✓ Detailed information about the **future of e-commerce**. We have selected the latest top **ecommerce 2021 trends** for online users. ✓ </description>

E-commerce Website Trends in 2022



[Source](#)

Development is inextricably linked with technology, and technology is constantly evolving. How to keep up with it so that your e-business does not stand still? What technologies will help us succeed in e-business at a relatively low cost? Get to know the trends of the modern e-commerce market.

Under the influence of the global situation, consumer behavior and needs have undergone many changes. Watching their transformation can be an opportunity for online store representatives to gain new customers and a field for business development, for example, in the field of online payments, marketing activities or investments in new technologies.

“Technology, entertainment and product quality are key to future growth in market share, sales and brand awareness,” explains Jennifer Puzzo, Head of Customer Experience at [Kooomo](#), the next-generation e-commerce platform.

Leading E-Commerce Technology Trends

What to look for when choosing an e-commerce solution for your business?

It is necessary to pay attention to the openness of the application and the possibility of its development. The most common mistake online sellers make is to stop at one technological level in terms of the sales tools they use.

The e-commerce market is particularly sensitive to new technological trends. In this industry, it is essential to use tools that will not only help you technically showcase products, make a purchase or make a payment, but also properly target your offer, tailoring it to a specific user and thus increasing sales efficiency.

But what will be the [e-commerce website trends](#) in 2022?

Unusual Packaging

Personalization and creativity in the product packaging are one of the biggest [innovations](#) that will play a key role in 2022. Consumers are paying more and more attention to how their packaging is prepared. They take into account ecology, aesthetics, the element of surprise and personalization. To make shopping even better, consumers expect something that will attract their attention, be directed only to them and evoke positive emotions. If the packaging is original, the buyer is more likely to return to the store.

Voice search

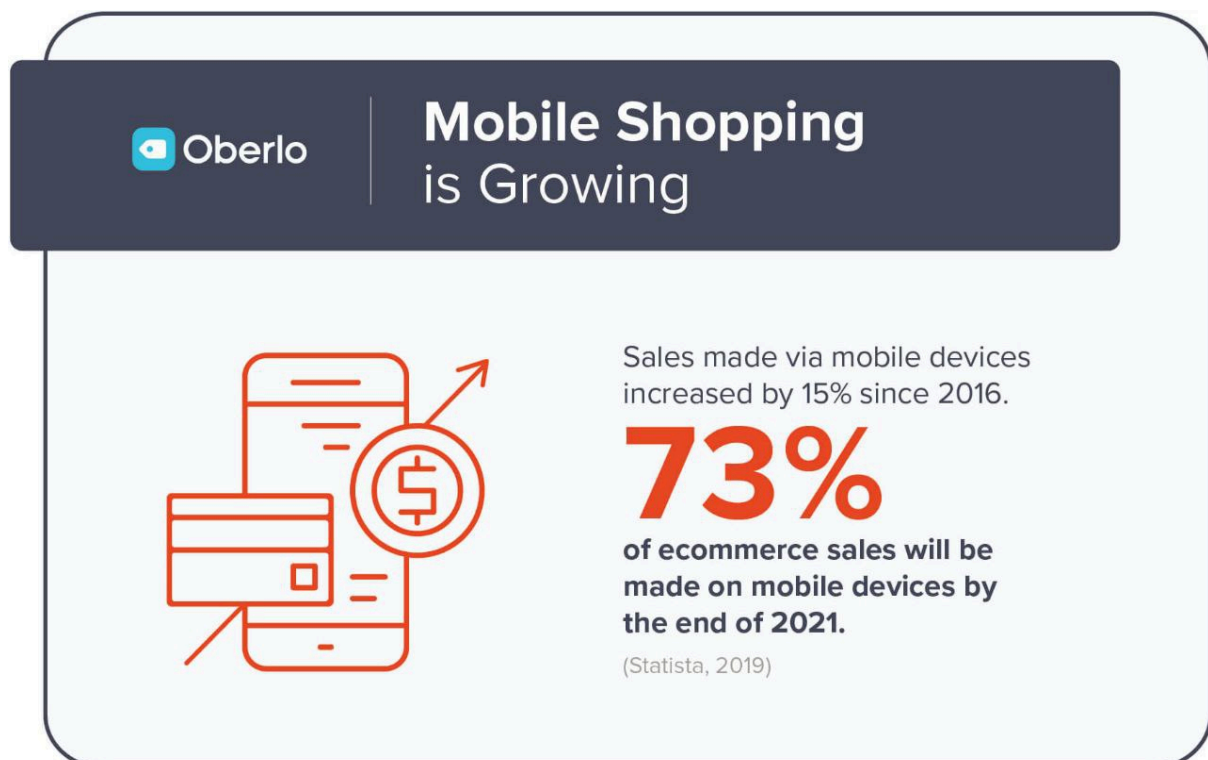
In English-speaking countries, Siri, Alexa and Okay Google are becoming increasingly popular. The ability to place orders in online stores using voice commands will be

increasingly popular in the future. This is because it speeds up the process and diversifies the shopping path, allowing you to clean or drive and shop at the same time. However, it will probably be some time before assistants become dominant in e-commerce.

E-commerce in Eco Version

Along with the rapid development of e-commerce, more and more attention is paid to the sustainable development of this sector in a broad sense through activities in the field of environment and ecology. You will meet more and more activities to optimize the packaging of e-commerce parcels or transportation and storage. The other side of this phenomenon is e-commerce in the field of products and services in the field of zero waste, recycling or the second life of second-hand goods (for example, the growing popularity of online sales of used clothing).

Mobile Shopping and Payments



[Source](#)

The migration of how you use online content is almost complete. Currently, 2 billion users regularly use smartphones as their preferred navigation device (and therefore also for **online shopping**). Again, user experience is the driving force behind these changes, and where users go, your **business** should go.

Conclusion

In conclusion, 2022 year seems like a turning point for e-commerce. We've looked at the trends that we'll see take hold more and more in e-commerce. This is a direct consequence of technological development and new shopping habits that are becoming faster and more demanding.

Our **company** is ready to help every Internet user who has an online store or who is thinking of starting e-commerce from scratch. In such a case, we, as a reliable software development company, will help you with up-to-date forecasts of e-commerce trends.

Текст / "The main thing about top 3 e-commerce trends..."

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- Puzzo
- Kooomo
- First of all

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