



E-COMMERCE

Introduction

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The background image shows a collection of shopping bags in white, pink, and yellow, along with a laptop displaying the text 'Shop now' on its screen. The scene is set outdoors with some foliage visible in the background.

Subjek

- Why does it exist?
- Impact?
- Trend Prediction?

	Conventional	E-Commerce
Pros		
Cons		

Why?

why does e-commerce exist?

- Profit
 - Low Cost, Low Production
 - High Demand, High Profit
- Business Regulation
- Technology
- Experince
- Efficiency
 - Cut time and distance
 - Variety of product in one screen
- Geographical barriers
- Compulsion



Impact

Market retail

growing at noticeable rates

Supply chain management

more practical and effective way of delivering the benefits of the new supply chain technologies

Employment

create new job opportunities due to information related services, software app and digital products

Customer

help customers buy wider range of products and save customers' time

Environment

has a strategy to cut back on packing material and has reduced packaging material used

Traditional retail

The trend has forced some traditional retailers to close their operations.

Trend Prediction

Technology

1

2

3

4

Website

domain

Wordpress

Mobile App

Installed

Ecommerce app in
playstore

Blockchain

Cryptocurrency

NFT

Metaverse

AR/VR

Meta

3 Key Ecommerce Trends You Should Know

1 Global retail ecommerce sales will continue to soar

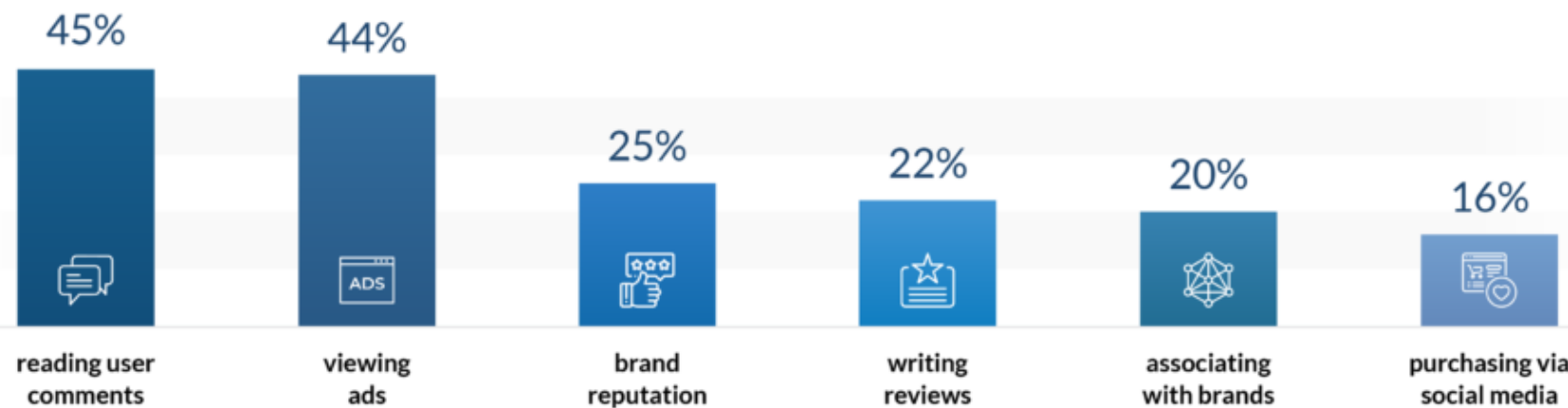
Global retail ecommerce sales figures, in trillion dollars:

Source: Statista



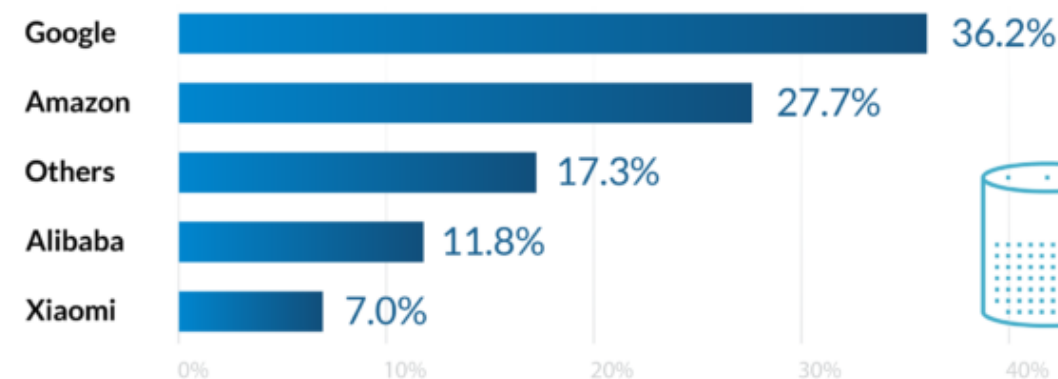
2 Social media activities increasingly influencing ecommerce retail behavior

Source: EconStor

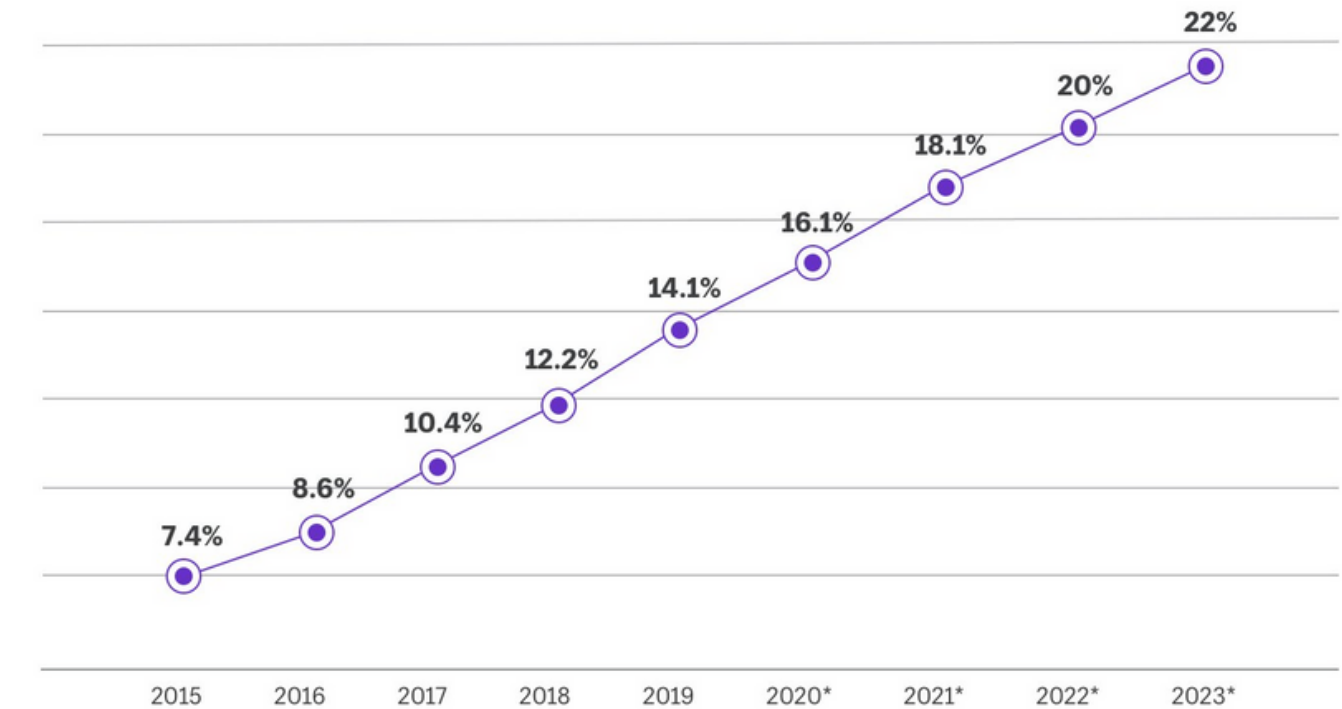


3 Smart speaker use for ecommerce among the big vendors will continue to rise

Source: Canalys



Ecommerce share of total global retail sales from 2015 to 2023



Worldwide; eMarketer; 2015 to 2019
Source: eMarketer © Statista 2019

Trend Prediction

25.8%

18-24 years old, the
largest demographic of
**TikTok users in the
US**



Source: Comscore

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75-90%

of customer queries
will be handled by
chatbots by 2025



Source: Analytics Insight, 2021

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98%

OF AMERICANS

who shop online
agree that AR is
helpful

Source: Think With Google

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Value of eCommerce Transactions via
Voice Assistants Worldwide in 2021 and 2023

\$4.6 B - 2021

\$19.4 B - 2023



Source: Statista 2021; Juniper Research; Business Wire

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Any Questions ?

Let's Discuss