

The State of eCommerce

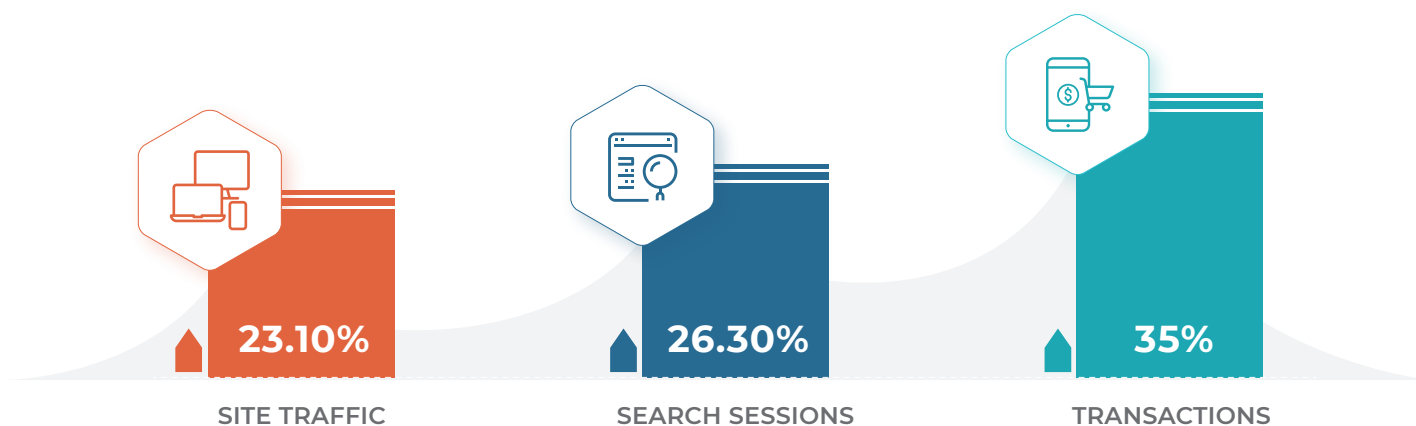
Covid-19



* **Source:** The analysis is done over a period of Apr-May-June 2020.



YEAR-ON-YEAR NUMBERS

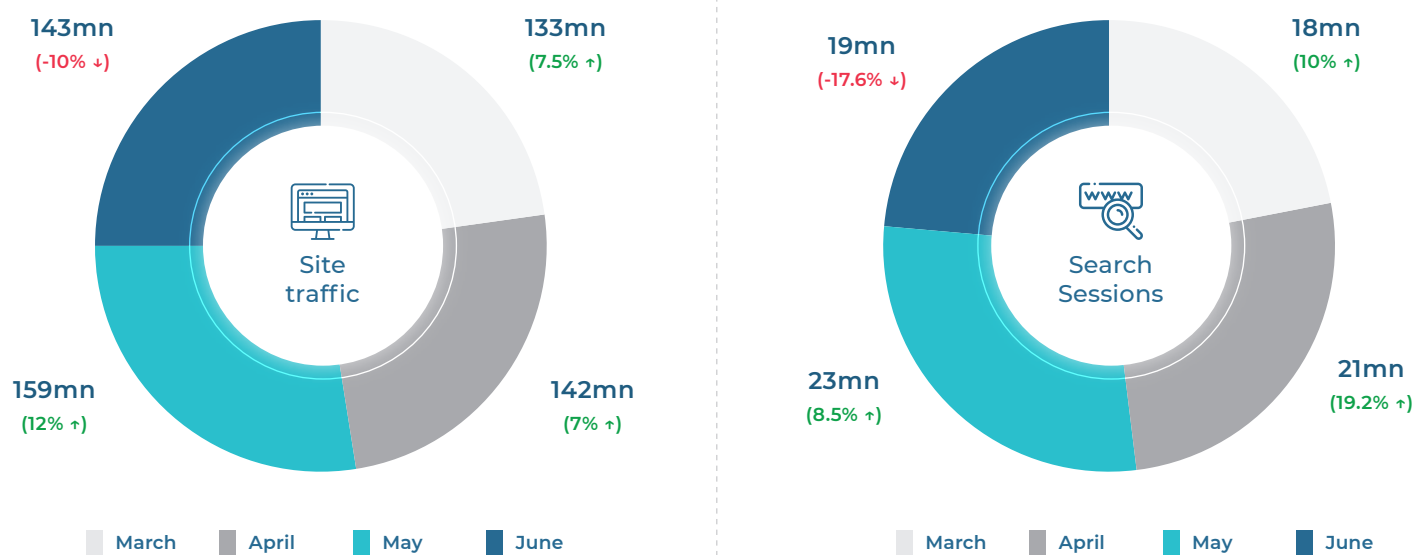


* **Source:** This is a comparative analysis over the same period in 2019.

eCommerce has seen a massive positive lift during the Apr-May-June period in 2020 as compared to 2019 in terms of overall traffic, site engagement and conversions with 35% greater transactions happening in 2020. eCommerce has experienced a huge jump a lot in terms of eyeballs and market share due to more people staying indoors due to COVID 19. This also means more shoppers are visiting the eCommerce sites with higher intent of purchase.



OVERALL ECOMMERCE (MONTH-ON-MONTH)



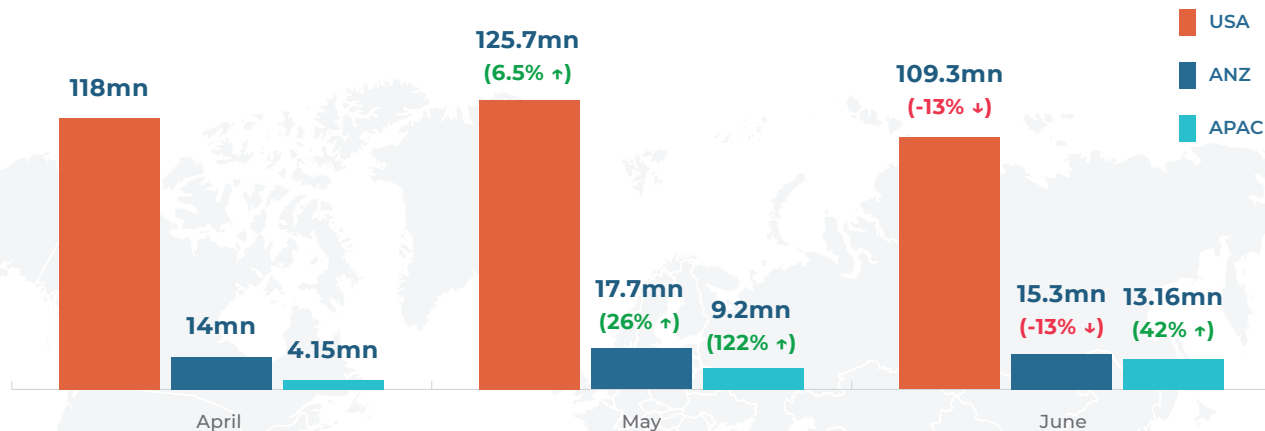
If you compare each month in March - June in 2020 to 2019, site search and traffic see positive lifts in all months, with the exception of June. The reason can be attributed to the partial advent of normalcy in some region of the globes and opening of physical retail stores. However, this onward upward trend in traffic is a leading indicator of eCommerce taking the centre stage for the times to come and more shoppers sticking to online shopping.



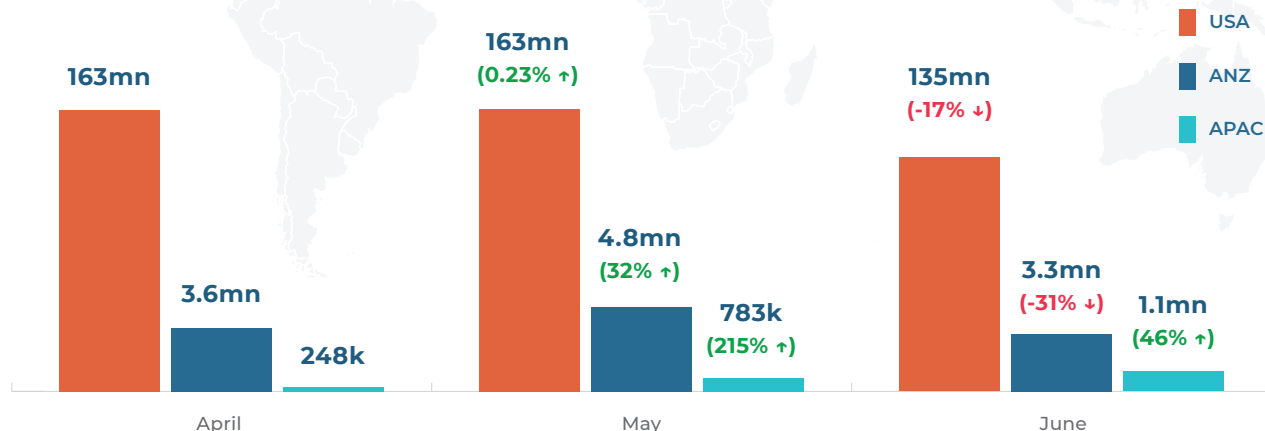
ECOMMERCE BY GEOGRAPHY



Site-traffic

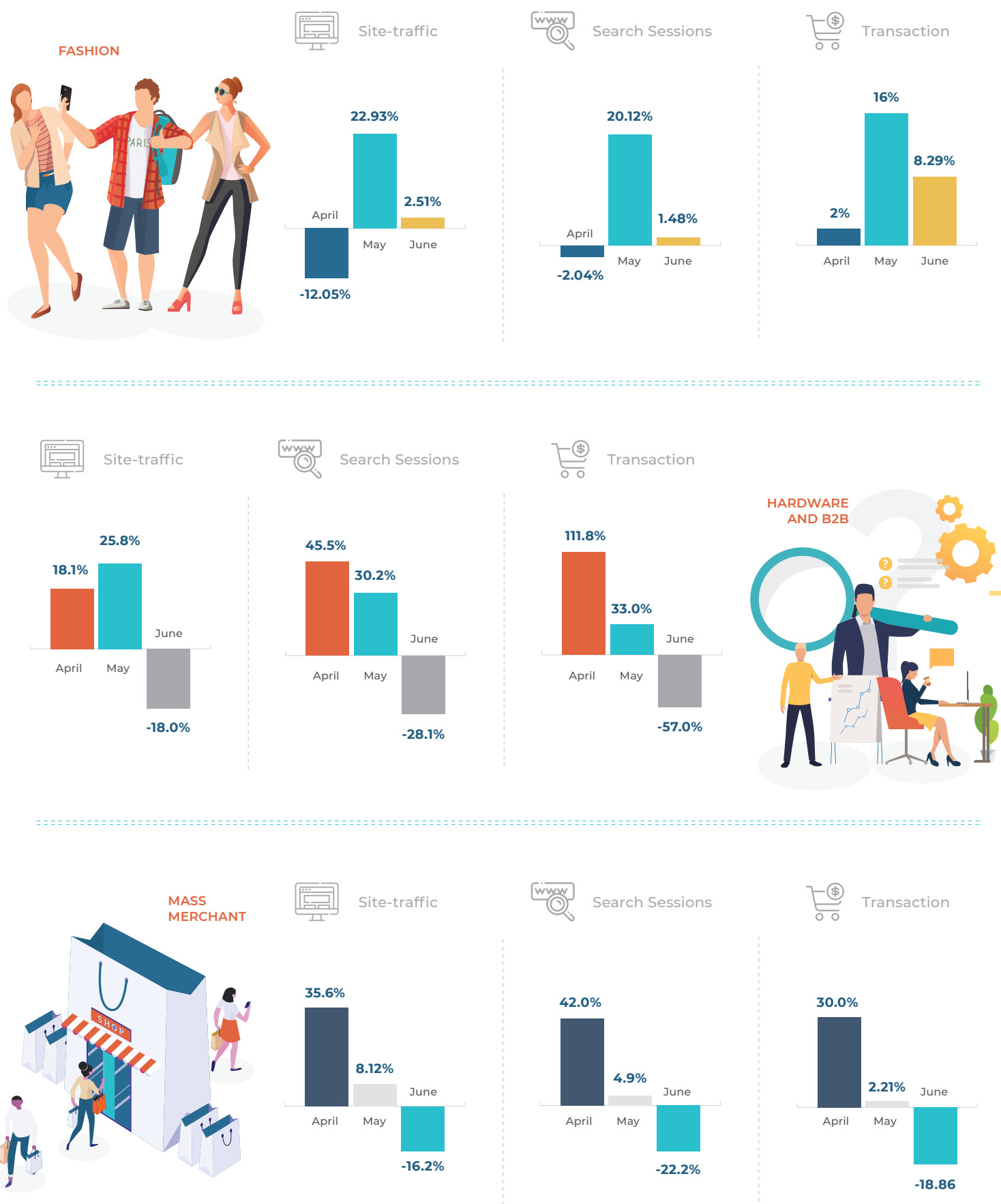


Search Sessions



Going on from the last figure, there is a month on month increase in site search and traffic from April to May for each geography. But this it experiences a fall in the USA and ANZ region, while APAC still sees a massive 40%+ rise in both site search and traffic. We are going to closely track the online shopping behavior across geographies in the globe so as to keep a close tab on how various markets are reacting to the world pandemic and changing scenario. The question is not eCommerce or No eCommerce, the pertinent question to ask here is how fast eCommerce picks up in various geographies.

ECOMMERCE BY VERTICAL



With the advent of the COVID-19 lockdown in April, a sharp fall can be seen in site traffic and search sessions in the fashion vertical, mainly due to the reason that the goods are not considered 'essentials'. In this period, Hardware, B2B and Mass merchants saw massive positive jumps in site sessions, traffic and overall transactions, primarily to maintain the stock availability. It will be interesting to note if this pattern continues to stick around.

With the return to normalcy in June, the Fashion vertical has started picking up really well attributing to more shoppers looking to buy something to have a change of mood and owing to the fact that physically going out is not quite an option for them. While you see Hardware and B2B and Mass merchants seeing a dip month-on-month, the current numbers are still over and above the pre-COVID times.

According to us, this pattern of more purchases (irrespective of the verticals) happening online is going to stay for much more time to come than we initially anticipated.