

JAN
2023

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (EGC ONLY)



NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA ONLINE
CHANNELS IN 2022



STATISTA 5

4.11
BILLION

YEAR-ON-YEAR CHANGE
+8.3% (+315 MILLION)

ESTIMATED TOTAL
ANNUAL SPEND ON
ONLINE CONSUMER GOODS
PURCHASES (USD, 2022)



STATISTA 5

\$3.59
TRILLION

YEAR-ON-YEAR CHANGE
-6.5% (-\$250 BILLION)

AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS (ECOMMERCE)
USER (USD, 2022)



STATISTA 5

\$873

YEAR-ON-YEAR CHANGE
-13.7% (-\$138)

SHARE OF 2022 CONSUMER
GOODS ECOMMERCE SPEND
ATTRIBUTABLE TO PURCHASES
MADE VIA MOBILE PHONES



STATISTA 5

59.8%

YEAR-ON-YEAR CHANGE
+1.2% (+71 BPS)

2022 ONLINE PURCHASES vs.
TOTAL CONSUMER GOODS
PURCHASE VALUE ACROSS
ALL RETAIL CHANNELS



17.1%

YEAR-ON-YEAR CHANGE
+4.4% (+72 BPS)

SOURCE: STATISTA MARKET OUTLOOK, 2023 MARKET OVERVIEW REPORT. **NOTE:** "CONSUMER GOODS" INCLUDES ELECTRONICS, BEVERAGE, PERSONAL CARE, HEALTH CARE, HOME CARE, PERSONAL CARE, FOOD, BEVERAGE, AND TOILETARY. MARKET SHARE FIGURES REFER TO THE YEAR 2022, AND COMPARISON WITH PREVIOUS YEARS FOR THE PERIOD 2019-2022. MARKET SHARE FIGURES INCLUDE PURCHASES MADE VIA MOBILE. MARKET SHARE FIGURES ARE BASED ON AN INCREASE OF 30% FROM A BENCHMARK YEAR OF 2019. MARKET SHARE FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

The Global Consumer

TD Snyder



The Global Consumer:

Whispering the Strategies of Language: An Psychological Quest through **The Global Consumer**

In a digitally-driven world wherever screens reign great and instant conversation drowns out the subtleties of language, the profound techniques and mental subtleties concealed within words frequently get unheard. Yet, nestled within the pages of **The Global Consumer** a captivating literary value sporting with natural thoughts, lies a fantastic quest waiting to be undertaken. Written by a talented wordsmith, that marvelous opus attracts visitors on an introspective trip, delicately unraveling the veiled truths and profound affect resonating within the very cloth of each word. Within the psychological depths of the poignant review, we will embark upon a sincere exploration of the book is primary subjects, dissect their captivating publishing type, and fail to the strong resonance it evokes serious within the recesses of readers hearts.

<https://ftp.thebrandexperience.com/results/browse/default.aspx/sum%20fun.pdf>

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