

ONLINE RETAILERS

The E-Commerce **War!**

Online shopping, sometimes called e-commerce, is growing as mobile devices become an everyday part of our lives. In the same way brick and mortar stores compete for customers, online retailers are working hard to pull in digital sales. For small businesses, e-commerce is a cost effective way to increase their sales and reach broader markets.

ONLINE SHOPPING BATTLEFIELD

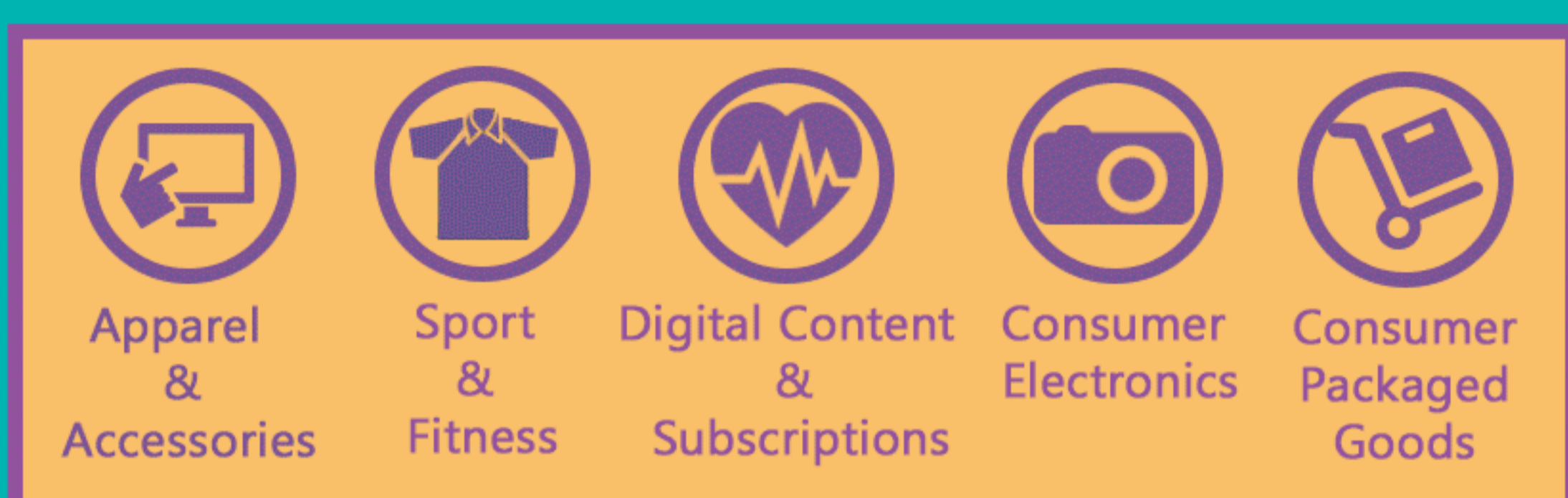
8% of all retail sales in the United States

\$50 billion in USA

(Q1, 2013)



MOST POPULAR E-COMMERCE CATEGORIES in USA



48% OF E-COMMERCE SHOPPING ON MOBILE



What are the top four reasons people shop online?

- 1 24/7 AVAILABILITY
- 2 NO FIGHTING CROWDS
- 3 THE CONVENIENCE
- 4 TO COMPARE PRICES

TOP 5 countries for E-Commerce in 2012 (billions)

U.S.A	Japan	UK	China	Germany
\$343.43	\$127.85	\$124.76	\$110.04	\$47.00

REIGNING E-COMMERCE KINGS

amazon **Walmart**

With **Google** and **facebook** a close second and third.

The FUTURE of E-COMMERCE



Sources:

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