

the
BEST OF
NEXTOPIA'S
2014
ECOMMERCE
INFOGRAPHICS

Throughout 2014, Nextopia has released many eCommerce infographics focusing on topics from specific holidays to different verticals. These infographics have seen much success and have presented eCommerce statistics and facts in a very visually appealing way. Here is Nextopia's final infographic of 2014 which highlights some of the best information and graphics from the year.

06
16
14

FATHER'S DAY

Online shoppers shopping for Father's Day gifts are influenced by

FREE SHIPPING
59%

PRICE CUTS
48%

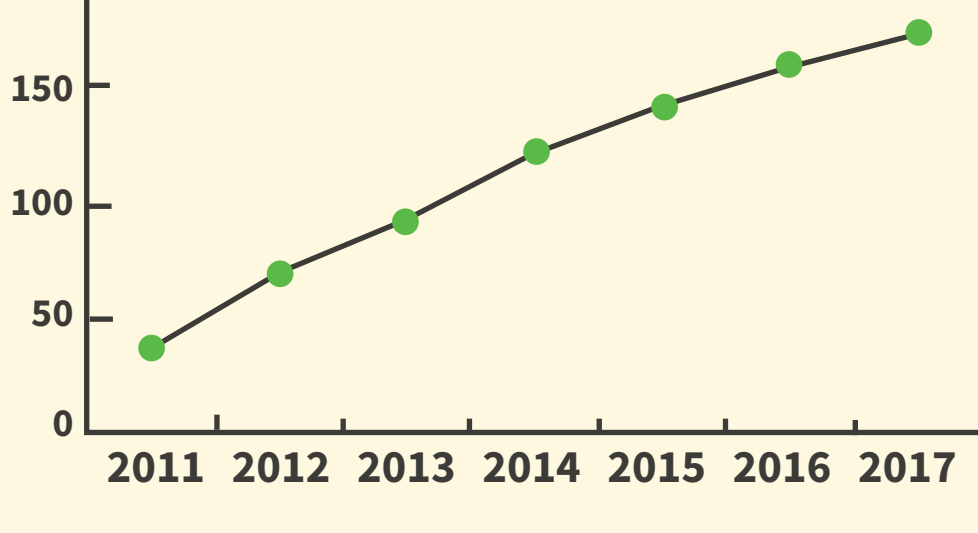
SALES
46%

COUPONS
36%

06
19
14

RISE OF ECOMMERCE

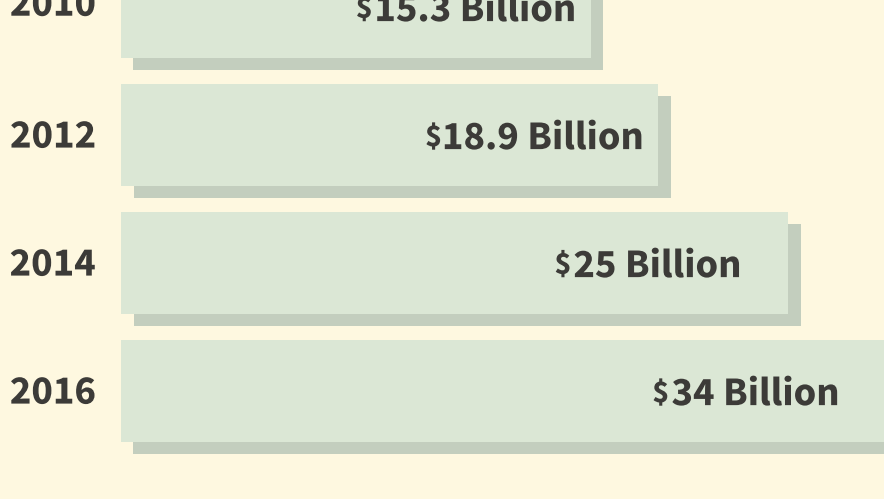
Total B2C eCommerce sales growth in Asia Pacific, 2011 - 2017



06
25
14

CANADA AND ECOMMERCE

Online sales in Canada are expected to generate



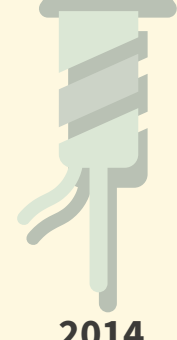
07
02
14

4TH OF JULY

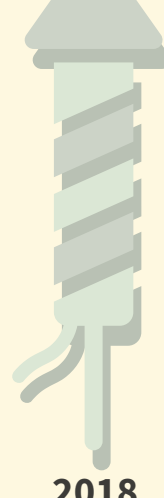
Projected eCommerce sales in U.S.

\$491 Billion

\$304 Billion



2014

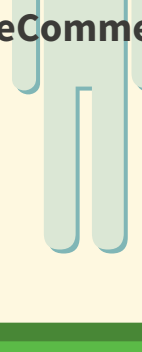


2018

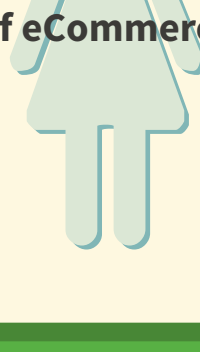
07
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MEN VS. WOMEN

Men account for
42% of eCommerce sales



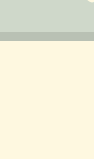
Women account for
58% of eCommerce sales



07
29
14

THE 80/20 RULE

43% Of consumers head straight for the search bar



On-site search users are 4.8x more likely to make a purchase

These users have an 8% higher average order value

08
12
14

BACK TO SCHOOL

In the U.S.
back to school sales were expected to reach

\$50 Billion

in 2014



09
09
14

FASHION

55%

of consumers say the ability to filter search results by

Size

Colour

makes them more likely to buy

09
30
14

IMPORTANCE OF REVIEWS & RATINGS

Reviews and ratings can affect conversion rates

74%

INCREASE IN PRODUCT CONVERSION

21%

HIGHER PURCHASE SATISFACTION

18%

INCREASE IN SALES

18%

INCREASE IN CUSTOMER LOYALTY

10
14
14

HALLOWEEN

49%

will launch a holiday campaign before Halloween

of retailers

57%

will shop for holiday décor after the holiday

of Halloween spenders



11
04
14

BLACK FRIDAY

The average shopper on Black Friday



TIME ON SITE

10:04



PAGES VIEWED

8.18



ORDER VALUE

\$135.27



ITEMS PURCHASED

3.84

11
11
14

CYBER MONDAY

On Cyber Monday mobile and tablets accounted for

\$419 M

of online sales

\$290 M

of online sales

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