



eCommerce holiday shopping trends report - 2022



Digital is still **our shopping destination**

The return of brick-and-mortar shopping following the pandemic hasn't slowed eCommerce sales in 2022. In fact, online sales remain at 14.5% of total retail sales in the U.S. ([U.S. Census Bureau](#)). To help you successfully prepare for the holiday season this year, we've created this report to break down what to expect from eCommerce in Q4.

85% of consumers will **include online shopping in their holiday plans** this year ([NPD](#))

20% of all **global retail sales will come from eCommerce** by the end of 2022 ([Statista](#))

Holiday consumer behavior overview

76%

consumers perceive your brands through customer support (FastCompany)

76%

of mobile shoppers have changed their mind about which retailer or brand to purchase from after online searches (Google Think)

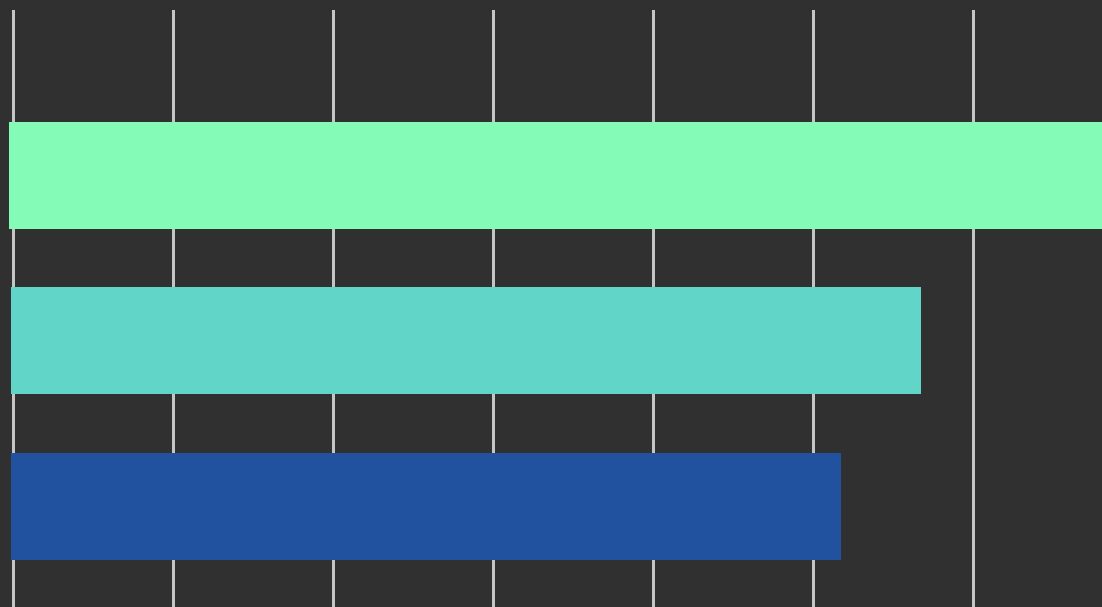
14%

projected increase in eCommerce holiday sales this year (Deloitte)

Trend: Social commerce is
influencing consumers to
buy more, more often



Social network influence by the numbers



- 67% influenced by Facebook
- 57% influenced by YouTube
- 52% influenced by Instagram

Source: [McKinsey](#)



58%

say social media **has**
influenced holiday shopping
decisions ([McKinsey](#))



19%

expected **social commerce**
sales growth YoY ([Statista](#))

Trend: The **fear of inflation** is changing consumer spending habits



41%

of consumers are **purchasing from brands they wouldn't normally** buy from (National Retail Federation)



45%

of consumers are **looking for items on sale** more often (National Retail Federation)



47%

of consumers are **switching to less expensive** alternatives (National Retail Federation)

Trend: Consumers are
buying even earlier this
holiday season



50%

will begin their holiday shopping by October. Spending more money than those who start after Thanksgiving ([SalesForce](#))



42%

more shoppers worldwide plan to start buying gifts earlier this year ([SalesForce](#))



31%

of consumers are researching brands online more before purchasing due to inventory & shipping issues ([Google Think](#))

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5x

growth with
full flexibility

24%

improvement in existing
customer review ratings

89%

single touch resolutions
to drive growth

