Global e-Commerce 2022 and Beyond

Key Statistics and Predictions for Global e-Commerce - It’s time to go cross-border!

1. How big is the global e-commerce market?

$4.89 trillion

- 13.6% of sales were made fast for the first time ten years ago
- 20% of sales will be made through mobile purchases in 2022
- +45.8% increase in e-commerce market share in the last year
- 21.8% of sales were made through first-time purchasers in 2024

2. Global e-commerce sales growth

B2C

- USD 562.1 billion (cross-border B2C e-commerce market share in 2021)
- USD 4,356.1 billion (global B2C e-commerce market share in 2021)
- +27.4% of CAAR between 2010 - 2021
- 70% of the products sold online are purchased in China
- 57% of consumers base their purchase from a brand's social media account

3. Personalized shopping in e-commerce

- 65% of consumers prefer content in their native language
- 40% of consumers expect personalization
- 41% of consumers adopt digital-time preference options since crossing over to e-commerce
- 46% of consumers expect personalized recommendations

4. B2B’s e-commerce will dominate B2C

- The B2B e-commerce: a ripe global opportunity!

- $2.8T B2C e-commerce
- $10.6T B2B e-commerce

Worldwide e-commerce revenue B2C vs B2B

- 278.6%
- 57%