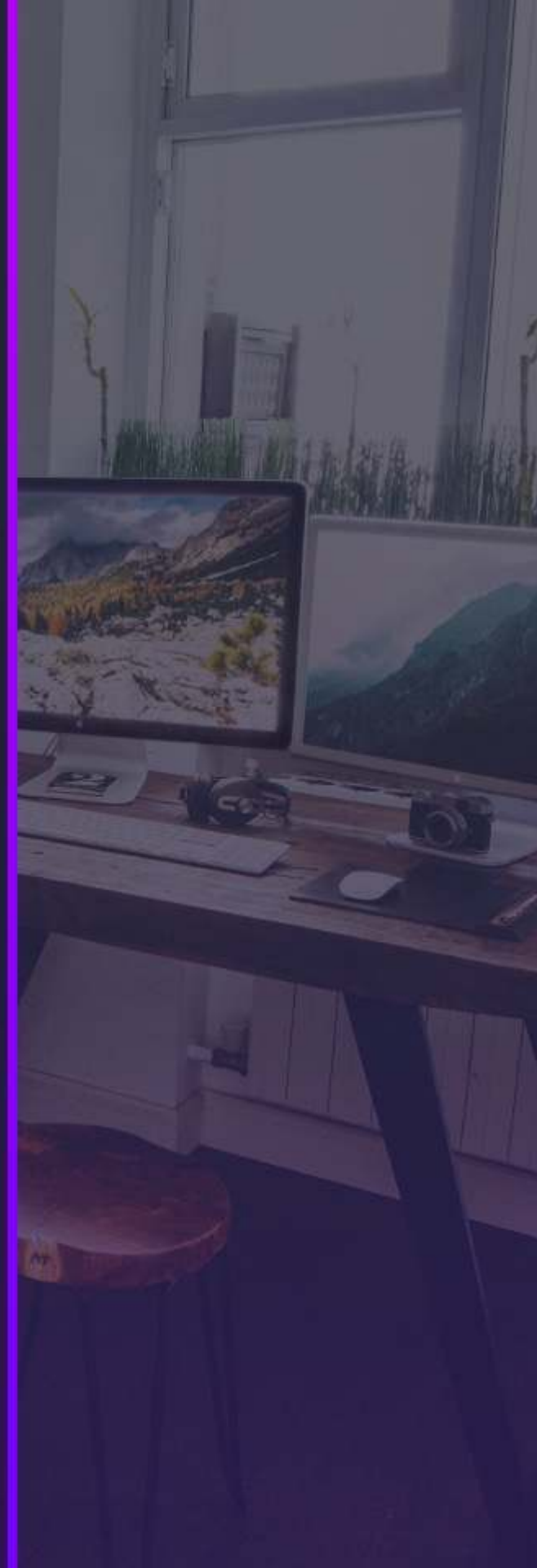




# The Top 51 eCommerce Trends for 2018

Ultimate review that every eCommerce should know

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New trends  
emerge at an  
overwhelming  
pace.

And you need to  
know them all.

Don't waste your time on reading hundreds of articles.  
For your convenience, we've gathered all of 2018's  
sizzling hot 51 ecommerce trends, in just 1  
whitepaper.

All you need is a good coffee and 12 minutes.

We made sure that you won't miss a thing.

Read on; you'll be glad you did it.

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## 1 Virtual reality

According to Statistics, the world economic impact of virtual and augmented reality could be up to \$2.5 billion.

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## 2 Chatbots

The global chatbot market has attained a massive 24.3% Compound Annual Growth Rate. 45% of end users consider chatbots their primary choice for customer service inquiries.

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## 3 Purchase in inbox

With email being the most efficient channel for communication, companies will work on allowing customers to make secure purchases directly from their inboxes.

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## 4 Personalization

96% of marketers agree that personalization advances customer relationships. Delight them with how unique they are.

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## 5 Snapchat for ecommerce

It's predicted that in 2018, marketers will spend a gigantic \$172 billion on Snapchat. Be among the first to put it into practice.

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## 6 Covering your customer's buyer's journey

85% of customers do research before making a purchase online. Care for your online content as you would for your child. Attract, educate, engage, and delight your customers.

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## 7 Delivery at lightning speed

96% of customers expect delivery within 24 hours.

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## 8 Video Content is King

A gigantic 95% of content viewed via a video message is retained by customers. When reading a text, retention is a mere 10%. The math is simple. Invest in video.

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## 9 Robot packaging

Amazon has doubled their army of packing robots. According to Amazon CRO Brian Olsavsky: *"We've changed, again, the automation, the size, the scale many times, and we continue to learn and grow there"*.

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## 10 Be OMNI

Implement Omni-Platform and Omni-Device integration strategy for unstoppable customer engagement in 2018.

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## 11 Mobile is, as always, on the rise

Estimates say that in 2018, 50% of ecommerce revenue will come from mobile users.

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## 12 Big Data is Big in 2018

If you haven't already invested in Big Data and Analytics, now is the time.

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### 13 Micro-Moments Marketing

First, embrace the idea that you have only a few seconds to capture the attention of your target customer. These nanoseconds are all that you have. Make them count.

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### 14 eCommerce advertising for unstoppable customer engagement

In 2018, the investment into eCommerce advertising will continue to rise with the goal of constantly engaging the customers.

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### 15 Voice Assistants

Apple's Siri, Amazon's Alexa, and Google's Assistant are growing more and more popular. Using them for online purchasing is just a matter of time.

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### 16 B2C ecommerce is going up, up, up

For 4 years, B2C ecommerce has been constantly rising. From \$382 billion in 2012 to \$648 billion in 2016.

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## 17 Messenger Apps

Facebook has opened up the opportunity for paid content in Messenger. Make sure your brand is present there. Or at least, give it a try.

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## 18 eCommerce Optimization

This is a big one. Redesigns are often costly. According to ConversionXL, A/B testing in only 20% of the boosting conversion process. That's why an upcoming trend will be ecommerce optimization. It's a constant online store development solution that provides a guaranteed revenue boost.

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## 19 China Booms

In 2016 China overtook the USA as the biggest ecommerce market. It's now the top ecommerce market and doesn't seem to be going anywhere.

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## 20 Say goodbye to Black Friday and Cyber Monday. Welcome Cyber November.

Black Friday and Cyber Monday are already successful times of the year for retailers. Be ready for retailers to begin hyping up Cyber November, too.

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## 21 User-Generated Content Take Overs

User-generated content is profitable. It gives you feedback. It's fresh. And it's free.

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## 22 AI - it's coding!

Developers - be aware! AI has started coding. Give AI your UX sketch and it will code it.

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## 23 Apparel & Shoes

According to Eurostat, by 2022, the apparel, footwear, and accessories retail ecommerce revenue in the USA will reach \$123 billion.

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## 24 Subscription Services

Amazon and Netflix blazed a trail. eCommerce stores will continue to experiment with subscription box services.



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## 25 Credit cards

Credit cards will still be the most popular payment method in 2018.

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## 26 AI is here

According to McKinsey & Company: “Early AI adopters that combine strong digital capability with proactive strategies have higher profit margins and expect the performance gap with other firms to widen in the next three years.”

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## 27 Behavioral factors

Understand your customer. Know them.  
Analyzing user behavior is a must-have for 2018.

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## 28 The rise of One-Click Payments

Amazon filed the patent for one-click payments in 1997 and has held it ever since. It expired on September 12, 2017. eCommerce world: this news is gigantic.

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## 29 Guided Selling

Victoria's Secret has a sports bra selector. The North Face will help you find jackets. And Bodybuilding.com has a three-step supplement finder. Guided selling will become more popular in 2018 to simplify purchasing decisions.

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## 30 Single tag UI

Queues in IT keep growing and growing. In contrast, single stack software enables huge changes in online stores and requires only 1 line of a script.

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## 31 Visual Search

eBay's just released its own visual search tools. Visual search will most likely become one of 2018's trends.

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## 32 Smart Automation

Choose the right marketing automation tool, understand your customers and nurture leads at every stage.

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### 33 Live Video Streaming

Live video drives 300% more engagement than non-live videos. It will become the next big trend for driving engagement and conversions.

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### 34 eCommerce becomes an employee market

The eCommerce market will keep growing. But the amount of specialists available to run it is not growing as fast. That's why in 2018 the market may start feeling the effects of this lack of eCommerce specialists. Think now what to do, to attract the best of them to your company.

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### 35 Target like a Pro

Leverage geographical, behavioral, and demographic data to personalize your marketing to specific audiences.

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### 36 Smart Ad Retargeting

Use Facebook Advertising and Google AdWords for sophisticated retargeting options. The world will be your oyster.

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## 37 Customer loyalty schemes

Reward your customers for giving you their data. Give them something in return. Personalize your customer loyalty schemes.

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## 38 eCommerce boom in education

This is a golden era for ecommerce. Invest in courses, learn, and outwit your competition.

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## 39 DIY

eBay, Etsy, and Amazon Handmade are here. Be aware that DYI may be your next significant competition.

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## 40 Dynamical apps

They help you scan your face, figure, and provide you with personalized options in real time. Through these apps, customers will be able to check if a product will suit them perfectly without leaving the house.

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## 41 Beacon technology

Using low-energy Bluetooth connections, beacons can either send to or collect information from mobile devices. This is an exciting opportunity to expand your ecommerce, isn't it?

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## 42 DD - Delivery Drones

One of the top ecommerce trends to follow, especially in local drop-off points for online orders.

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## 43 Optimization of supply chains

The distribution model of ecommerce will evolve. Delivery needs to be fast. Risks reduced. Automation will proceed.

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## 44 Product Tagging

Instagram has added the option of shoppable tags. Facebook is also taking the initiative in this respect.

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## 45 Smart Search Store

Smart search is an onsite tool for customers to research before making a purchase decision. A smart ecommerce store should focus on facilitation endless onsite search for their clients.

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## 46 Security

Be trustworthy. Customers love online shopping, but are also incredibly security-conscious. Your hosting, all internal processes, and plugins need to be bulletproof.

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## 47 Dynamic Shopping Experience

The products displayed should depend upon customers' previous purchases. Sitecore, Monetate and Magento 2 include new features that offer relevant recommendations to potential buyers, based on customers' search history.

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## 48 Bitcoin

In Bitcoin currency, transactions take place directly between the buyer and seller. No middleman. According to David Cox, CEO & Founder of Liquid VPN: *"An e-commerce site can find a trustworthy bitcoin processor for as little as 0% for low sales volume up to 1% for higher volume sites."*

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## 49 Unique Selling Proposition

In a more and more competitive market, highlighting your unique selling proposition will be an important differentiator for more and more demanding clients.

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## 50 Premium software on the rise

In 2018, prepare your budget for paid versions of software tools as more and more specialists are switching to premium versions.

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## 51 Big shop consolidation

According to Euromonitor, the biggest online stores in America are gaining more market share each year. This trend will continue to rise.

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