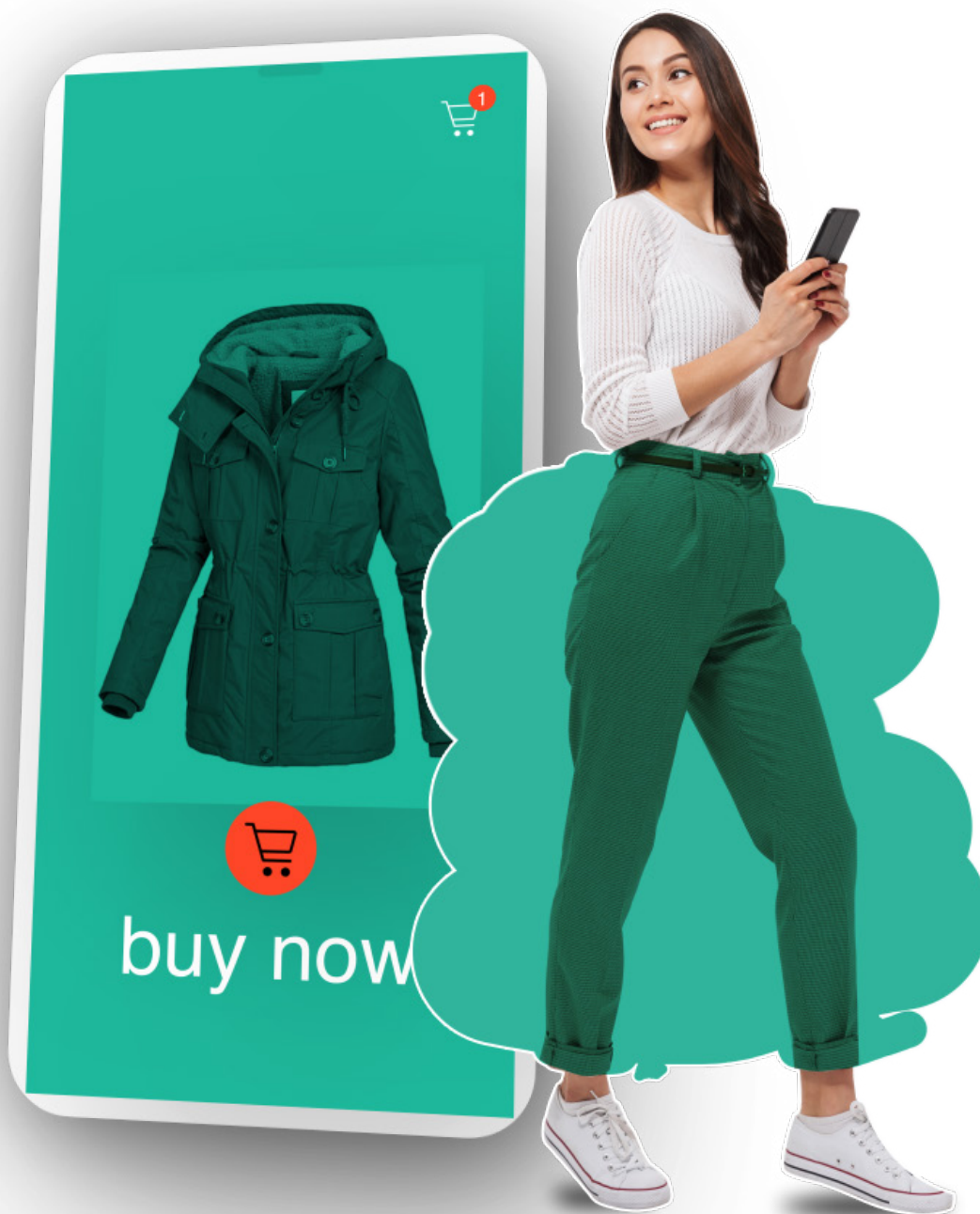


Facts, Trends & Strategies the Digital Fashion Industry Cannot Escape



Forrester predicts that the number of global online fashion buyers will rise to around 911 million by 2022 - making the fashion industry the largest consumer good for online shoppers overall. Especially in such a fast moving industry, consumer expectations change almost daily. But how can retailers and brands deal with this challenge?





3 seconds

is the maximum amount of time a consumer spends on an e-commerce site. The consumer then leaves the site.



95%

of purchases will be made via e-commerce in 2040.



9 out of 10

consumers find product imagery leads them to make final purchasing decisions.



85%

of customers begin their purchase on one device (smartphone, tablet, computer) and complete it on another.



8 out of 10

responders say they've stopped doing business with a company due to a poor post-sales customer experience.



32%

is the average increase in sales if a brand has a presence on social media.



1 out of 4

consumers say they do not want to buy if they are required to create an account.

Talk to us about your options in a new or existing Spryker Commerce OS setup.

Sources: Forrester, McKinsey, Hubspot, ThinkWithGoogle