

Online Shopping Trends 2022

The past two years have proven to be extremely profitable for online retailers. However, this has also resulted in merchants finding themselves in an even more crowded economy with equally ambitious competitors.

Find out how eCommerce businesses can create a competitive advantage by adapting to new customer shopping behaviours which are set to shift this year.



How do customers expect their shopping habits to change this year?



Top features giving your customers a sense of security when shopping online



61%

Visible security and data protection accreditation ('Payment secured by')



54%

Strong authentication (approve payment through a text message, fingerprint or face ID)



41%

The webshop has a link to their review on Trustpilot or Google

Main reasons why consumers shop online



Top ethical considerations when shopping online



81%

Based in my country of residence



72%

A small or local business



71%

Eco-friendly



65%

Organic or fair-trade products

Usage of digital wallets is on the rise among online shoppers

How often have you used eWallets over the past months compared to previous years?



Top services offered by online retailers which are highly valued by consumers



91%

Free shipping



85%

Free returns



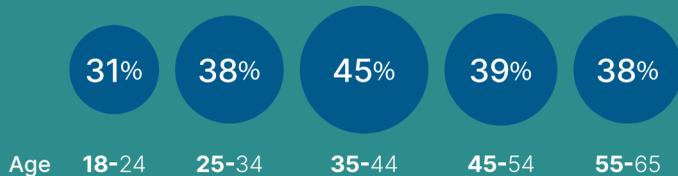
79%

Loyalty schemes

Products and services purchased online more often than before the pandemic



Age groups that will avoid shopping from online stores if their website is difficult to use on mobile devices



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