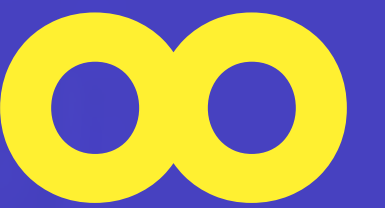




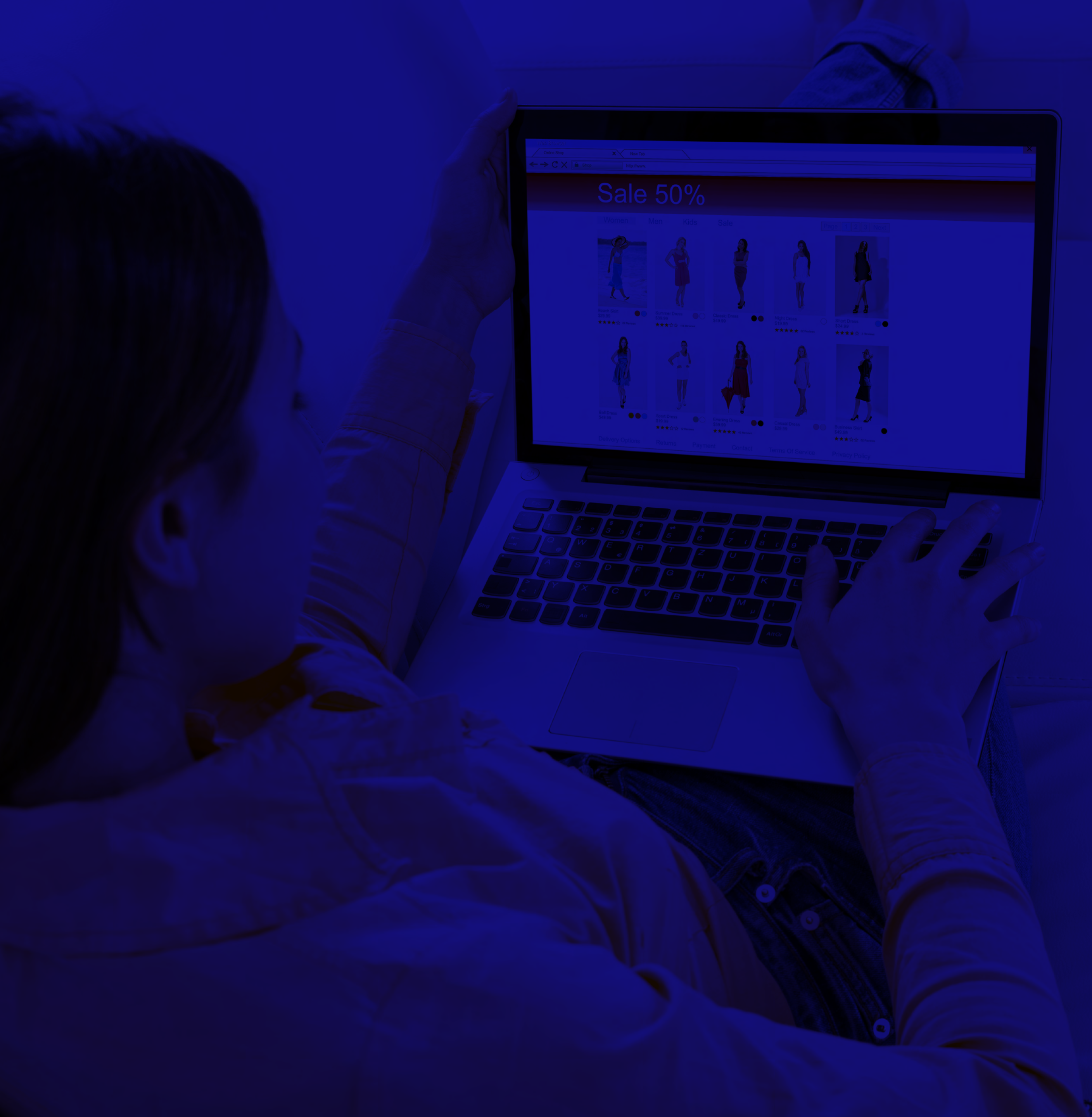
ECOMMERCE TRENDS 2022

Trends with more future



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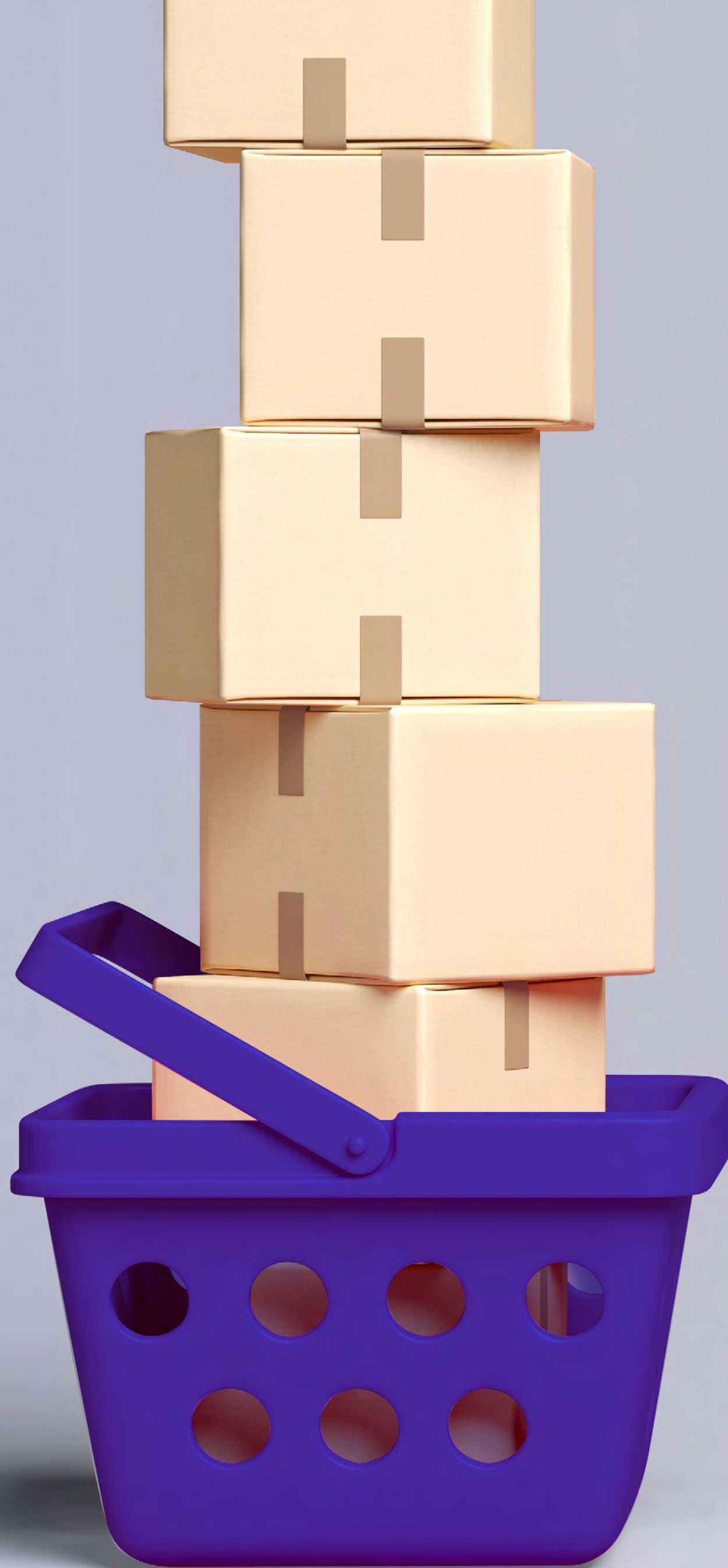
Powering results



In eCommerce, it would be nice to have a crystal ball to tell us what the future holds, wouldn't it?

We have spoken with eCommerce experts and gathered the most important trends to keep in mind for this 2022, so that you can make the most out of the ones that best suit your online shop.

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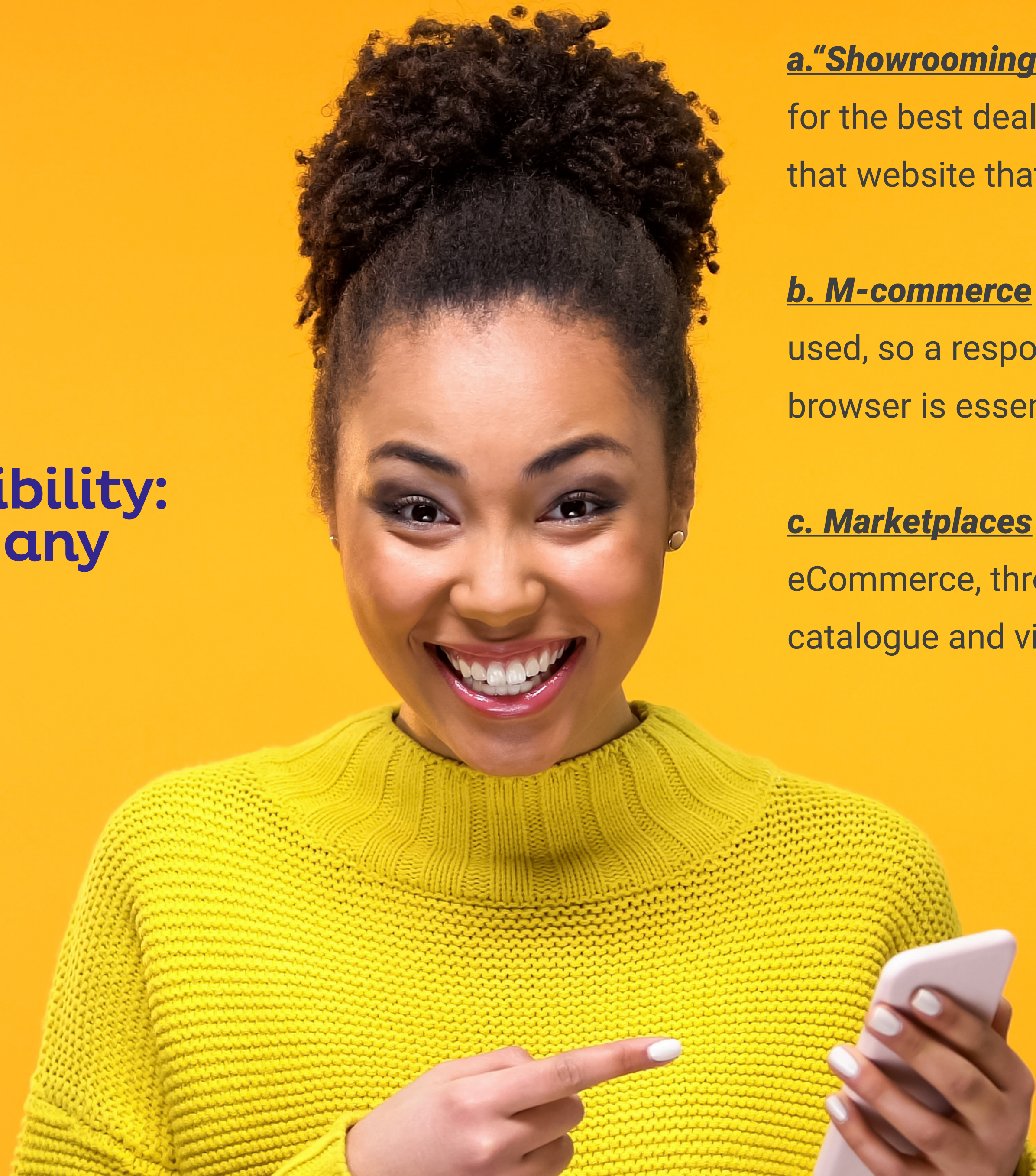
New customer behaviour

a. Shopping during work hours -> Consumers no longer understand rules or timetables: they buy when, how and from where they want.

b. We prefer “analogical” plans -> Inclination for total disconnection on holidays, when they prefer to enjoy analogue plans.

c. Fractionated payments -> Easier for customers to purchase higher-cost products without the fear of making a large investment in a single payment.

2 Total flexibility: any time, any channel



a. "Showrooming" and "Dynamic pricing" -> You look for the best deal on the product online, straight to that website that has the best price on the market.

b. M-commerce -> Mobile devices are increasingly used, so a responsive eCommerce with an adapted browser is essential.

c. Marketplaces -> Another kind of multi-product eCommerce, through which you can expand your catalogue and visibility to consumers.

3. Shops getting smarter and easier to upgrade

a. Improve of UX -> Artificial Intelligence brings us closer to understanding the customer, making life easier with functionalities such as “voice search” or “image search”.

b. “Low Code” platforms -> “Codeless” platforms and tools will play a leading role, maximising resources and making processes more cost-effective.





4. Teleshopping moves online

a. Shoppable TV -> The experience will be easier through a QR that will appear on top of the products and leads directly to the purchase.

b. Livestreaming -> The customer can buy by leaving a comment and accessing the same link to the product in a matter of seconds.



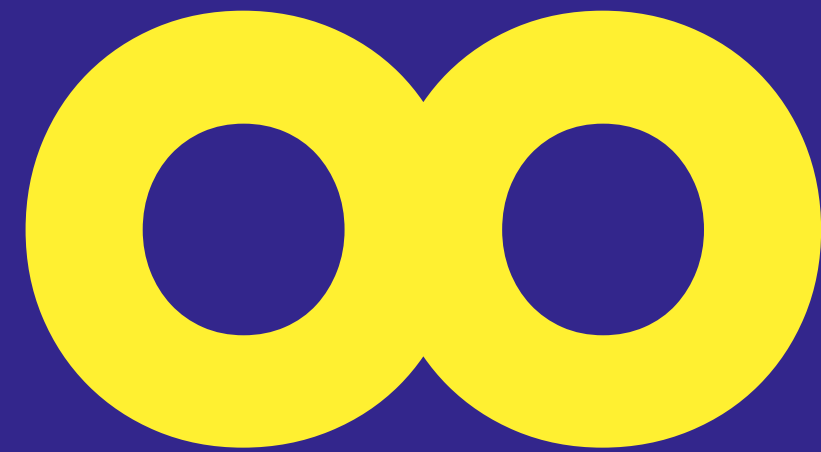
5. Close and respectful, eCommerce becomes more humanised

a. "Online" deliveries to "physical" shops ->

"Self service" to consumers, that will manage their purchases at their leisure, without the need to pay.

b. Subscription models -> Products or packs on a monthly basis, capturing loyal customers through established recurring purchases.

c. Goodbye to Google cookies -> Social media advertising will lose value, but new options will emerge with which to continue attracting our audience.



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