

Discover how many retailers approach catering to the mobile shopper

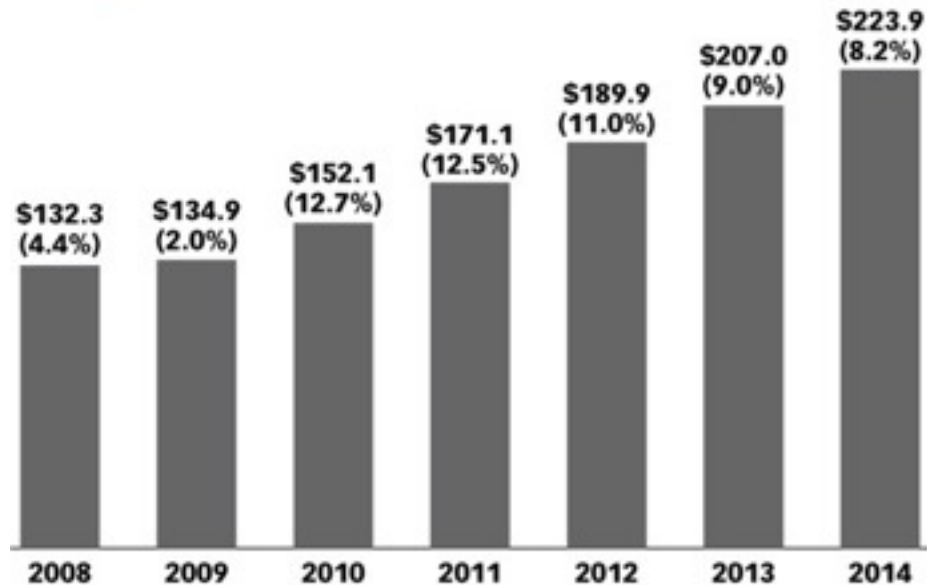
E **Commerce** **Growth** **in the Past** **Five Years**

from **BANNERVIEW.COM** Developers of BannerOS

E-commerce Growth in the Past Five Years

Five years ago, consumers moved at a different pace. It may have been related to the economic downturn at the time, but technology may have also played a part (or the lack of today's technology). Currently, 87% of smartphone and tablet users in the U.S. use their devices for shopping. This would account for the growth we've seen in e-commerce (or m-commerce as well). Almost achieving double the percentage, e-comm takes 6.2% of the total revenue, compared to 3.8% in 2009. That equates to more than \$37 billion in sales.

US Retail E-Commerce Sales, 2008-2014 (billions and % change)



Note: excludes travel, digital downloads and event tickets
Source: eMarketer, March 2010

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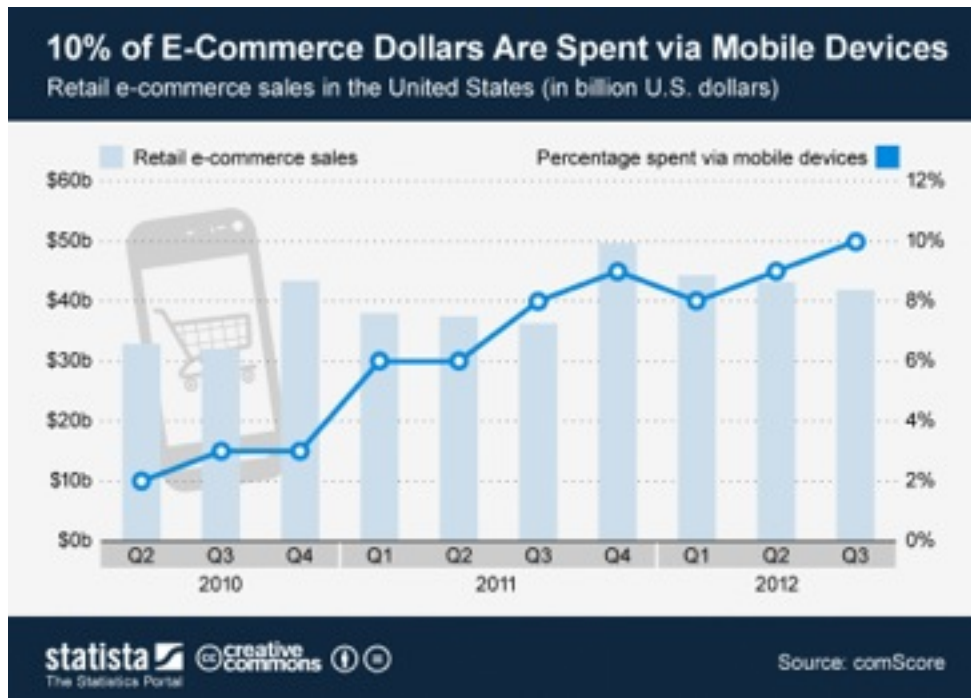
www.eMarketer.com

If we surmise that mobile usage had helped increase online purchases, it would be attributed to the following statistics:

- 56% of American adults are now smartphone owners. (Source: Pew Internet & American Life Project, 2013)
- 75 percent of Americans bring their phones to the bathroom. (Source: Digiday, 2013)
- Mobile now accounts for 12 percent of Americans' media consumption time, triple its share in 2009. (Source: Digiday, 2013)
- 27% of companies worldwide planned to implement location-based marketing in 2013. (Source: Econsultancy, 2013)
- Of the 70 percent of shoppers who used a mobile phone while in a retail store during the holidays, 62 percent accessed that store's site or app and only 37 percent of respondents accessed a competitor's site or app.. (Source: ForeSee, 2013)
- Retailers' apps with store mode gather five times more engagement. (Source: Point Inside, 2013)
- Last year, only 12% of consumers bought anything through social media. (Source: PwC, 2013)

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- By the end of 2013, there will be more mobile devices on Earth than people. (Source: Cisco, 2013)
- 46% of showrooming shoppers still ended up making a purchase in-store, an 11-point increase from 2011. (Source: Pew, 2013)
- The number of US mobile coupon users will rise from 12.3 million in 2010 to 53.2 million in 2014, driven by the rapid adoption of smartphones.



With such exponential growth, expect retailers to increase their offerings online as well as incorporate more advanced technology into their websites.