

# 18 E-COMMERCE STATS YOU NEED TO KNOW

**Online shopping is becoming the norm for many. Here are 18 need-to-know stats about e-commerce for modern businesses**

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2.5 million New Zealanders shop online

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

1



4% growth in the number of online shoppers in the last year

Source: Nielsen New Zealand E-Commerce Report 2016

2



\$4.7 billion spent on online shopping

Source: Nielsen New Zealand E-Commerce Report 2016

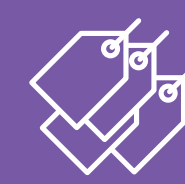
3



44% of New Zealanders have made 4+ purchases online in the last 12 months

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

4



79% of consumers would choose delivery via drone if that meant they could receive packages within an hour

Source: Walker Sands Future of Retail report 2016

5



8% growth in online retail spending compared to same time last year

Source: BNZ's July 2017 online retail sales report

6



20.6 million items purchased last year

Source: Nielsen New Zealand E-Commerce Report 2016

7



Nearly 1/3 of the main reasons for not shopping online relate to delivery concerns - the foremost being cost

Source: Nielsen New Zealand E-Commerce Report 2016

8



69% of online shoppers say that the fact it saves them time is important/very important to them.

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TVV

9



21% of online shoppers are completing purchases on a mobile device.

Source: Nielsen New Zealand E-Commerce Report 2016

10



7% increase in spending with local online retailers compared to same time last year

Source: BNZ's July 2017 online retail sales report

11



51% of New Zealand's online shoppers are women

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

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23% of users will abandon their shopping cart if they have to create a new user account

Source: Kissmetrics blog, 5 Ecommerce Stats

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Over 1/3 of online shoppers (36%) are aged 30-49 years

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

14



57% of online shoppers live in metropolitan NZ (AKL, HAM, WLG, CHC, DUN)

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

15



A two-second delay in load time increases abandonment rates by 20%

Source: Radware

16



1.7 million NZ online shoppers say that the ability to shop outside business hours is important/very important to them

Source: Nielsen CMI Fused Q216-Q117 Jun 17 Online/TV

17



M-commerce will reach 45% of the total U.S. e-commerce market, by 2020

Source: Business Insider, The Rise of M-Commerce: Mobile Shopping Stats & Trends, Dec 2016

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