



FashionTech

THE IMPACT OF COVID-19 ON ECOMMERCE

The global ecommerce market has experienced incremental growth due to COVID-19. Originally projected to grow by 15%, the global ecommerce market is now expected to grow by 25% by the end of 2020. All ecommerce categories will profit from this shift, including a 21% increase in food & personal and 8% increase in fashion.

Source: www.statista.com

10%

EXPECTED ADDITION REVENUE GROWTH OF GLOBAL ECOMMERCE MARKETS IN 2020 DUE TO COVID-19



+21%

FOOD & PERSONAL

+8%

FASHION

GLOBAL ECOMMERCE FORECASTED REVENUE GROWTH IN 2020

50%

PROPORTION OF GLOBAL ECOMMERCE TRANSACTIONS THAT WILL OCCUR IN A MARKETPLACE



11%

ANNUALIZED PROJECTED GROWTH OF GLOBAL ECOMMERCE MARKET BETWEEN 2019 AND 2024

FashionTech is an industry organization that delivers news, education, and events that analyze the impact of technology on the fashion, retail, and beauty industries. Find out more and tell us what matters to you by visiting us at

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