

FINANCIAL SERVICES

64pc of global businesses still recovering from pandemic: Shopify

February 3, 2023



Shopify Plus is out with analysis of the ways in which shoppers are now engaging with brands on their terms in 2023. Image credit: Shopify

By AMIRAH KEATON

In the face of global economic instability and heightened spending hesitation, shoppers are becoming increasingly aware of their buying power with every passing year, and are demonstrating this knowledge, both online and off brands must take note, according to a new report.

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After a few years of record online sales in the face of a global health crisis, Shopify Plus is out with analysis of the ways in which shoppers are now engaging with brands on their terms. Thus, per the company's new **Commerce Trends 2023** report, market players must adjust products, plans and policies accordingly, adopting sound omnichannel strategies to ride out potential economic disruptions in 2023.

"The more we can connect online and offline, the better the customer experience," said Arpan Podduturi, director of product retail and messaging at **Shopify**, for the report.

"And that ultimately gives retailers and main-street brands a chance to survive and thrive going forward."

For the report, Shopify partnered with global market research firm Ipsos to conduct a study inclusive of responses from 900 business owners and commerce decision-makers based in the United States, Canada, the United Kingdom, France, Germany, Ireland, Italy, Spain, Japan, Singapore, India, China, Australia, and New Zealand. Shopify combined survey results with third-party data, proprietary research about brands that sell on Shopify Plus, as well as qualitative insights from two dozen interviews with industry leaders, investors, and subject matter experts.

Shopify primes

While commerce growth has calmed since 2020 total retail sales in 2022 have climbed 15 percent since 2020, with a y-o-y growth rate of 5 percent global sales are still expected to reach \$31 trillion in the year 2025, albeit slowly across the next few.

Clamping down on this growth, especially in 2023, is a tough economic environment forecasted for the months ahead.

Supply challenges, social commerce, emerging VR technologies

If only there was a trends report filled with tips from industry experts and data from global brands to help you navigate.

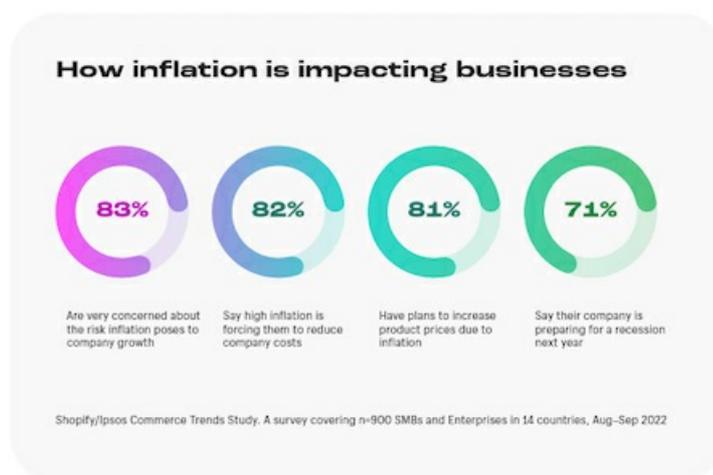
Introducing: Commerce Trends 2023 pic.twitter.com/ow4q2LP9WL

Shopify Plus (@ShopifyPlus) [December 15, 2022](#)

Needless to say, consumers are feeling the pressure. Shopify's report shares that the average person is 102 percent more concerned about inflation than the coronavirus.

In addition to a demand for value, shoppers today are keenly aware of the fact that they have more options than ever before, in a landscape with seemingly infinite brands advertising on social media.

Thus, the post-pandemic mindset shift begins to become clearer. Both factors create a situation in which shoppers are frankly becoming less and less willing to accept pandemic-era commerce conditions.



Commerce Trends 2023 provides a picture of how inflation is impacting businesses globally. Image credit: Shopify

Between May 2021 and May 2022, more than seven in 10 consumers bought from the competitor of their go-to brand, and almost half moved to competitors that had their desired product in stock, according to the ecommerce expert.

Reflecting this new reality, Shopify's report posits that the customer experience has never been more important.

"While we see customers really interested in coming back into the store space and having a personal approach, they've also gotten used to having everything immediately," said Shaza Mahmoud, head of retail at Daily Paper, for the report.

"They want it now," Ms. Mahmoud said. "This is just the era we're living in."

"Everything is available at the click of a button."