

Why digital sellers are choosing growth.

Our survey of 100+ digital sellers
reveals both challenges and emerging
opportunities.



In 2020, digital commerce was the paragon of extreme growth.

According to data from McKinsey, eCommerce growth accelerated by 10 years during the first three months of 2020—and just kept on going.¹ To put it in perspective, in 2019, digital retail sales reached \$2 billion only on two days outside the holiday period. Just one year later, digital sales reached that level on *more than 130 days*.²

In an effort to learn how online sellers are responding to this unprecedented market environment, we surveyed more than 100 digital businesses. Our results suggest they're rising to the challenge by adopting new strategies and expanding their online presence. **This eBook presents a brief summary of our survey results.**



The number of days digital retail sales reached \$2 billion²

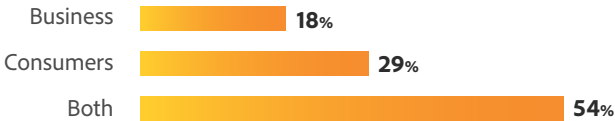


Who we talked to:

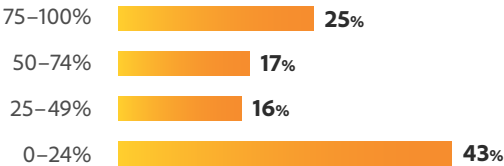
We reached out to companies of all sizes that sell online—from small firms to organizations with \$500 million or more in revenues. Overall, we received answers from a diverse mix of businesses: B2B (18 percent), B2C (28 percent), and hybrid (54 percent).

Our respondents also included pure-play digital sellers (25 percent) as well as businesses that sell both online and through more traditional channels. They started by answering a few general questions about their business:

Who do you sell to?



What percentage of your revenues comes from digital channels?



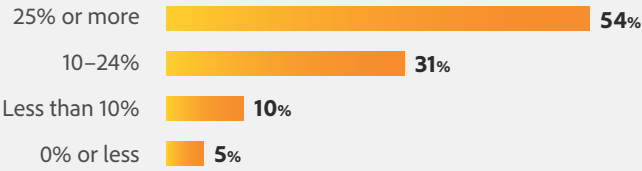


Merchants forecast major growth.

When we asked our respondents to forecast digital sales growth for the coming year, the majority (54 percent) said they expect growth of 25 percent or more. Another 31 percent of respondents predicted growth of 10–24 percent. Just 5 percent are concerned that they won't grow at all. Overall, these results suggest that businesses are optimistic about the coming year and believe consumers and business buyers will keep shopping online even in the post-pandemic era.



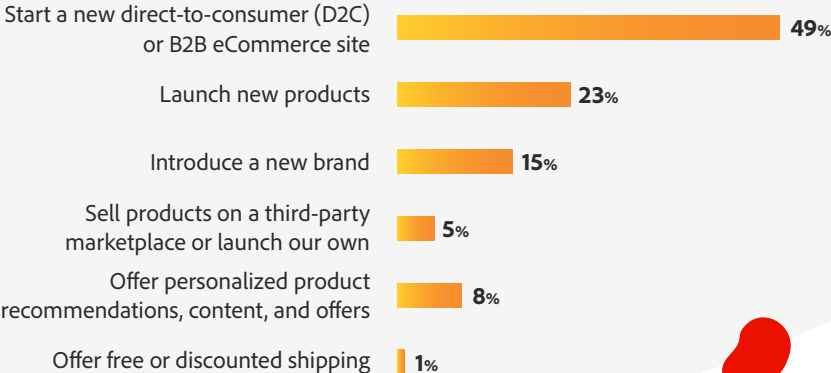
How much will your eCommerce business grow next year?



To grow faster, just add eCommerce.

The most popular growth strategy identified by respondents was starting a new eCommerce site (49 percent). This result underscores both the velocity of growth in the eCommerce marketplace in general, and our respondents' belief that expanding their eCommerce presence is key to growth. Other top growth strategies are launching new products (23 percent), introducing a new brand (15 percent), and adding personalized product recommendations, content, and offers (8 percent).

What strategy will you use to grow in 2021?



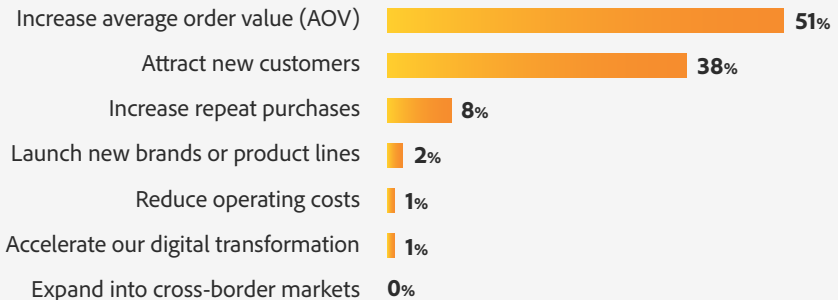


Revenues—not costs— are top of mind.

When asked to identify top business goals for the 2021 year, respondents continued the trend of being growth oriented with priorities like increasing average order value (51 percent), attracting new customers (38 percent), and increasing repeat purchases (8 percent). Only 1 percent of respondents, however, mentioned reducing costs. These numbers suggest that eCommerce businesses will take advantage of the current surge in online buying and deprioritize operating costs until the digital marketplace cools down.

One business goal that wasn't named once by respondents was moving into cross-border markets. We suspect that the growing complexity of cross-border fulfillment, attributable to COVID-19, has prompted some organizations to put international expansion plans on hold.

What are your business priorities for 2021?



Obstacles ahead.

While respondents are mostly optimistic, they are also staying wary as they enter a new year. In particular, they're keeping an eye on consumer spending (35 percent), lingering supply chain issues (12 percent), and business spending (8 percent). They're also concerned about competition (10 percent), buyers switching back to brick-and-mortar shopping (10 percent), and a resurgence of COVID-19-related fulfillment delays.

What challenges do you see on the horizon?





Key takeaways:

- Businesses see the currently fast-growing digital marketplace as a significant opportunity.
- Digital businesses are expanding their online presence by launching new sites as well as adding new products and brands to capture a greater share of this growth.
- Online sellers' top business goals are all about increasing order size and attracting new customers.
- Reducing operating costs and expanding internationally are lower-priority goals.

Download these resources on growing your eCommerce business.

[**Essential eCommerce Features for Major Growth**](#)

[**The Right Strategy for Every Market**](#)

[**Accelerate Your eCommerce Launch**](#)

Sources

- ¹ McKinsey: <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickenning>
- ² Adobe Blog: <https://blog.adobe.com/en/publish/2020/12/01/cyber-week-online-shopping.html#gs.ptnawz>

Adobe Experience Cloud

Adobe Experience Cloud is the most comprehensive suite of customer experience management tools on the market. With solutions for data, content, engagement, commerce, personalization, and more, Experience Cloud is built on the world's first platform designed explicitly for customer experience. So each product is infused with artificial intelligence and works seamlessly together, but also integrates with your existing technology and your future innovations so you can consistently deliver the right experience every time.

Magento Commerce

Magento Commerce is the world's leading digital commerce platform. With Magento Commerce, you can build engaging shopping experiences for every type of customer—from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth.



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