

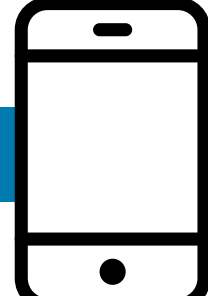
E-COMMERCE TRENDS FOR 2020



ATS Advantage Technology Solutions

Online sales grew by **49%** compared to 2019.

E-Commerce accounted for **19.7%** of overall retail sales up from approximately **13.4%** in 2019. ^[1]



TOP E-COMMERCE RETAILERS ^{[2] [3]}



\$269.4 BILLION

38.7%



\$41 BILLION

5.3%



\$31.65 BILLION

4.7%

RESULTS FROM AMAZON ^{[4] [5]}



36%

Increase in spending on Prime Day 2020



60%

Increase in sales for third-party businesses



50%

Year-over-year of growth in worldwide sales



1 BILLION

Products sold by small & medium-sized American businesses in Amazon's E-store



\$6 BILLION

In U.S. Sales during the two-day Prime Day sales event



1.5 BILLION

Toys, home products, beauty products, and electronics shipped worldwide this holiday season



BLACK FRIDAY SALES OF \$2.4 BILLION ^[4]



67%

Mobile Sales



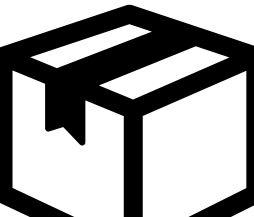
33%

Desktop Sales



\$90

Avg. Black Friday Cart Price



FEEDBACK ON RETURNS ^{[6] [7]}



39%

Product Didn't Match Description



65%

Didn't Fit



33%

Looked Different In Person



50%

Customer had a bad experience and will not be shopping with the retailer again



56%

Appreciate ease of returns via pre-paid postage



30%

Not likely to repeat purchase from an online retailer that didn't deliver an item on-time



SHIPPING & DELIVERY ^[8]



+100K HIRES

UPS hired about +100,000 seasonal workers, on top of the 39,000 new, permanent employees it added between April and June



3 BILLION

3 billion packages were shipped between Thanksgiving and Christmas this year



>90%

On-time delivery by UPS, FedEx, and USPS throughout the holiday season

ShipMatrix estimates **3 billion+** packages were shipped between Thanksgiving and Christmas this year in the U.S. about **800 million** more than in 2019. ^[9]

Record On-Time Delivery from Nov 22- Dec 19 ^[9]

UPS

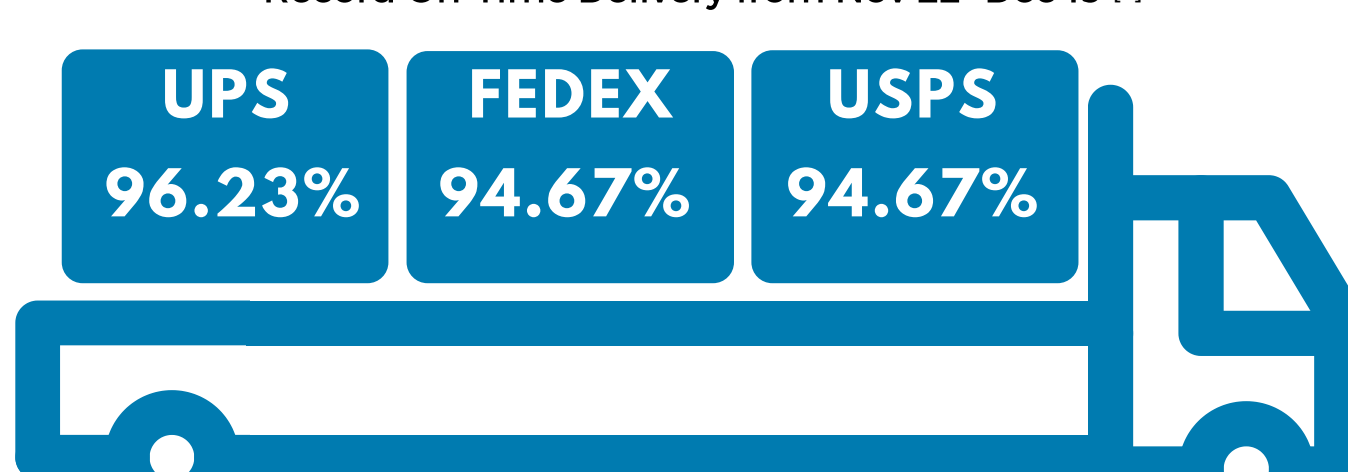
96.23%

FEDEX

94.67%

USPS

94.67%



ATS Advantage Technology Solutions

Where Do We Go From Here?

E-Commerce is on the move. And you should be too! Let ATS help you determine how to modernize your operations so your business can keep pace with customer demand!



Call Here



Email Here



Connect Here



Watch Here

Learn More

SOURCES:

¹ <https://www.mastercard.com/news/press/2020/december/mastercard-spendingpulse-u-s-retail-sales-grew-3-this-holiday-season/>

² <https://www.marketingcharts.com/industries/retail-and-e-commerce-112285>

³ <https://www.statista.com/statistics/976083/leading-companies-ranked-retail-ecommerce-sales-usa/>

⁴ https://www.aboutamazon.com/news/retail/thank-you-to-amazon-customers-employees-and-selling-partners?utm_source=social&utm_medium=tw&utm_term=amznnews&utm_content=amazon_retail_2020&linkid=107987249

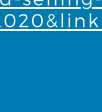
⁵ <https://news.shopify.com/shopify-announces-record-global-black-friday-sales-of-24-billion>

⁶ <https://www.yotpo.com/reducing-ecommerce-returns-report/>

⁷ <https://www.supplychainquarterly.com/articles/4291-survey-retailer-mistakes-fuel-accelerated-returns>

⁸ <https://www.supplychainquarterly.com/articles/4291-survey-retailer-mistakes-fuel-accelerated-returns>

JANUARY 2021



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