To: Vijay Chandrasegaran

From: Jeremy Duong

Subject: Business Report on Trend of e-Commerce in 2022

Hello Vijay,

I have completed my research on the trends of e-commerce in 2022. There are a few key trends that may greatly influence the future of our company. As you read through these trends, I recommend paying close attention to they way consumers are changing their expectations and behaviors, as well as how we need to change our technology to meet the consumers’ needs. These trends are:

1. Consumers are starting to expect any e-commerce service to be omnichannel.

As we have already known, technologies are changing daily. With the evermore frequent releases of new and different types of computer devices as well as the new types of software that accompany them, e-commerce companies such as ours need to be able to adapt to these new technologies in order to maximize the number of customers using our service. These technologies include the traditional desktop computer, smartphones, tablets, and many more.

As these technologies continued to be developed, changed, and improved, so is the customers’ comfort in using technologies to interact with the world. According to *globalpayments.com,* “over half of consumers consider themselves more digital than ever before, with 39% shopping from a smartphone daily or weekly and 23% saying that they shop online at least daily.” [1] It is plain to see that online shopping has become a norm, and online shopping with unconventional devices, such as the smartphones, is becoming more and more common.

1. Social media has become increasingly common as a mean for online shopping to take place.

According to *shotify.com, “*about 30% of internet users in the United States already make purchases directly within social platform, and sales through social media channels around the world are expected to nearly triple by 2025.” [2] We can see this trend more clearly by looking at Facebook. More than 33% of Facebook users are predicted to make purchases directly through Facebook itself and not some other websites. [3]

Social media platforms such as Facebook, Twitter, Instagram, TikTok, Snapchat, and many others are overwhelmingly common among the younger generations. As such, the youths nowadays feel much more comfortable using the platforms they are already using for the purpose of making purchases online. However, this does not necessarily mean that any marketing strategy on social media platforms will bring success with the younger population. In fact, integration with social media platforms must be done carefully and with great consideration to bring success. Certainly, the types of goods advertised or shown through such platforms must be ones that the younger people care about.

According to Robert Befumo, head of e-commerce strategy at Parkfield Commerce, in order to successfully reach the young of shoppers, “brands’ activity on social media needs to be genuine… You need to have an understanding of [this group of] audience and speak their language.” [4] This means that each product made available to the young shoppers through social media must be carefully studied and predetermined to be something desired by them before the money is spent to put it on such platform.