

Getting the experience right: eCommerce consumer preferences 2021.

When our world changes, so too does the world of eCommerce. In the past two years we have seen online shopping grow, and with it new opportunities for retailers to grow too. But to do so, retailers need to know what today's consumers really want.

Adobe Commerce carried out a survey of 9,565 consumers across Europe, the Middle East and Africa, to provide a deeper insight into how shopping behaviours have changed in the last 12 months.

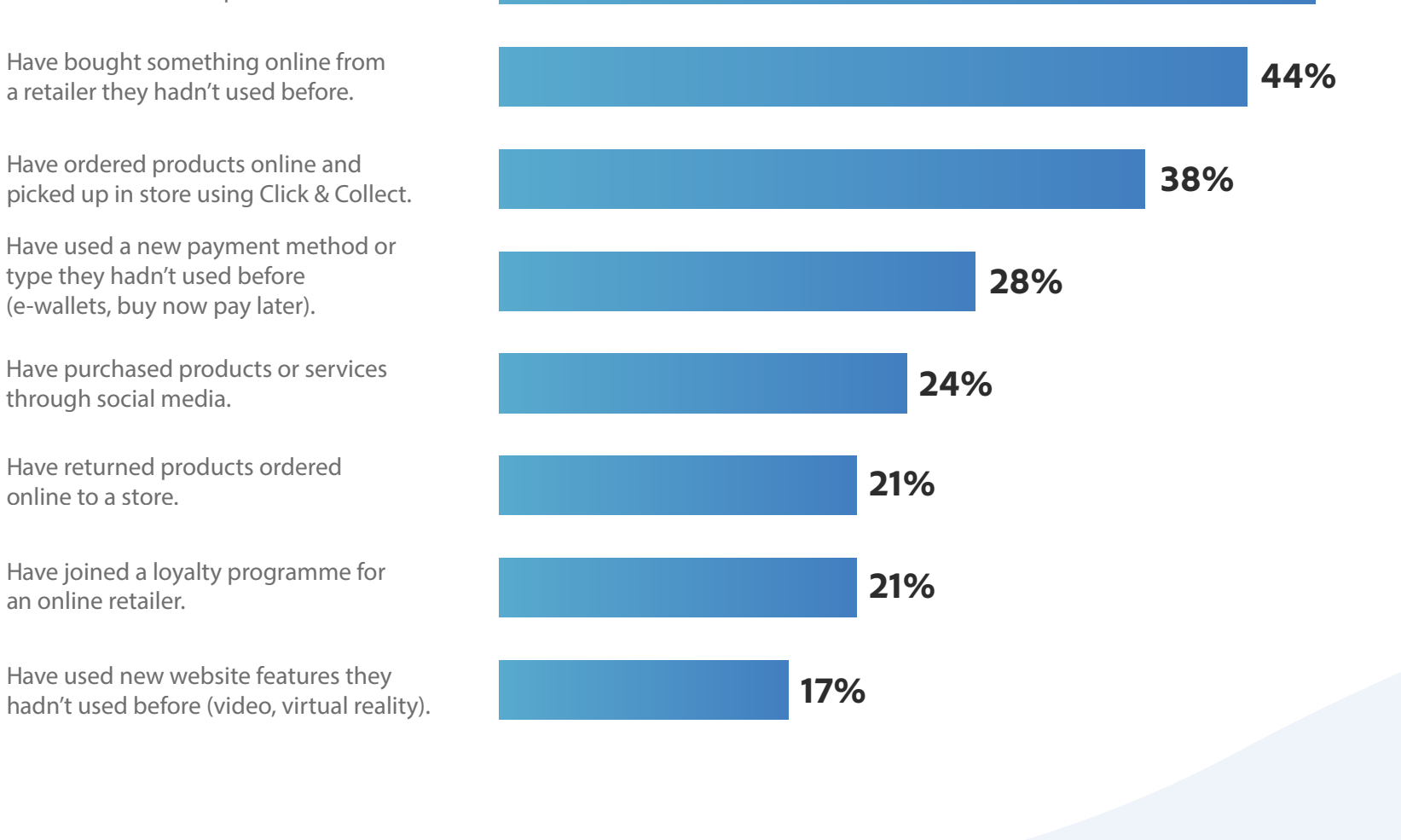
To discover how to meet new consumer expectations, check out the key takeaways below.

Online shopping frequency is rising.

In the next 12 months:



Behaviours continue to evolve fast.



With so much choice online, consumers expect more personalisation.



Want a more personalised online shopping experience based on their online preferences and behaviours.

The urgency for exceptional shopping experiences: consumers are making more website visits before purchase.



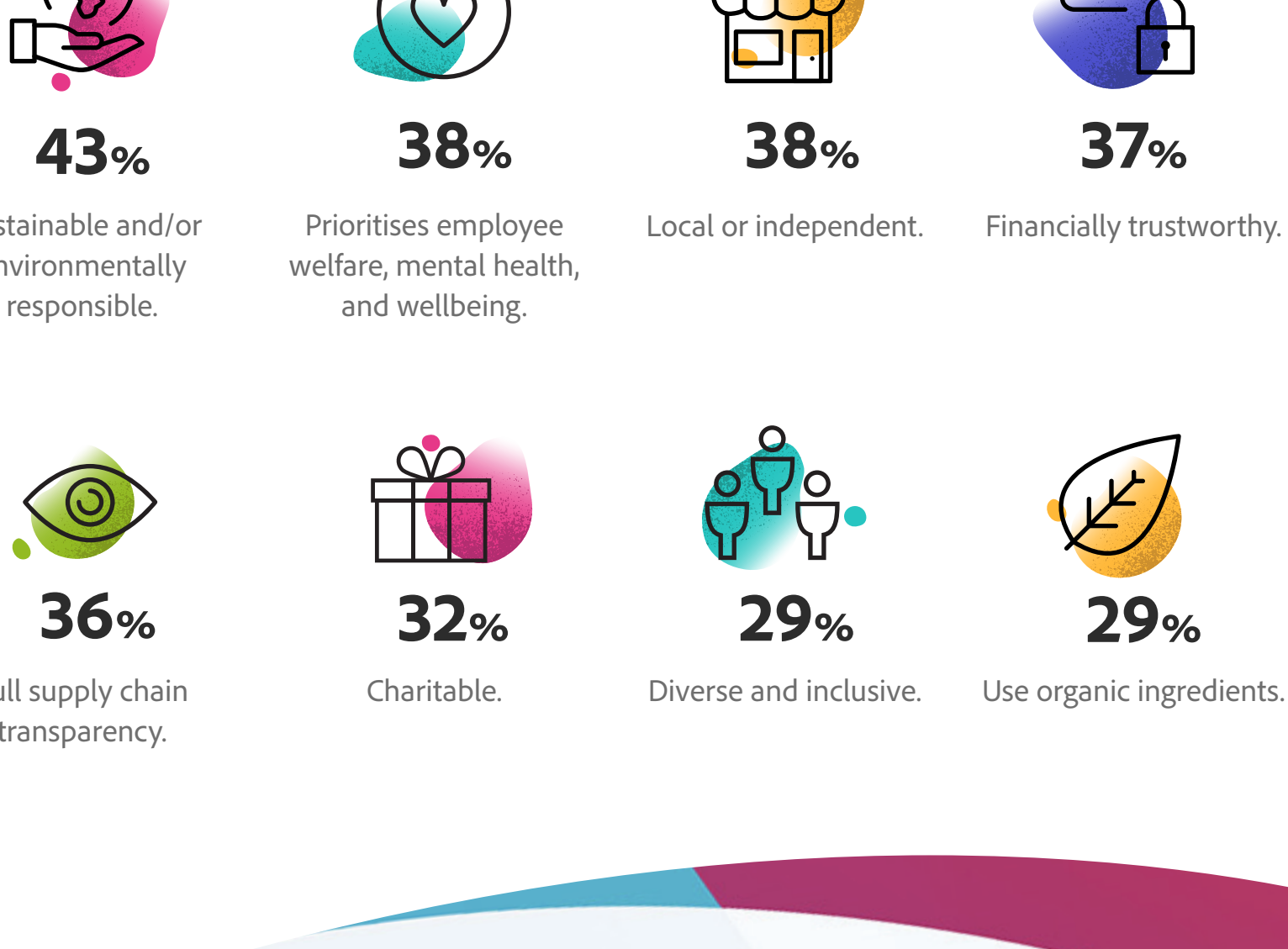
Say they are revisiting websites more frequently before purchase than last year.

The demand for virtual is booming.



Say they would like more virtual reality in their online shopping experiences.

Mindful shopping: the types of brands consumers seek out.



And the most important values brands should have?

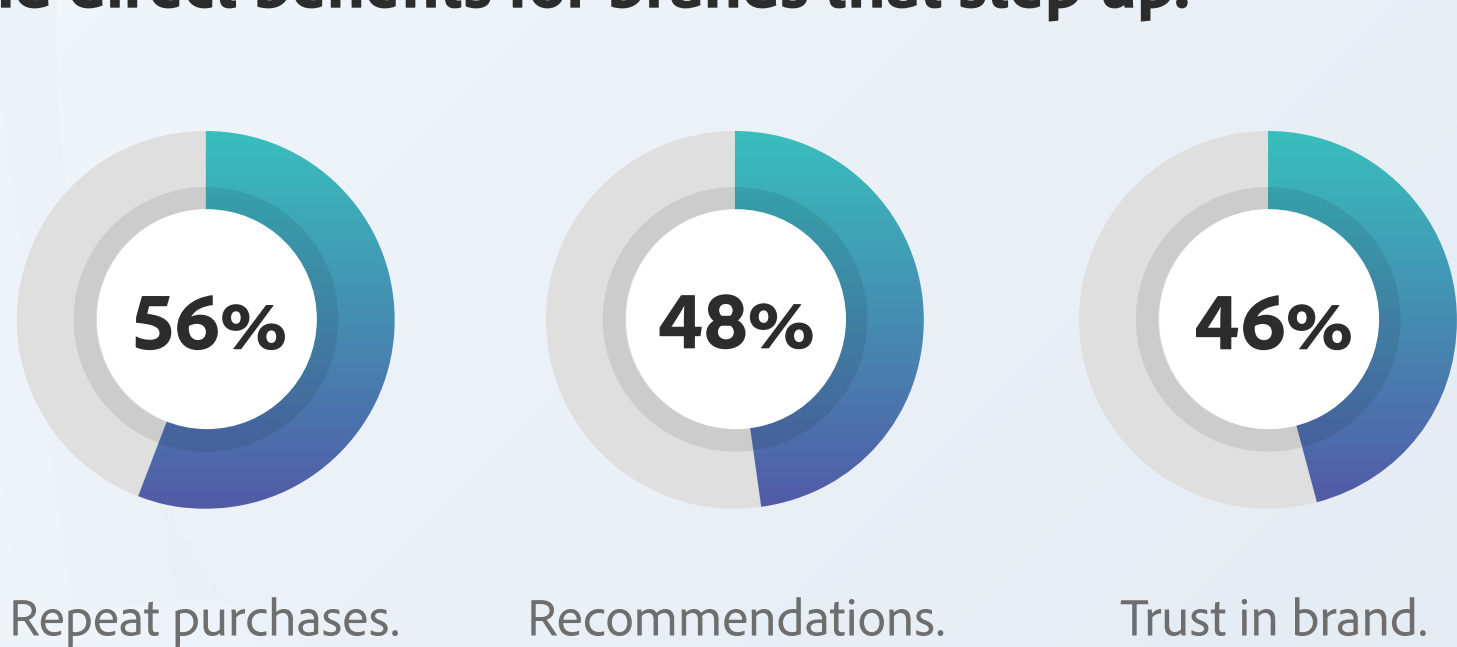


There's an urgency for retailers to meet consumer values.



More likely to switch brands if they go against important values.

And direct benefits for brands that step up.



About the research

This research was carried out in October and November 2021. We interviewed 9,565 consumers, aged 18 and over, to find out how online shopping behaviours have changed in the last 12 months. Respondents were from 12 EMEA regions and had shopped online in the last 3 months.

About Adobe Commerce

Adobe Commerce, part of Adobe Experience Cloud, is the leading commerce solution for merchants and brands across B2C, B2B and hybrid use cases and was named a leader in the 2020 Gartner Magic Quadrant for Digital Commerce and 2020 Forrester Wave for B2B Commerce. Adobe Commerce, powered by Magento, boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences.

Adobe Commerce is the #1 provider to the Digital Commerce 360 Top 1000 online retailers for the tenth consecutive year and the Top 500 Guides for Europe and Latin America. Adobe Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and a robust eCommerce marketplace for extensions available for download on the Magento Marketplace.

For more information, visit business.adobe.com