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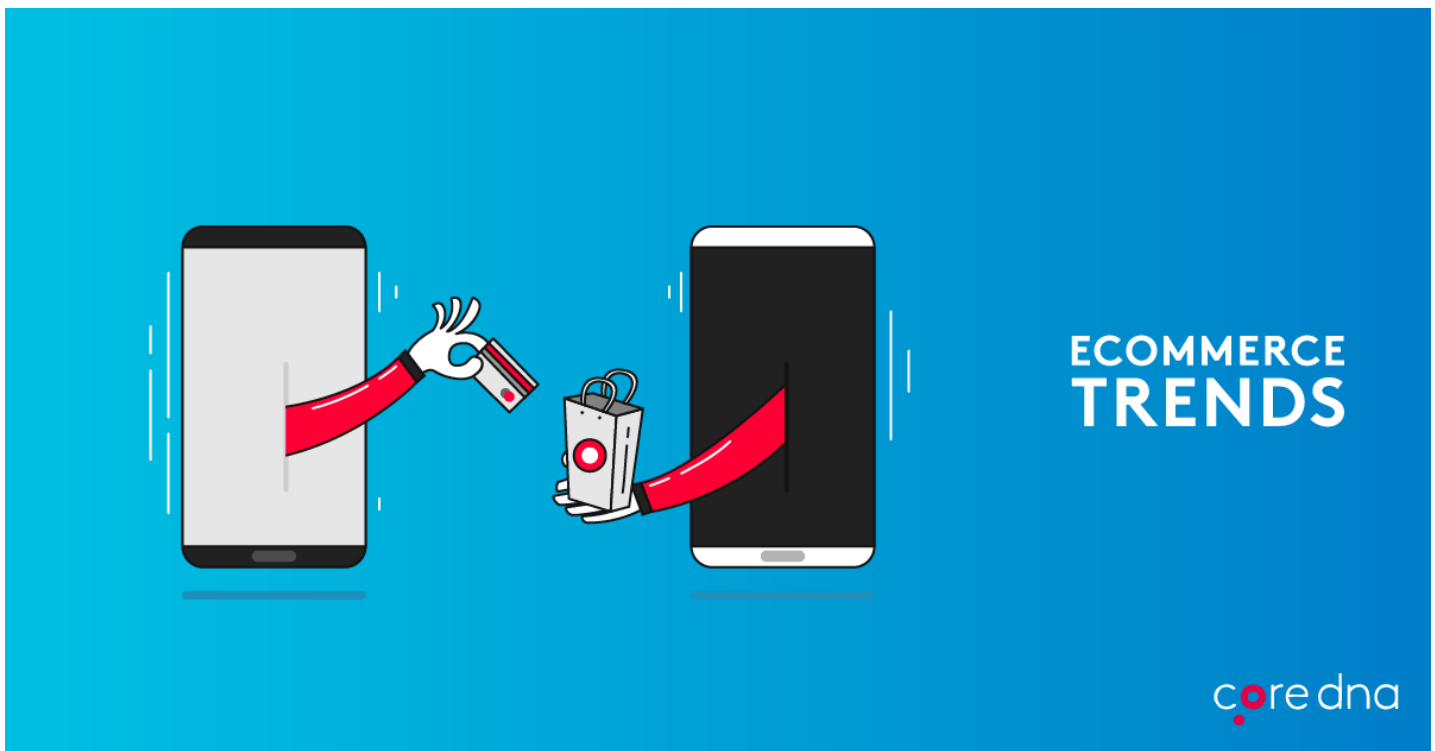


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eCommerce Trends To Watch For In 2020

Sam Saltis | eCommerce | 13 min read | Apr 17, 2020



Monitoring eCommerce trends shouldn't just be a hobby. Each trend needs to be analyzed and adopted in due course if it's truly going to **drive your eCommerce brand forward** — otherwise, you run the serious risk of falling drastically behind your competition.

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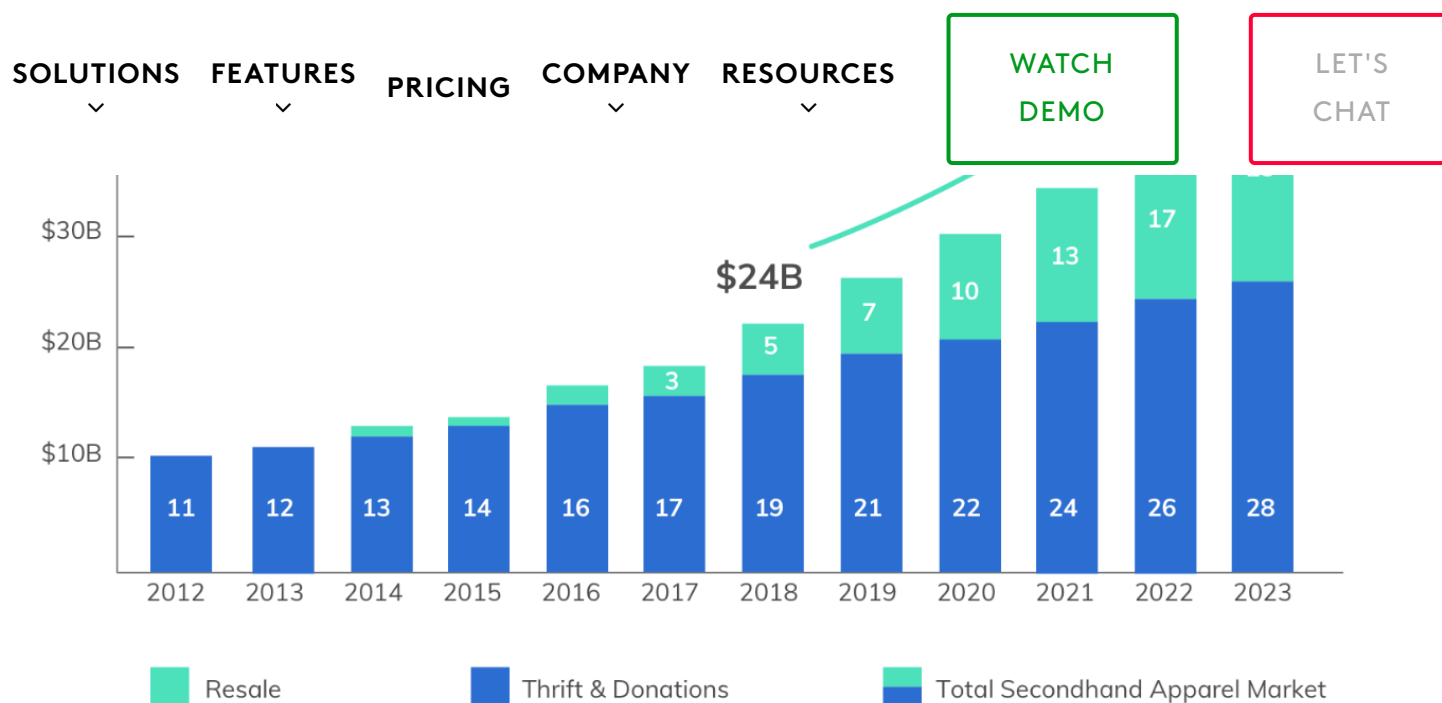
1. [eCommerce is expected to reach \\$4.5 trillion in 2020](#)
2. [AI-powered personalization will become a standard part of the eCommerce toolkit](#)
3. [PWA for eCommerce becomes expected](#)
4. [eCommerce-first companies go brick-and-mortar](#)
5. [Dynamic pricing drives optimal sales and profit](#)
6. [Adopting the fast-fashion mindset](#)
7. [Providing a multi-platform journey with platform-specific messaging](#)
8. [Purposeful content repurposing](#)
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10. [The subscription service bandwagon rolls on](#)
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12. [eCommerce goes headless](#)
13. [Real-time conversations, chatbots, and AI will become a standard part of the eCommerce toolkit](#)
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[eCommerce trend #1] The rise of the second-hand market aka "re-commerce"

Call it second-hand eCommerce, re-commerce, or by any other name, the online market for used products has never been bigger.

According to [data collected by Thredup](#), **the second-hand market is primed to explode in the years to come:**



A number of factors play into this increasing trend, including:

- An increased focus on sustainability
- The ability to attain sought-after products for less money
- The need to keep ahead of trends in fashion and other industries

As we move into 2020, it's clear that the market for used goods is still alive and well. From niche sites like Poshmark to more general platforms like Facebook Marketplace, the demand for second-hand goods is spread far and wide.

What to do

If you sell goods that can be returned and resold without losing quality, get in on this growing trend.

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credit?)

- The cost of refurbishing and preparing products for resale versus the price you'll get for reselling it

Another factor to consider is how you'll be able to market your new re-commerce initiative:

Will you focus on sustainability, lower costs, or other value propositions?

For example, Poshmark focuses heavily on **building a community of like-minded fashionistas** through its second-hand services:



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Poshmark.



Discover the **Poshmark Community** *Connect and share*

We're more than just another shopping destination. At Poshmark, we focus on offering a one-of-a-kind experience in connecting people and their closets. Join us and be part of an awesome community where we thrive on trust, respect, and a shared affinity for discovering fashion!

Again, it all depends on what you sell, and to whom. The key isn't to "go second-hand" because other companies are doing it; **it's to do so because it will positively impact your customer's experience with your brand** (...ahem, and your company's bottom line).

Read this next: [How Frank Body Used Content Marketing to Make \\$20 Million in Sales](#)

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- Shipping costs
- Lengthy shipping times
- Lack of delivery options

Of course, it's impossible to please everyone in this regard—and do so profitably.

For eCommerce companies with brick-and-mortar locations, there's a simple solution.

What to do

Offer your customers a buy online, pickup in-store (BOPS) option.

That's it.

Ironically, while the entire premise of eCommerce is to have items delivered to one's home, it can sometimes be more convenient to allow your customers to pick up their order at your nearest physical location.

For brands without a physical location, you might **consider partnering with existing brick-and-mortar businesses to cater to BOPS customers** — *a la Amazon and Kohls.*

Looking at the bigger picture, you also want to do whatever you can to **mitigate any issues your customers may have with your shipping or returns policies**. The less friction your customers experience when receiving their orders, the more likely they'll be to keep doing business with you.



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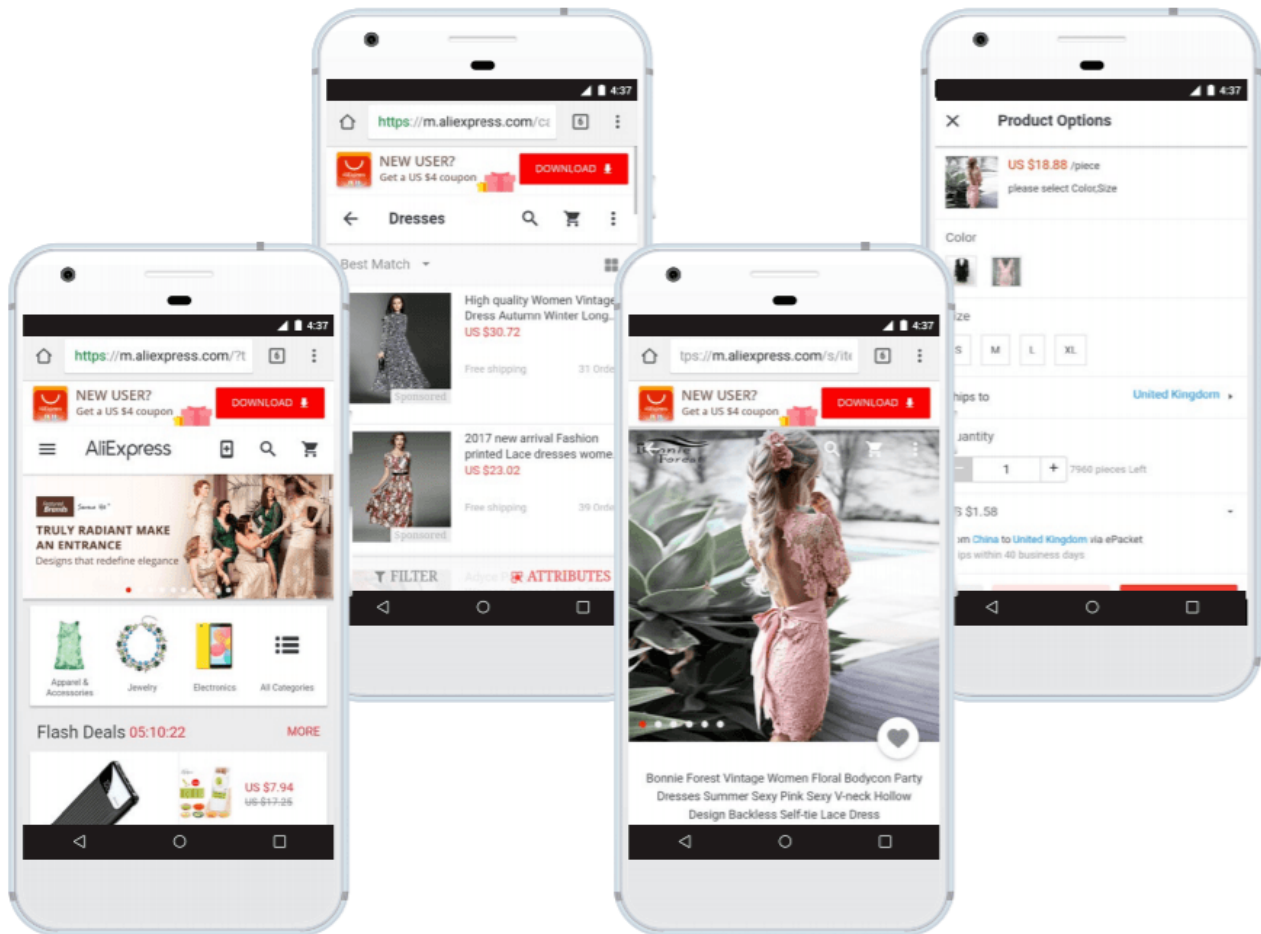


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While websites like Twitter and Gmail have used PWA technology for a while now, we're starting to see it bleed over into many popular eCommerce websites, as well.

Aliexpress, for example, has pioneered the use of PWAs in eCommerce to **great success**.



(Source)

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devices, and iOS apps when viewed on Apple devices.

This, of course, allows for a more comfortable and streamlined experience for users of any device—without requiring them to actually download an app at all.

What to do

To be blunt:

Invest in PWA technology.

As more and more consumers begin to expect an **omnichannel experience** from their favorite brands, the use of PWAs in eCommerce will soon be seen not as “a little something extra,” but as an essential part of the customer experience.

More importantly, pay attention to why PWAs are catching on in the first place—and be sure to bring these qualities to your website in any way you can. Things like site speed, navigability, and functionality are paramount to eCommerce success in 2020 and beyond.

Read this next: [What is a Progressive Web App? \(And Do You Need One\)](#)



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2020 will be the year in which eCommerce brands lean into the experiential brick-and-mortar space

Deirdre O'Donoghue | G2

www.coredna.com/blogs/ecommerce-trends

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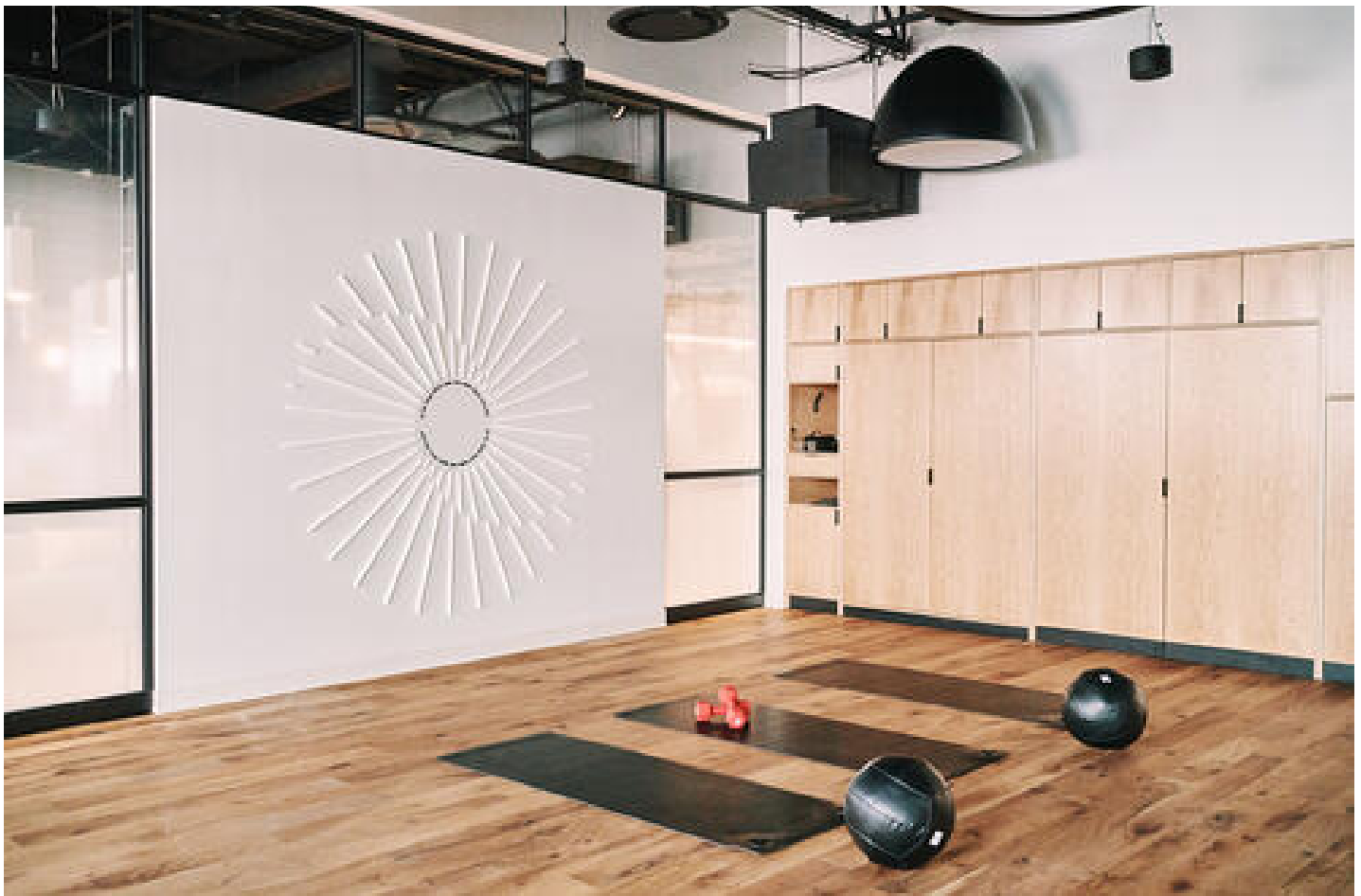
While the traditional approach to brick-and-mortar retail continues to decline in effectiveness, brick-and-mortar retail overall is currently experiencing a renaissance of sorts. In some cases—as with Toys R Us and GameStop—companies are even deciding to close up shop and completely reinvent their brick-and-mortar experience.

The key reason for this is that the consumer no longer needs to visit brick-and-mortar location to make a purchase; they can just do it online. That being the case, the modern consumer, when visiting a brick-and-mortar store, is looking for much more out of the experience.

What to do



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([Source](#) / Pop-up shops will continue to thrive in 2020)

For brands currently operating brick-and-mortar (or thinking about making the jump), make sure your physical locations provide a unique and valuable X factor to your customers.

Of course, this goes back to giving your customers what they're looking for at a given point in time.



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O'Donoghue makes it clear:

“If you’re looking to get ahead of the curve in eCommerce, figure out how your brand loyalists want to interact with your brand — and build a brick-and-mortar experience that enables them to do so.”

Read this next: [19 eCommerce Case Studies You Need To Steal From](#)

[eCommerce trend #5] Dynamic pricing drives optimal sales and profit

You probably know that optimizing your product prices isn't as simple as undercutting the competition.

In fact, going this route will only start a “race to the bottom,” which will ultimately devalue your products, overall.



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demand, and react to these insights in nearly real-time."



What to do

In short:

Adopt **dynamic pricing technology and strategies.**



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As we move into 2020 and beyond, it's likely that truly personalized pricing will continue to be something to strive for.

Bristol to Barcelona
19 people currently looking

✈️ _____

[3 week view >](#)

Wed 22 Nov	Thu 23 Nov	Fri 24 Nov
Dep 07:20 Arr 10:20 LOWEST FARE £39.49 +	Dep 07:20 Arr 10:20 LOWEST FARE £61.49 +	Dep 07:20 Arr 10:20 LOWEST FARE £56.49 +
		Dep 17:10 Arr 20:15 LOWEST FARE £79.49 +

Barcelona to Bristol
24 people currently looking

✈️ _____

[3 week view >](#)

Wed 24 Jan	Thu 25 Jan	Fri 26 Jan
Dep 10:55 Arr 12:15 LOWEST FARE £20.02 +	Dep 10:55 Arr 12:15 LOWEST FARE £20.02 +	Dep 10:55 Arr 12:15 LOWEST FARE £20.02 +
		Dep 20:50 Arr 22:10 LOWEST FARE £20.02 +

(Source / While nothing new to the airline industry, dynamic pricing will become more prevalent throughout the eCommerce world in 2020)

The first step toward 1:1 pricing is to embrace dynamic pricing as quickly as possible.



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[eCommerce Trend #6] Adopting the fast-fashion mindset

There's no denying that the fast-fashion eCommerce industry has absolutely exploded in recent years.

In fact, a [report by McKinsey&Company](#) forecasted that the industry would grow anywhere from 3.5-4.5% throughout 2019.

As [Econsultancy points out](#), there are four key reasons fast-fashion companies like Zara and H&M have experienced such growth in recent years:

- Speed and agility (in terms of product development and order fulfillment)
- [Influencer endorsements](#)
- Social sales (which we'll discuss later)
- Sustainability

In taking advantage of these factors and opportunities, fast-fashion companies have begun experiencing massive success both on- and offline.

What to do

Regardless of what industry your brand operates in you should be aiming to take a page from the fast-fashion playbook in any way you can.



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Here's what [Casey Armstrong](#) of [ShipBob](#) had to say on this:

“More eCommerce brands will launch products to create repeat customers with recurring purchases, similar to how software drives recurring revenue. This makes their businesses more predictable and stable. Outside of that being smart business, the influx of competition across nearly all verticals and increase in customer acquisition costs, eCommerce brands are needing to grow customer lifetime value. This is necessary (for many) to have a positive ROI on marketing and sales spend and to separate from their competition and expand their brand.”



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[eCommerce trend #7] Providing a multi-platform journey with platform-specific messaging

Let's allow [The Ecommerce Academy](#)'s Mark Patchett to break this down for us:

"2020 for Ecommerce is all about omnipresence. The customer journey is now far from linear; it's not only multi-device, but multiplatform. Your prospects will bounce from Facebook, Instagram, and Snapchat to email, FB Messenger, back to SMS...and so on. 2020 will be all about achieving multi-channel efficiency



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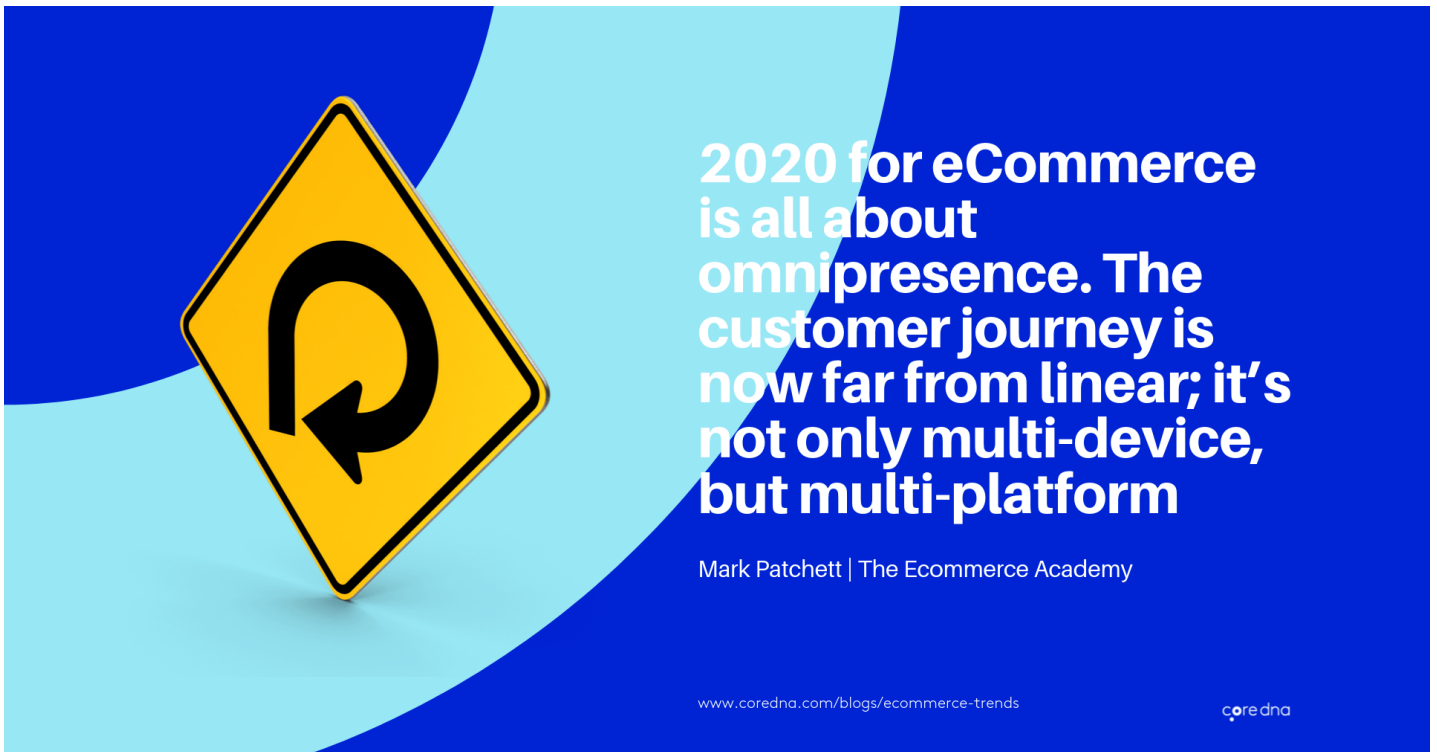


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2020 for eCommerce is all about omnipresence. The customer journey is now far from linear; it's not only multi-device, but multi-platform

Mark Patchett | The Ecommerce Academy

www.coredna.com/blogs/e-commerce-trends

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What to do

It's important to call attention to one of the last things Patchett mentions: "Platform-specific messages."

Part of getting the right message to the right person at the right time is **knowing how they will best receive that message at the moment in question.**

As a simple example, an individual might be happy to receive a more longform, informational newsletter via email—but would rather receive quick-hitting information via push or SMS notification. If they were to receive a long-winded message via SMS, they'd probably end up ignoring it.



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[eCommerce trend #8] Purposeful content repurposing

The modern consumer's demand for high-quality content has never been higher.

For the modern eCommerce company, this in turn means you'll need to crank out more high-quality content than ever before. Of course, this is much easier said than done; high-quality content isn't just something you can whip up with the flick of a switch.

In lieu of trying (and likely failing) to grind out brand new content day in, day out, many eCommerce companies have discovered the true value of repurposing content.

Scott Ellis of [Lifestyle Frisco](#) explains:

"As the crush of creating content is felt and marketers are asked to do more with less (less budget, less people, etc...) content repurposing will feel less like cheating and more like smart marketing."



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What to do

The point of repurposing content is to allow your audience to receive the information you have for them however they wish to receive it.

As Ellis explains, different people learn and seek out content in different ways. By **delivering information to your individual customers in a format that works best for them**, you'll increase the chances that they'll actually engage with it in the first place.

Now, it's important to note that repurposing content doesn't mean straight-up copying it. Rather, it involves using one piece of content as a framework for another piece of content, created in a different format.

For example, you create a video with an influencer demonstrating the use of your product. While this content is valuable in itself, you might also repurpose it in a number of different ways, such as:

- **A PDF or infographic** giving step-by-step instructions for how to use the product

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Fun fact: A [headless commerce platform](#) allows you to create your content once, then tailor it to different platforms as necessary. More on this later.

[eCommerce trend #9] The explosion of social commerce

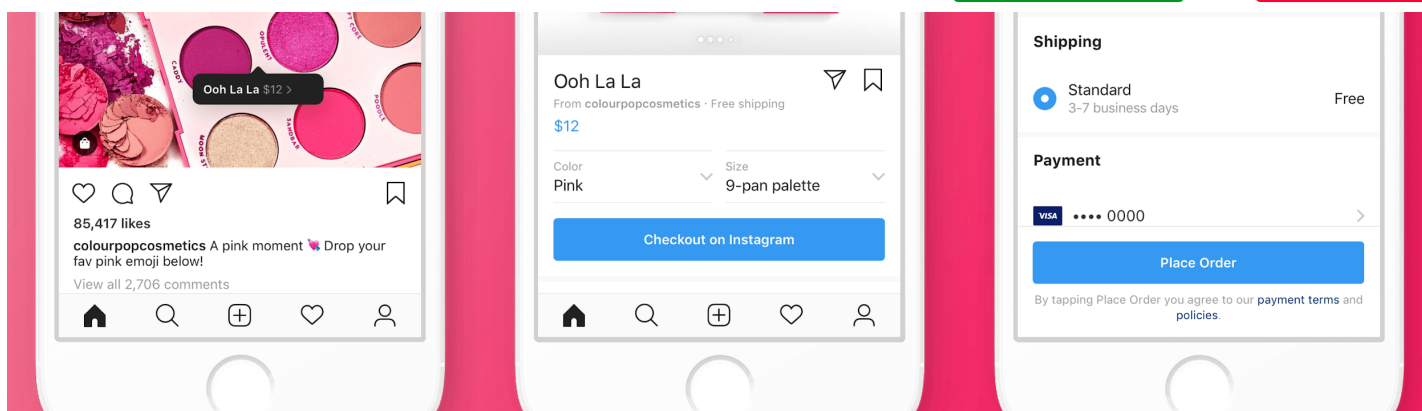
Social commerce—that is, the process of making purchases directly on social media platforms—has been steadily gaining ground over the past few years.

This trend will absolutely continue onwards as we move into 2020.

Leading the charge in the Western eCommerce world are platforms like Instagram Shopping, as well as the newly-released Checkout on Instagram.



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(Source)

While the original version of Instagram Shopping does involve bringing the customer from Instagram to an actual eCommerce website, Checkout on Instagram allows the entire process to happen directly within the Instagram app.

(Note: We specified that social commerce is soon to become the norm in the western world simply because **it already has** in countries like China, via WeChat.)

What to do

There are two key lessons to take from this discussion of social commerce:

First, you need to be thinking of ways you could be selling on social media. This means:

- Thinking about where your customers are most active
- When they're most likely to make a purchase



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Finally, while it's beneficial to now be able to fully complete transactions via social media, you do still want to **get these customers to regularly check out your eCommerce website, too**. That said, it's vital to continue **improving your on-site experience** as time goes on, so that your audience will always have a reason to come back.

Read this next: [10 Strategies Take Your eCommerce Content Marketing To The Next Level](#)

[eCommerce trend #10] The subscription service bandwagon rolls on

A sure bet heading into 2020 is that the demand (and prevalence) of subscription-based services is bound to increase.

And this just makes sense — for both the customer and the company.

On the customer's end, **subscription services provide a regularly-delivered, always-as-expected experience through every engagement**. Depending on the type of service provided, the value to the customer comes in the form of things like personalization, convenience, and monetary savings.



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Companies that can regularly deliver this value, of course, will reap massive rewards.

What's more, running a subscription service can inherently save you time, money, and other resources — in a few different ways:

- More reliable forecasting leads to **better inventory management**
- Repeated, scheduled purchases allow for **streamlined transactions**

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No matter what industry you operate in, there has to be some way you can make this happen.

Your main options:

- **A replenishment service** that regularly delivers consumable items to the customer
- **A curation service**, providing collections of highly-personalized products to customers on a scheduled basis
- **An access service**, in which your customers pay a recurring fee in exchange for access to your products or services

Read this next: [How to Run an eCommerce Subscription Service: The Ultimate Guide](#)

[eCommerce trend #11] Drone delivery finally arrives

What has been an underlying conversation for the past decade is likely to finally become mainstream reality in 2020.



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5 BUSINESS LESSONS
From Companies Dominating
DRONE DELIVERY

See how the future use of **drone deliveries** will reshape your business and the entire **ecommerce industry**.

DRONE DELIVERY BY THE NUMBERS



2.6 million operational commercial drones are slated to be in the air by 2020.



Companies received over **\$350 million** in VC drone funding in 2019.



80% of packages sold by Amazon are capable of being delivered by drones.

BENEFITS OF DRONE DELIVERY



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Estimated **\$50 million** in savings for shipping companies

BARRIERS OF DRONE DELIVERY FOR ECOMMERCE

Strict **FAA regulations** limit drone delivery possibilities

Poor **battery life** makes drones unable to fly long distances

Inclimate **weather** impacts flying ability



5 KEY PLAYERS TO WATCH



amazon
Prime Air

What Amazon is doing

Unveiled "sense and avoid" technology in June.

Why to watch

The new technology provides more **safety** to the public and to packages.



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Wing will be the first company conducting **commercial drone deliveries**.



The takeaway: Utilize Wing Aviation's regulations for guidance to expedite **FAA approval** for the commercial use of delivery drones.



What UPS is doing

Partnered with **drone startup Matternet** to deliver medical supplies to a North Carolina hospital.

Why to watch

Able to deliver medical supplies more **efficiently**.

The takeaway: Look to delivery drones to deliver **vital or time-sensitive** items more efficiently.

Uber Eats

What Uber Eats is doing

Uber Eats is **testing trial drones** following FAA approval.

Why to watch

Uber's tests offer insight into a **hybrid drone delivery** model.





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Why to watch

Able to provide aid to locations that lack infrastructure.

The takeaway: Employ delivery drones to reach previously unavailable customers and **cut down on costs** for difficult delivery zones.

wikibuy.

Full sources available at: [wikibuy.com/blog/e-commerce-drone-deliveries-b9aec2ecb556](https://www.wikibuy.com/blog/e-commerce-drone-deliveries-b9aec2ecb556)

(Source)

As Fernandez tells us, "The FAA predicts that there will be 7 million drones in the air by 2020 and that commercial drone sales will reach \$2.7 million. That being said, it is only a matter of time before drones deliver packages to our doorsteps."



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What to do

Get ready to take flight — literally.

Okay, while you probably won't have the same capabilities as a company like Amazon, there is a more universal lesson to take from this:

Since drone delivery services are pretty much on the horizon, this means **the consumer of the future is going to be receiving orders faster than ever before**. That being the case, it's imperative that your fulfillment processes are ironed-out and optimized to the best of your ability.

[eCommerce trend #12] eCommerce goes headless

We mentioned earlier that **headless content and commerce is the future of eCommerce**.

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(Check out [Core dna's help center](#) for more on why you should be using a headless platform.)

What to do

[Migrate to a headless commerce platform](#) as soon as you can.

More than that, you need to keep your eyes on the future of eCommerce altogether—and do whatever you can today to future-proof your brand for tomorrow.

The first step in doing so is to think about how the trends we've discussed today apply to your industry, your company, and your audience. From there, you can get your year 2020 started on the right foot—and leave your competitors back here in the past.

[eCommerce trends #13] Real-time conversations, chatbots, and AI will become a standard part of the eCommerce toolkit



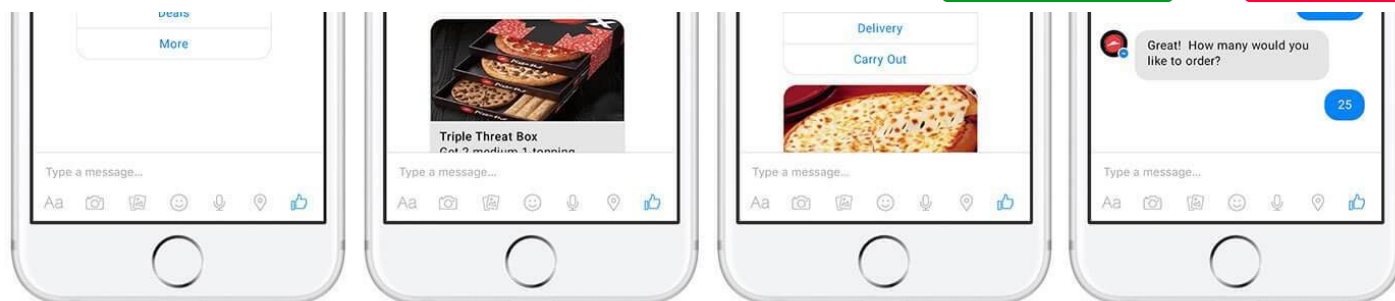
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Conversational marketing, chatbots, and AI are changing the eCommerce consumer experience for the better, and that will only continue in 2020. They remove a heap of friction from the average customer journey, which is why 48% of consumers would rather connect with a company via live chat than any other mean of contact according to Hubspot, and 35% of consumers want to see more companies using chatbots according to Ubisend.

What to do

If you haven't already, now is a good time to invest in a chatbot builder or an agency that can help you construct a bespoke chatbot to drive engagement, sales, and better customer support.

Read this next: [#ChatbotFail: 4 Chatbot Customer Experience Fails \(And How To Avoid Them\)](#)



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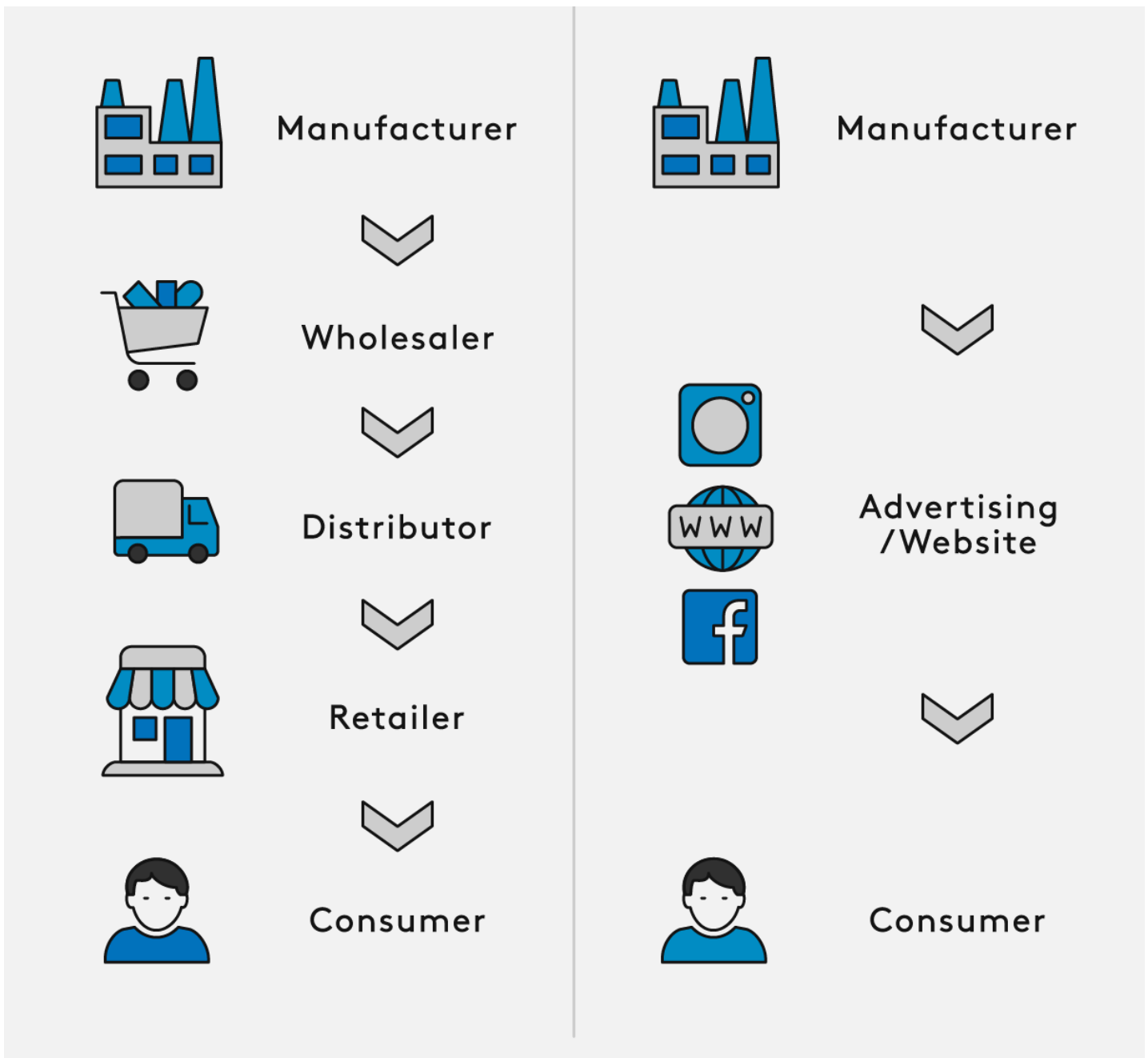


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As we discuss in the above articles, there are a ton of **benefits of going the D2C route**, such as:



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...with online sales potentially accounting for 15% of total sales by 2022, the company wouldn't be shocked to see more and more brands shift to a D2C fulfillment model.

What to do

Need some help getting started with the shift? We've got you covered.

Read this next: [Direct-to-Consumer \(D2C\): 21 Ways to Get Started in 2020](#)

[eCommerce trends #15] Smart home assistants & voice recognition systems will emerge as a new eCommerce battleground



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What to do

Launching an Alexa Skill is currently the easiest (and best) way into the smart home assistant market. A **headless or decoupled digital experience platform** will help you manage that **new channel and any future channels** that emerge and don't forget to **optimize your website for voice searches**.

Over to you

What do you think 2020 will bring to the eCommerce world? Let us know about your gut feelings in the comments below.



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- 14. A focus towards Direct-to-Consumer (D2C)
- 15. Smart home assistants & voice recognition systems will emerge as a new eCommerce battleground

(2020 eCommerce trends you need to keep an eye on)

ABOUT THE AUTHOR



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An entrepreneur at heart with over 20+ years of experience in building internet software, growing online companies and managing product development.

Loves all things SaaS, technology, and startups.

You can find him feeding his beloved fish when he's back in Australia.





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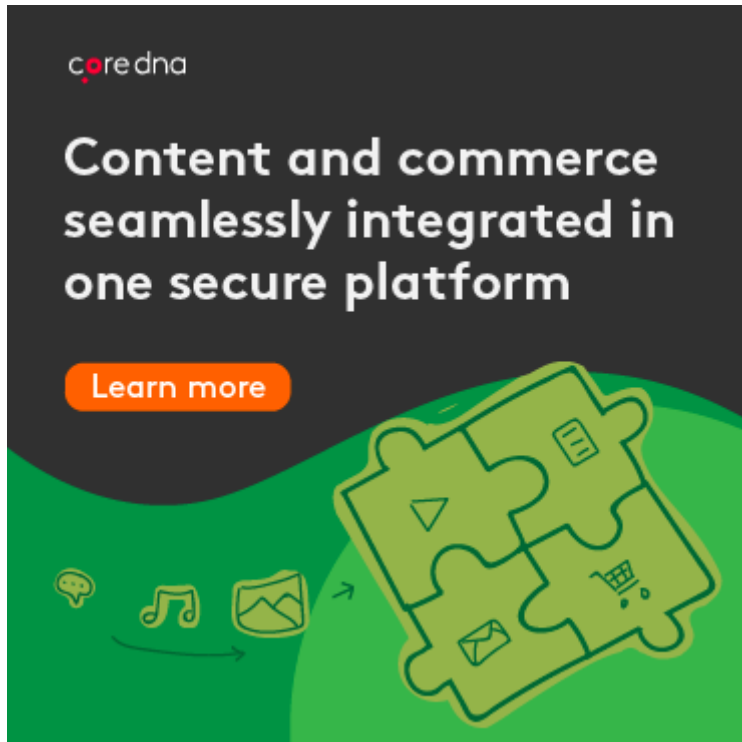
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