



Ipsos Presents: eCOMMERCE UNBOXED

Ipsos inaugural syndicated study delivering global Omnichannel shopper understanding

Why E-Commerce Unboxed?

A Growing Industry to Reach **USD 4.9 Trillion** Globally in 2021

One third of shoppers buy at least one item online weekly

9 of 10 shoppers have not made a final brand choice when they start shopping online

Topics Covered:

Profiling Online Shoppers

Adoption Drivers & Barriers

Future **Attitudes** and Behaviors

Online **Path** To Purchase Insights

What will we cover:

29 Countries in 3 Regions:
APAC, Americas, EMEA

2,000 Interviews
Per Country

Local and Global
Retailers, search, social media

Online Shoppers &
Non-Shoppers

For More Information: Marion-Anne.Cattaneo@ipsos.com