

ARE YOU READY FOR SOCIAL COMMERCE?



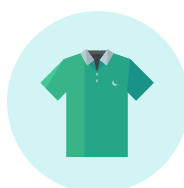
COVID-19 HAS BEEN A MASSIVE BOOST FOR ECOMMERCE

In April 2020, the UK experienced:



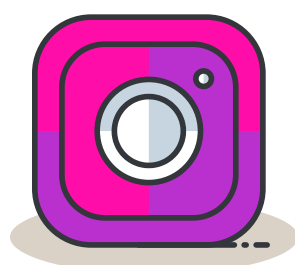
86%
growth for eCommerce year on year

57.9%
increase in online non-food sales



Sources: TameBay, CityAm

WHAT IS SOCIAL COMMERCE?



It's an eCommerce term for buying and selling via social media networks, including learning about a product and direct messaging sellers through to purchasing the item using a social app.

IS SOCIAL COMMERCE ALREADY A THING?

Yes. Some merchants have already embraced social commerce and more are expected to do so, especially as they seek to make up for lost sales during lockdown.



60%
of Instagram users find new products on Instagram

WHO IS BUYING?

It's Millennials and Generation Z who have been leading the way in social commerce in lockdown.



30%
of Millennials

1 in 4 Generation Zs

Sources: SHD Logistics, Digital Marketing Magazine

THINGS ARE CHANGING FAST

Merchant and consumers are changing their behaviours - and they don't plan to look back.

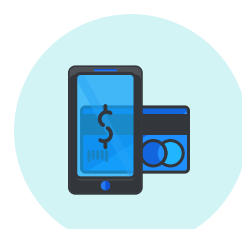


BEFORE LOCKDOWN



24%

of UK businesses were selling products via social media



16%

of UK consumers had purchased items via social media

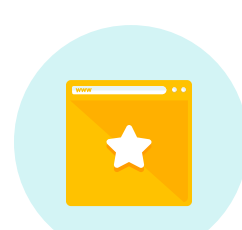
Sources: GoDaddy

DURING LOCKDOWN



19%

of UK micro-businesses set up an online presence for the first time



48%

of micro-businesses have improved their online capabilities



45%

of micro-businesses have used social media in a new way



30%

of merchants are selling products via social media

Sources: GoDaddy

AFTER LOCKDOWN



82%

of merchants plan to continue their new online presence after lockdown is over



50%

of global consumers say they will not return to shops 'for some time' after lockdown eases

Sources: GoDaddy