

E-Commerce > Key Figures of E-Commerce

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E-commerce worldwide - statistics & facts

Choose a region: Worldwide

E-commerce has become an indispensable part of global retail. Like many other industries, buying and selling goods has undergone a substantial transformation following the advent of the internet, and thanks to the ongoing digitalization of modern life, consumers all over the world now profit from the perks of online transactions. As global internet access and adoption rapidly increase, with six billion [internet users worldwide](#), the number of people making purchases online is ever-increasing. In 2025, [retail e-commerce sales](#) are estimated to exceed 3.6 trillion U.S. dollars worldwide, and this figure is expected to reach new heights in the coming years.

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KEY INSIGHTS

- E-commerce share of retail sales worldwide: **23.5%**
- Fastest growing retail e-commerce market by CAGR: **India**
- Social commerce share of e-commerce: **15%**

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Editor's Picks

- Key Figures of E-Commerce**
Global retail e-commerce revenue 2025, by region
- B2C E-Commerce**
Top online stores worldwide 2025, by net sales
- Digital Shopping Behaviour**
Generative AI use and awareness in online shopping 2025



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Overview

- E-commerce revenue worldwide 2017-2030, by segment
- Global retail e-commerce revenue 2025, by region
- E-commerce retail sales CAGR 2025-2030, by country
- E-commerce as share of total retail sales worldwide 2017-2030
- Domestic and cross-border e-commerce revenue share 2026, by country

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- Artificial intelligence (AI) in e-commerce

Leading players

- Top online stores worldwide 2025, by net sales
- Top e-commerce marketplaces worldwide 2025, by gross merchandise value
- Leading tech companies worldwide 2026, by market cap
- Value of leading e-commerce startup acquisitions 2025
- Merchants where global shoppers made their latest cross-border purchase 2025
- Social commerce platforms generating the most revenue worldwide 2025

KEY FIGURES

LEADING PLATFORMS

- Most popular cross-border e-commerce platform: **Amazon**
- Amazon's net income Q4 2025: **21bn USD**
- Leading social commerce platform: **Douyin**

Traffic and conversion

- Distribution of purchases of online shoppers worldwide 2025, by channel
- Quarterly global online shopper conversion rate 2025, by country and region
- Global conversion rates in selected verticals 2025
- Global online retail website visits and orders 2025, by device

SHOPPING TRAFFIC AND BEHAVIOR

- Average online conversion rate: **1.6%**
- Average number of products bought per order in April 2025: **4.52**
- Average online spend per shopper per visit: **3.11 USD**

Shopping behavior

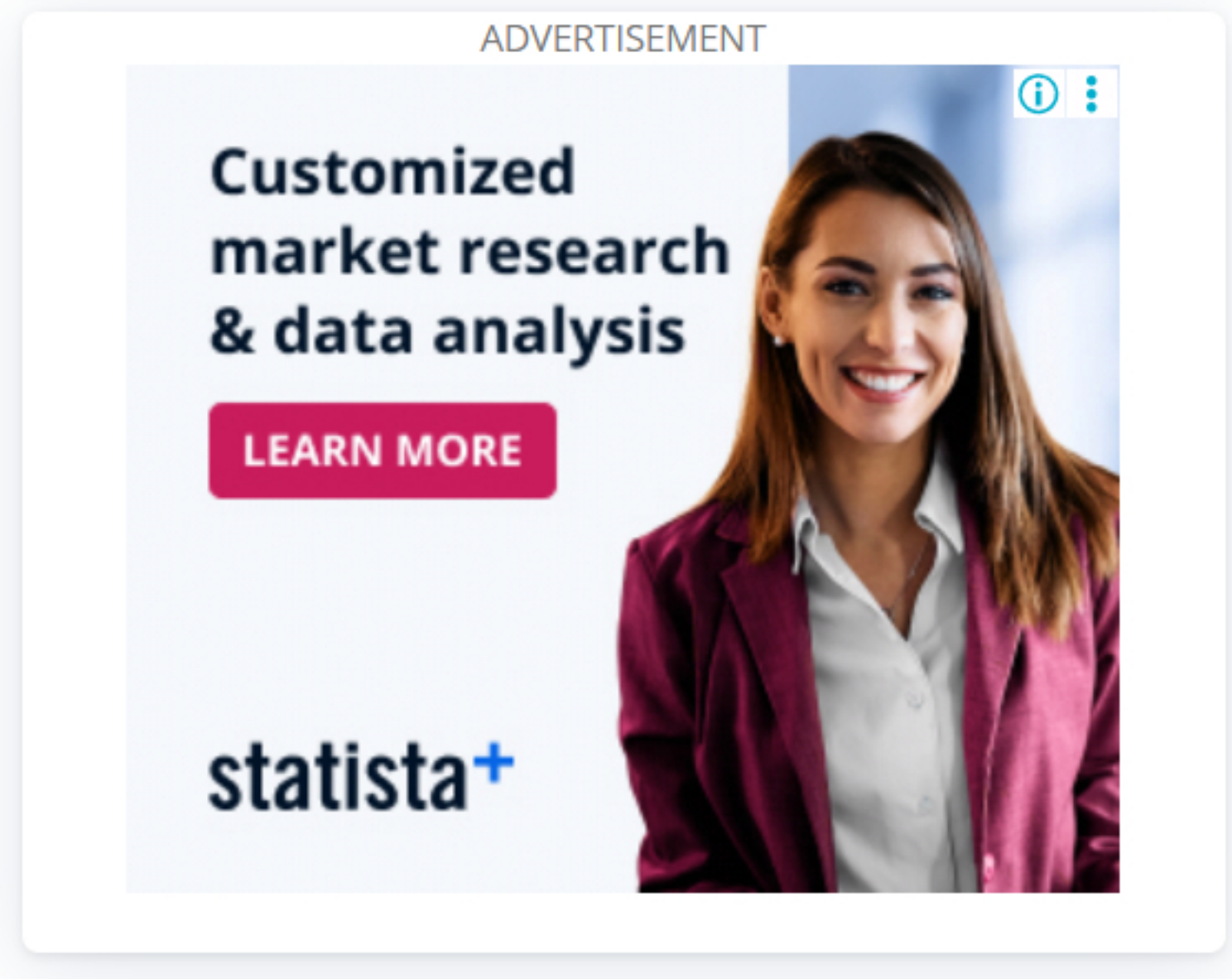
- Global online shopper per visit spend 2025, by category
- Average number of products bought per e-commerce order worldwide 2025
- Global online shopping cart abandonment rate 2006-2026
- Main reasons for cart abandonment among online shoppers worldwide 2024
- Main sources for online shopping inspiration worldwide 2025
- Leading channels for product search worldwide 2025
- Use of social media in the customer journey worldwide 2024, by generation

DIGITAL PAYMENTS

- Most popular online retail payment method: **Digital / mobile wallet**
- Digital wallet share in e-commerce worldwide in 2030: **63%**
- Transaction take rate of PayPal across the world Q2 2025: **167.8 bps**

Digital payment

- Most used payment methods in e-commerce worldwide in 2025, with a forecast for 2030
- Market share of online payment processing software on web domains worldwide 2026
- Market cap of 120 digital assets, such as crypto, on April 14, 2026
- Cryptocurrency payment acceptance among e-commerce merchants in 2024, by region
- Quarterly take rate of PayPal 2015-2025
- Quarterly number of PayPal payments 2014-2025
- Merchants who accept PayPal for online payments in 210 countries worldwide 2025
- Merchants who use Pay in 4 for buy now, pay later in 33 countries worldwide 2025



Artificial Intelligence

- Future AI adoption in procurement 2024, by use cases
- Generative AI use and awareness in online shopping 2025
- Consumer concerns regarding generative AI use in online shopping 2024
- E-commerce user preferences for generative AI tools 2024
- Buyers expecting GenAI to change online shopping in U.S. and UK 2024, by generation
- Retailers investing in specific AI areas worldwide 2025
- Usage of AI/ML tools in e-commerce fraud management worldwide 2024

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