66% of retail traffic comes from mobile.

Mobile continues to dominate the retail industry, particularly in the luxury sector and high-end retail websites originating from a mobile device. This was clearly followed by beauty (76%) and fashion (76%).

What this means:
Buying behaviors for luxury goods, beauty, and fashion were even more so in line to use as a mobile device. This means that mobile optimization is critical within the retail industry.

Luxury had the highest percentage of paid traffic at 47%.

Across all retail industries, beauty had the highest conversion rate (19.9%), followed by fashion (18.2%) and luxury (17.8%). The lowest scroll rate was consumer electronics (49%).

Luxury had the highest scroll rate (53%), followed by beauty (47%), and fashion (45%).

What this means:
What this means:

With higher Value items and competition from heritage brands, it appears the luxury industry is really happy to invest in paid marketing activity to steal traffic from the competition. Given the high percentage paid traffic, luxury brands should spend time ensuring their paid acquisition cost per conversion is worth it. Fashion is a particularly interesting area to examine in the context of conversion both ROAS through post-spectacular engagement.

The probability of bounce increases 32% per page load time goes from 1 to 3 seconds.

Retail load times have dropped, so that is a trend to monitor experience behaviors. Customers offer a revised speed above all else in today’s digital world, so it really could be an area to break through your barriers. At a minimum, retail brands should aim to rival that of the Core Metric: Wait time.

What this means:
Speed is one of the biggest factors for visitor experience behaviors. Customers offer a revised speed above all else in today’s digital world, so it really could be an area to break through your barriers. At a minimum, retail brands should aim to rival that of the Core Metric: Wait time.

64% increase in average retail conversion rate, going from 19% in 2020 to 2.5% in 2021.

It appears that the retail industry has been spending time optimizing checkout/sales funnel, as we can see a 64% increase in conversion rates from 2020 to 2021. As of 2021, $50.00 and under was the highest average conversion rate (35%) and luxury had the lowest (12%).

What this means:
The data suggests that beauty brands are great at communicating their value proposition and challenging customers. On the other hand, with higher-priced items and a closer threshold of price, customers have more barriers to cross here. Though it is suggested that beauty brands have their attention on clearly highlighting the benefits of their goods and services to entice customers to purchase.

10% of retail industry is returning users.

47% of traffic was made up of returning users. 10% of revenue was from new customers. 69% of traffic and 53% of revenue has the lowest bounce.

What this means:
The percentage of returning users revalidates the value of customer retention programs and a CRM strategy that accounts for the differentiated needs of both returning customers基石和 new visitors. Identify your demand strategy doesn’t alienate your current customers.

For more data and insights on the retail industry, check out the 2022 Retail Digital Experience Benchmark Report.