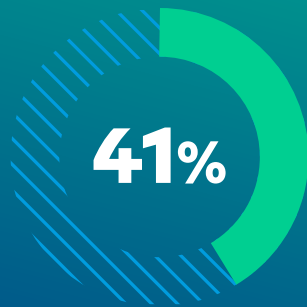


AT A GLANCE

Mobile Commerce Preference Continues



CONSUMERS PREFER TO SHOP ON MOBILE DEVICE (VS 37% IN 2018)



55%

MOBILE SHOPPERS PAY/ PURCHASE ON MOBILE AT LEAST WEEKLY (VS 48% IN 2018)



33%

ONLINE SALES ARE TAKEN BY MOBILE DEVICES

Social Commerce Growing Rapidly



PURCHASED VIA SOCIAL MEDIA IN THE PAST 6 MONTHS (VS 19% IN 2018)



18%

BUSINESS SELL VIA SOCIAL MEDIA (VS 13% IN 2018)



AVERAGE MONTHLY SPEND BY SOCIAL SHOPPERS

Conscious Consumers Are Led By The Young



UNDER 35 YEAR OLDS ARE 'CONSCIOUS CONSUMERS'



19%

GEN Z HAVE BOYCOTTED A BRAND BECAUSE OF THEIR VALUES



53%

BUSINESSES DO NOT HAVE FAIRTRADE OR ENVIRONMENTAL CREDENTIALS CLEARLY DISPLAYED ON THEIR WEBSITE OR SOCIAL MEDIA