



Fact or Fiction: Busting e-commerce myths.

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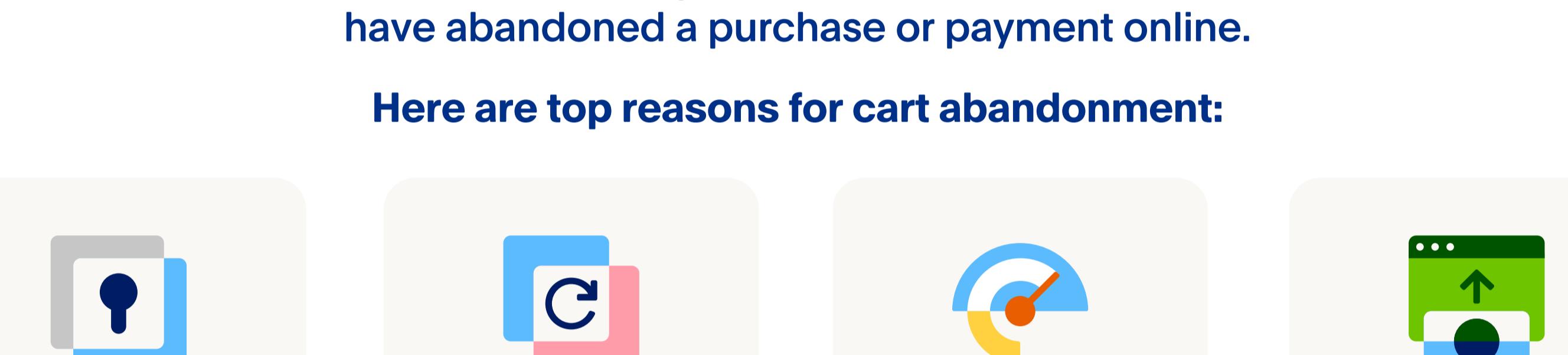


FICTION

Fashion is the king of e-commerce.

While more than half of consumers still buy clothing and accessories online, bill payments take the top spot.

The top 5 categories for online shopping and payments are:

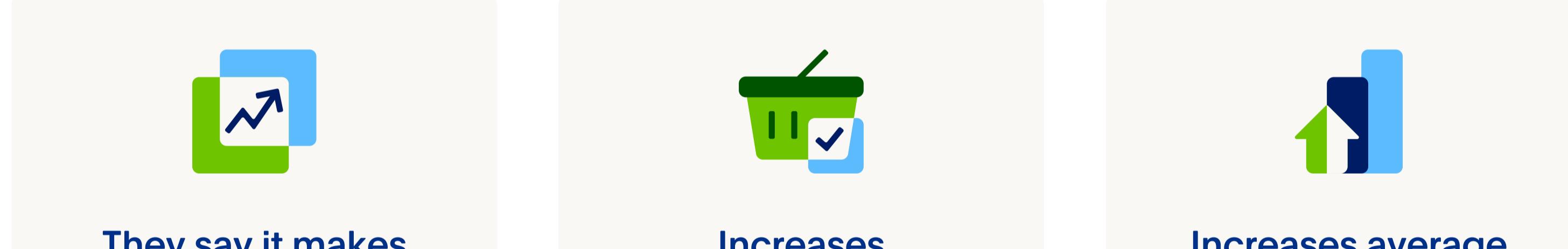


FACT

Consumers are getting more impatient.

We know that smooth online experiences can make or break sales, and that's unlikely to change anytime soon. 66% of UK consumers have abandoned a purchase or payment online.

Here are top reasons for cart abandonment:



FACT

Buy now, pay later is good for business.



35% of UK businesses now offer BNPL to meet customer expectations and attract new customers.



FACT

Security matters.

A whopping 68% of consumers have personally experienced some level of digital fraud. So it's not surprising that 54% are extremely concerned about their online security,

led by Gen Z at 58%.

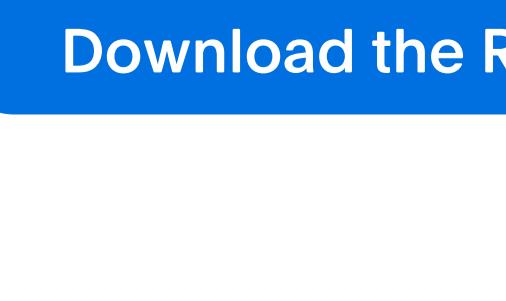


FICTION

AI won't impact e-commerce.

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All research results featured on this page are taken from PayPal e-Commerce Index 2024, UK Edition. Research report was produced by PayPal, based on a survey conducted by Fifth Quadrant with n=2,047 consumers and n=623 businesses in the UK. Research was conducted online in July and August 2023.



of UK e-commerce businesses are already using generative AI for their e-commerce activities.

Meanwhile, 56% of UK consumers would use AI to assist them with online shopping.

