

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.

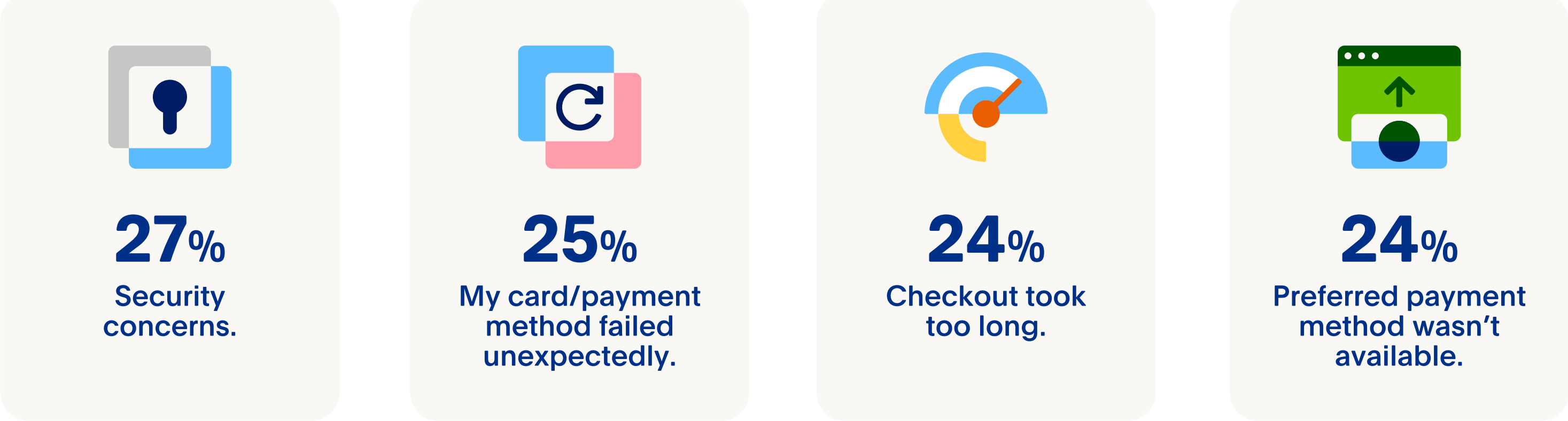


FACT

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.

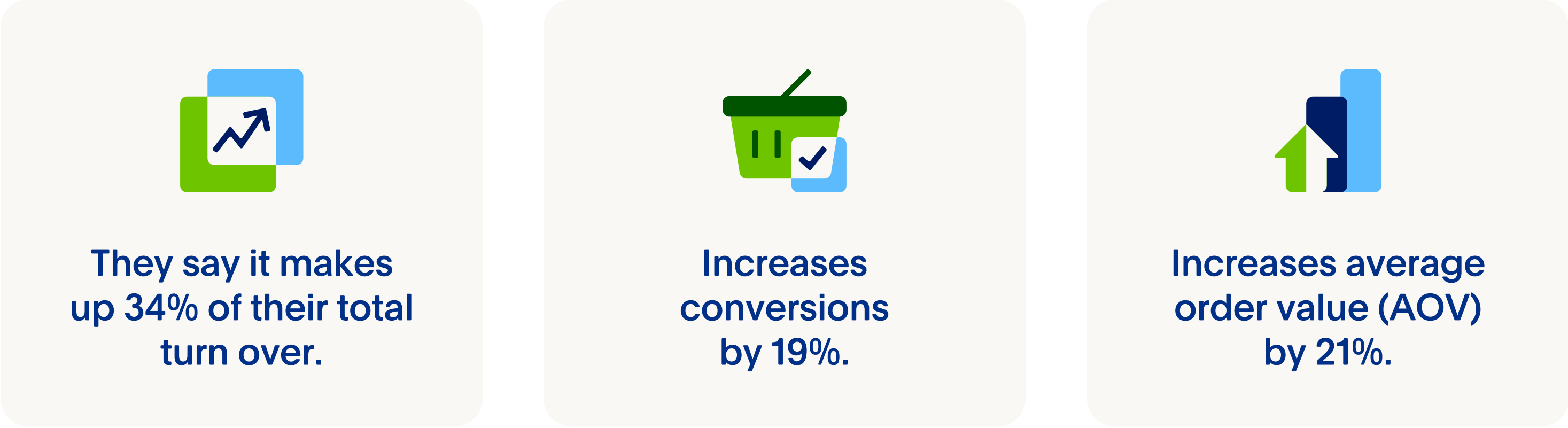
Here are top reasons for cart abandonment:



FACT

Buy now, pay later is good for business.

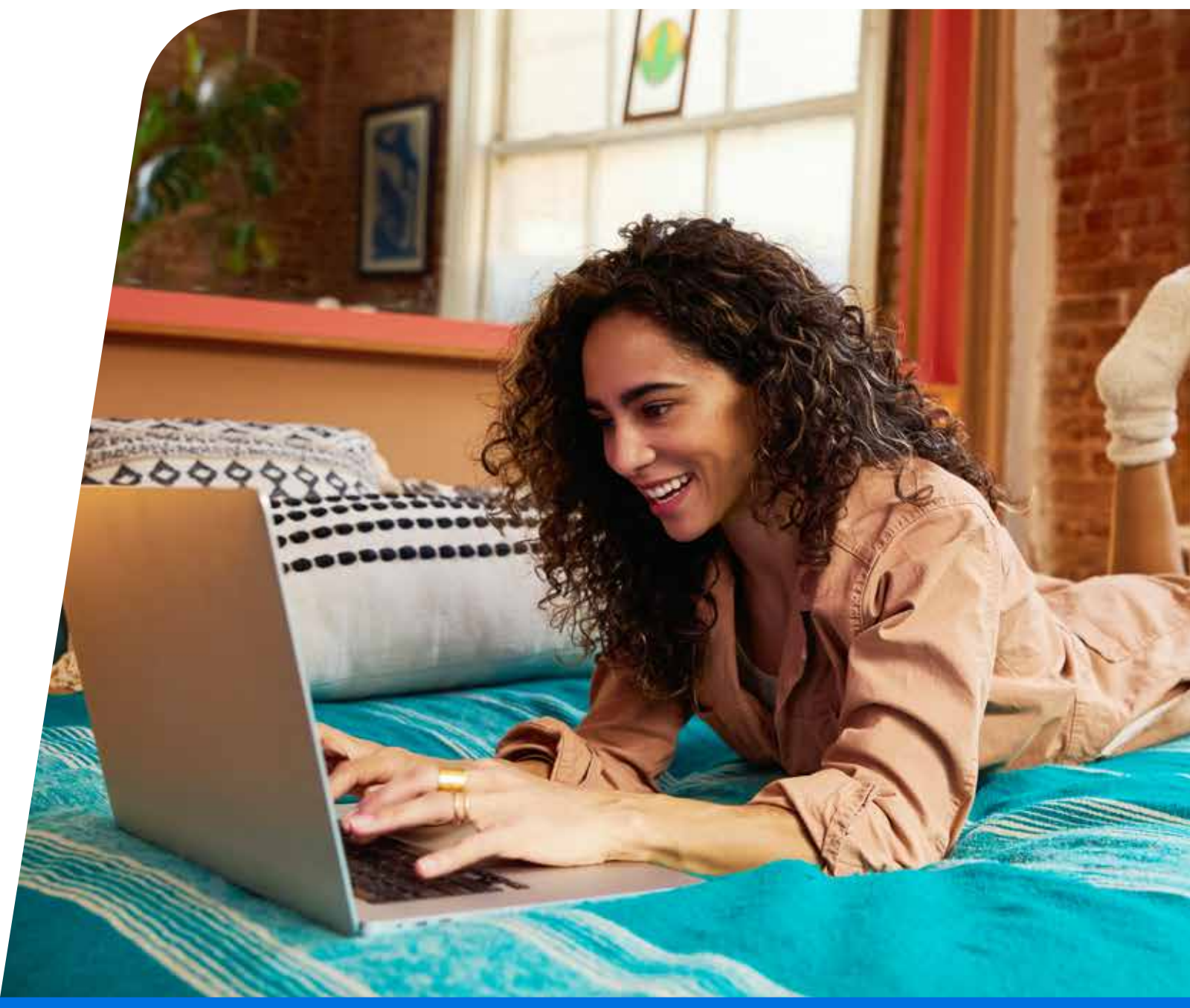
 **35%** of UK businesses now offer BNPL to meet customer expectations and attract new customers.



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.



Bust more e-commerce myths in the PayPal e-Commerce Index 2024.

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