



# Commerce Pulse Quarterly

## Fall 2023

# **Overview: E-Commerce Results**



# The Data: Month over Month (Sept 2023 vs Aug 2023)

	Sales	Traffic	Conversion Rate	AOS
North America	0.78%	-1.29%	3.99%	-1.26%
UK + EU	-1.31%	-1.32%	1.64%	1.18%



# The Data: YTD 2023 vs 2022

	Sales	Traffic	Conversion Rate	AOS
North America	-13.26%	-10.47%	-2.06%	1.29%
UK + EU	6.72%	-2.89%	4.74%	19.32%

# B2C E-Commerce

# The Data: Apparel

**Sales** for apparel were

**-0.23% in Sept** YoY and **-6.68% YTD**

**Traffic** for apparel was

**-3.49% in Sept** YoY and **-5.35% YTD**

**Conversion rates** for apparel were

**1.62% in Sept** YoY and **-6.42% YTD**

**Average order size** for apparel was

**2.20% Sept** YoY and **6.19% YTD**



# The Data: Grocery

**Sales** for Grocery were

**-14.11% in Sept** YoY and **-8.78% YTD**

**Traffic** for Grocery was

**-9.81% in Sept** YoY and **-7.26% YTD**

**Conversion rates** for Grocery were

**-23.82% in Sept** YoY and **-25.28% YTD**

**Average order size** for Grocery was

**1.99% in Sept** YoY and **4.66% YTD**



# The Data: Luxury

**Sales** for Luxury were  
**5.86% in Sept** YoY and **4.64% YTD**

**Traffic** for Luxury was  
**-15.83% in Sept** YoY and **-13.59% YTD**

**Conversion rates** for Luxury were  
**-10.41% in Sept** YoY and **-12.15% YTD**

**Average order size** for Luxury was  
**8.03% in Sept** YoY and **2.93% YTD**





# The Data: Home Furnishings & Home Improvement

## Home Furnishings

- Sales were **-16.69% YTD**
- Traffic was **-13.68% YTD**
- Conversion rate was **20.71% YTD**
- AOS was **-22.20% YTD**

## Home Improvement

- Sales were **-30.30% YTD**
- Traffic was **6.40% YTD**
- Conversion rate was **-18.16% YTD**
- AOS was **-52.07% YTD**



# B2B E-Commerce

# The Data: B2B Distributors

**Sales** were

**-12.65% in Sept** YoY and **-12.73% YTD**

**Traffic** was

**-1.25% in Sept** YoY and **-1.89% YTD**

**Conversion rates** were

**-5.8% in Sept** YoY and **0.79% YTD**

**Average order size** was

**-5.58% in Sept** YoY and **-5.44% YTD**



# The Data: B2B Manufacturers

**Sales** were

**20.47% in Sept** YoY and **37.89% YTD**

**Traffic** was

**-21.26% in Sept** YoY and **-20.15% YTD**

**Conversion rates** were

**87.06% in Sept** YoY and **97.02% YTD**

**Average order size** was

**-33.62% in Sept** YoY and **-31.21% YTD**

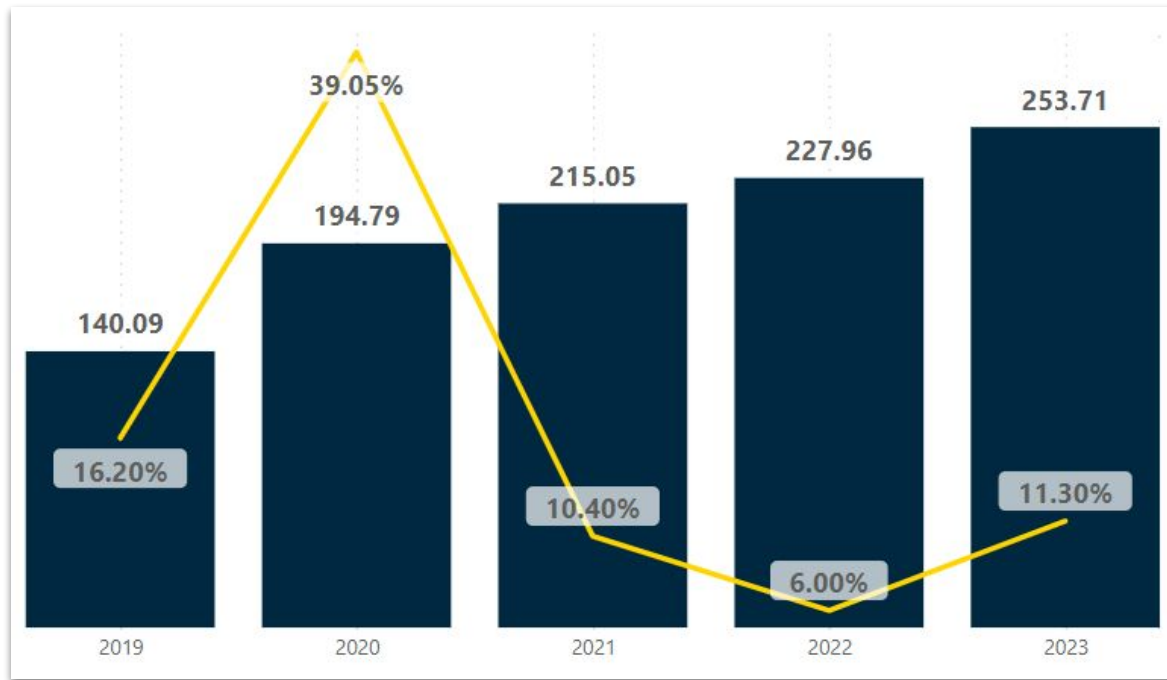


**It's Holiday Season!**



# Holiday Retail Ecommerce Sales

## US, 2019-2023



■ billions    ● % change

Source: Insider Intelligence | eMarketer, June 2023



# More to explore



**Commerce  
Experience  
Podcast**



**Cocktails, Commerce  
& Conversions  
Substack Newsletter**



**Boutique Strategic  
Advisory**





# Bloomreach Merchandising Community

Our Merchandiser Community is an exclusive group of professionals shaping the future of online merchandising!

We created this community to provide a forum for discussion, collaboration, and knowledge-sharing among like-minded professionals — all with the mission to keep you ahead of the curve.

- **Quarterly virtual events** with experts in the merchandising space
- Regional meetings (50-70 attendees per mtg)
- [Linkedin group](#) of 900+ merchandising professionals







# Thank You