



Commerce Pulse Quarterly

Summer 2021



Meet the Speakers



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Overview: E-Commerce Trends



The Data: August 2021, Year Over Year (YoY)

	Sales	Traffic	Conversion Rate
North America	25.20%	-2.86%	-0.87%
UK + EU	6.82%	6.00%	-11.32%



The Data: August 2021, Year to Date (YTD)

	Sales	Traffic	Conversion Rate
North America	35.08%	16.64%	-11.00%
UK + EU	6.82%	19.89%	-1.04%



The Data: Additional Points of Interest

Overall Digital B2C sales

+46.09%

year to date.



Overall Online Average Order Size

+23.96%

year to date.



Retail

The Data: Overall

Sales for apparel were
+11.67% YoY in August and are +4.01% YTD

Traffic for apparel was
+16.23% YoY in August and are +26.70% YTD

Conversion rates for apparel were
-17.03% YoY in August and are +19.58% YTD.

Average order size for apparel was
+6.35% YoY in August and is +2.17% YTD.



The Data: Back to School

- **Backpack sales** were +48.14% YoY in August.
- **Searches for kids' face masks** were +66.92% in August YoY in North America, -89.85% in EU and UK.
- **School and classroom supply sales** were +53.78% YoY in August.





The Data: Back to Work

Searches & Sales for Office Apparel (Blazers, Slacks, Dress Shirts, Dress Pants)

	Month over Month Searches	Month over Month Sales
June	-21%	-31%
July	6%	21%
August	22%	4%



The Data: Luxury

- Luxury **sales** were +50.41% YoY in August and are +20.09% YTD.
- **Traffic** was +47.58% YoY in August and are +30.68% YTD.
- Luxury brand “Tory Burch” was a **Top 10 Search Term Overall** for the month.



Holiday Predictions



The Data: A Look Back at 2020

E-commerce sales in North America for the 2020 holiday season were **+40% YoY**, versus +23% in the 2019 holiday season.

Cyber Monday sales in 2020 were **+16% YoY**.

Overall apparel sales for the 2020 holiday season were **+35% YoY**.

Black Friday sales in 2020 in North America were **+22% YoY**.





Predictions: Holiday Season 2021

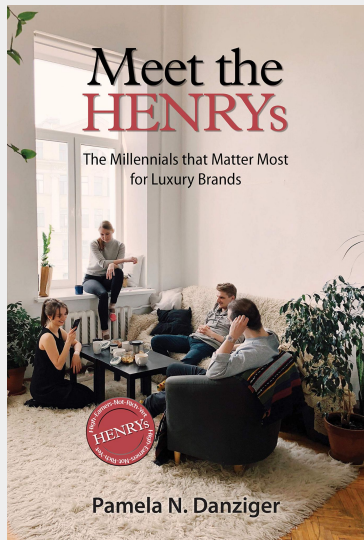




Where to Find Us

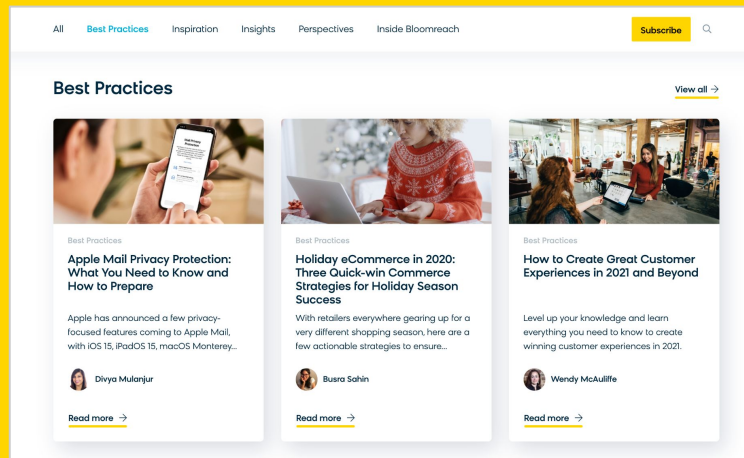
Meet the HENRYs: The Millennials that Matter Most For Luxury Brands

By Pamela Danziger



Commerce Pulse Monthly Data

www.bloomreach.com/blog





Thank you