



# Commerce Pulse Quarterly

## Summer 2023

# **Overview: E-Commerce Results**



# The Data: Month over Month (June 2023 vs May 2023)

	Sales	Traffic	Conversion Rate	AOS
North America	-18.04%	-14.73%	9.18%	5.57%
UK + EU	-22.28%	-18.96%	6.07%	-6.54%



# The Data: YTD 2023 vs 2022

	Sales	Traffic	Conversion Rate	AOS
North America	-8.68%	-8.90%	-10.18%	10.37%
UK + EU	10.06%	-0.62%	-6.36%	31.27%

# B2C E-Commerce

# The Data: Apparel

**Sales** for apparel were

**-13.03% in June** YoY and **-10.75% YTD**

**Traffic** for apparel was

**-5.33% in June** YoY and **-3.19% YTD**

**Conversion rates** for apparel were

**-13.02% in June** YoY and **-12.96% YTD**

**Average order size** for apparel was

**6.42% June** YoY but **5.53% YTD**



# The Data: Grocery

**Sales** for Grocery were

**-7.48% in June** YoY and **-8.44% YTD**

**Traffic** for Grocery was

**-0.77% in June** YoY and **0.88% YTD**

**Conversion rates** for Grocery were

**-35.67% in June** YoY and **-41.72% YTD**

**Average order size** for Grocery was

**+13.54% in June** YoY and **8.90% YTD**



# The Data: Luxury

**Sales** for Luxury were

**+8.68% in June** YoY and **+8.42% YTD**

**Traffic** for Luxury was

**-9.00% in June** YoY and **-9.58% YTD**

**Conversion rates** for Luxury were

**28.72% in June** YoY and **23.79% YTD**

**Average order size** for Luxury was

**-22.34% in June** YoY and **-25.32% YTD**





# The Data: Home Furnishings & Home Improvement

## Home Furnishings

- Sales were **-8.12% YTD**
- Traffic was **-12.48% YTD**
- Conversion rate was **+43.80% YTD**
- AOS was **-24.69% YTD**

## Home Improvement

- Sales were **-32.45% YTD**
- Traffic was **5.55% YTD**
- Conversion rate was **-15.61% YTD**
- AOS was **+25.91% YTD**



# B2B E-Commerce

# The Data: B2B E-Commerce

**Sales** for B2B were

**+41.16% in June** YoY and **-1.08% YTD**

**Traffic** for B2B was

**+3.40% in June** YoY and **-5.08% in YTD**

**Conversion rates** for B2B were

**+32.40% in June** YoY and **-0.86% YTD**

**Average order size** for B2B was

**+6.64% in June** YoY and **-9.33% YTD**



# Looking Forward





# Q3 and Back to School



# Holiday 2023 Predictions



# 2023 Holiday Predictions



## Prediction #1

**\$194B**

Generative & Predictive AI will influence digital holiday sales

## Prediction #2

**21%**

Of holiday online orders at risk due to poor return experiences

## Prediction #3

**\$28B**

BOPIS will drive incremental store purchases

## Prediction #4

**10x**

Social media ads will drive more online traffic than traditional marketing

## Prediction #5

**17%**

Of holiday gifts will be resale merchandise, saving 32B pounds of waste







# Holiday season is here!

Read the  
2023 Holiday Predictions Blog







# More to explore



**Commerce  
Experience  
Podcast**



**Cocktails, Commerce  
& Conversions  
Substack Newsletter**

# Shape the Future of AI-Powered Commerce

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**AUGUST 24-25, 2023**

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# Thank You