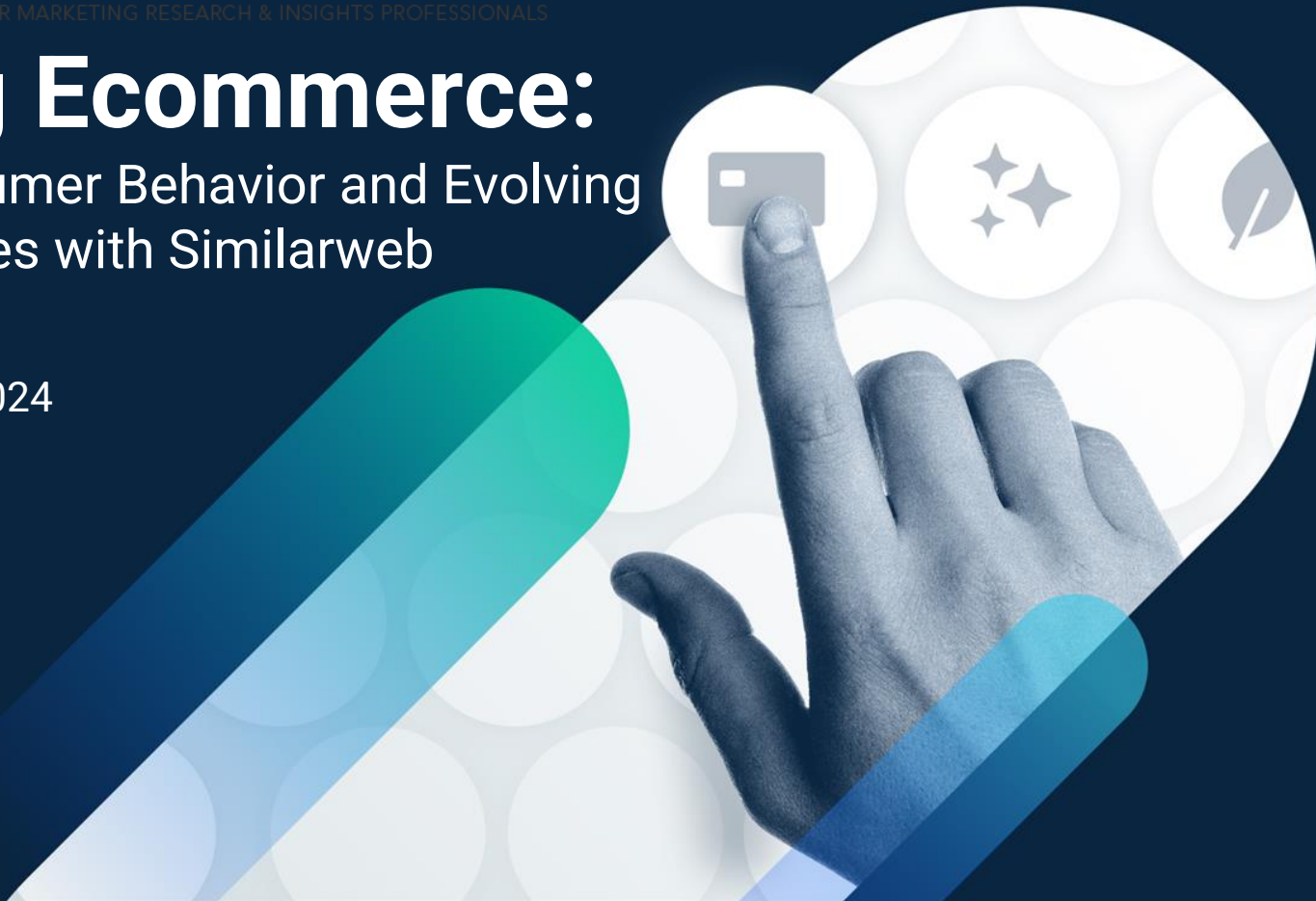




# Decoding Ecommerce:

Navigating Consumer Behavior and Evolving Digital Experiences with Similarweb

Alisha Kapur, March 2024



# Nice to meet you!



## Alisha Kapur, Team Vertical Manager, Advisory Services

- Leading Similarweb digital intelligence custom and consulting offerings for B2C industries
- 5 years on Similarweb Innovation team
- Thought leadership in **CNBC, Reuters, Bloomberg, The Washington Post, USA Today, Skift, Yahoo Finance, Ad Week, Ad Age**, and more
- Background in eCommerce with prior experience at Walmart and Jet.com

In my daily job I deal with...

# the best digital data

- 190 countries
- 100M+ websites
- 8M+ apps
- 6B+ keywords
- 5M retailers
- 250M+ SKUs

and turning data  
signals into  
insights.



# Why should you care about digital data signals?

Companies which adopted timely consumer insights at the heart of their business model are disrupting the markets as we speak.

# Looking beyond 1st party data

Consumer Searches in Google  
expressing the pain point and top of the  
funnel demand

On Site Searches in marketplaces  
demand at consideration & evaluation  
stage with potential concerns

Custom traffic categories  
to get into competitors' 1st party data

Chat GPT & generative search  
do consumers trust AI as shopper  
assistant?

# What we'll cover today

2024 Digital Consumer Highlight:  
**Eco-Mindfulness**

2024 Digital Consumer Highlight:  
**Convenience**

2023 Digital Consumer Highlight:  
**Increased Savvy**

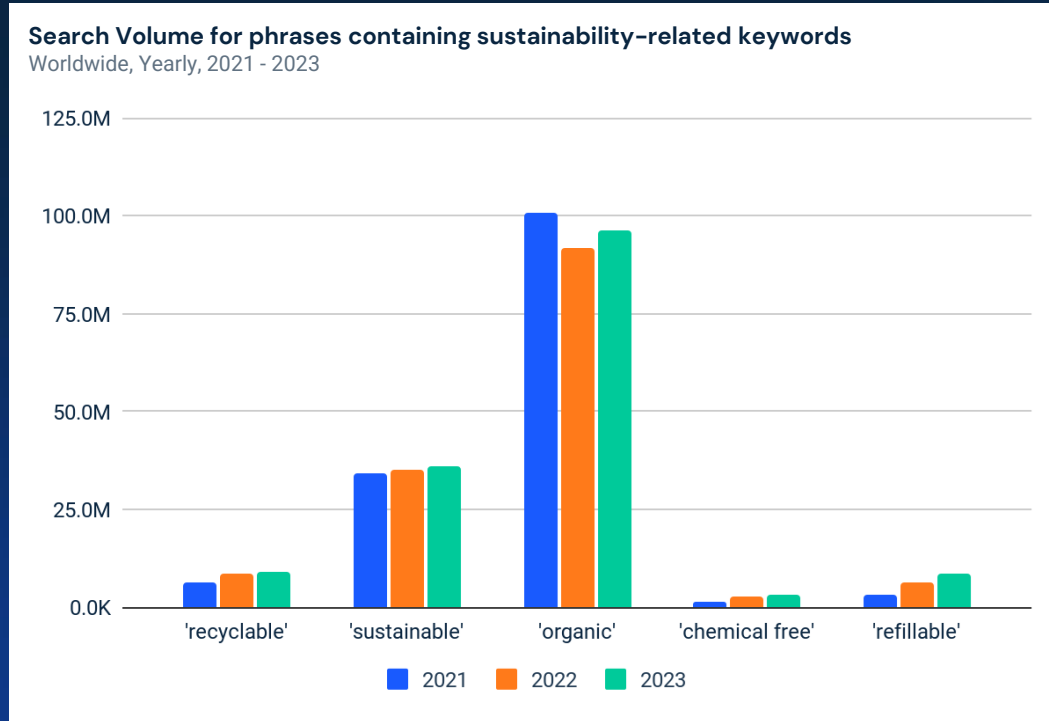
# 2024 Digital Consumer Highlights:

## Eco-Mindfulness



# A green consumer revolution is impacting everyday choices

Following a record-breaking year for global temperatures, consumer searches for phrases associated with greener purchases like *organic* or *recyclable* are on the rise.



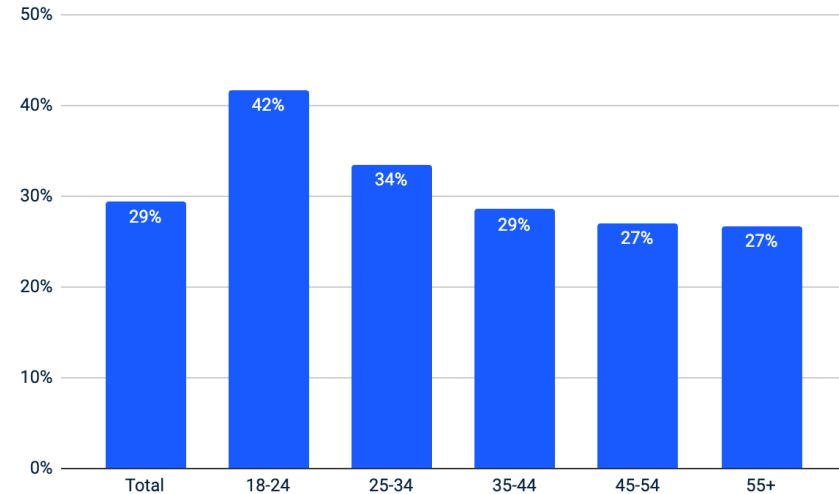


# Gen Z consumers are greener than ever before

While 29% of US consumers say that their carbon footprint matters to them, this jumps to over 40% for those under the age of 25. A third of consumers between the ages of 25–34 said this sentiment is reflected in their purchasing behaviors.

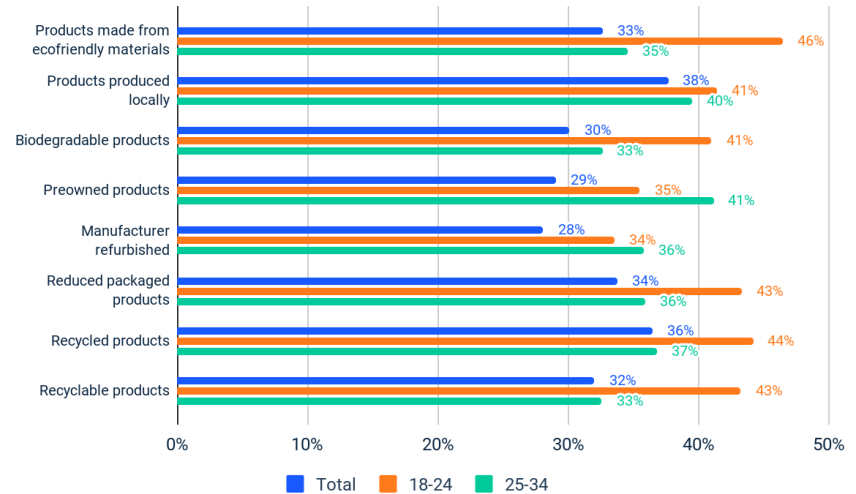
## 'What matters to you?' – My carbon footprint

US, Nov 2023



## 'More likely than one year ago to buy...'

US, Nov 2023



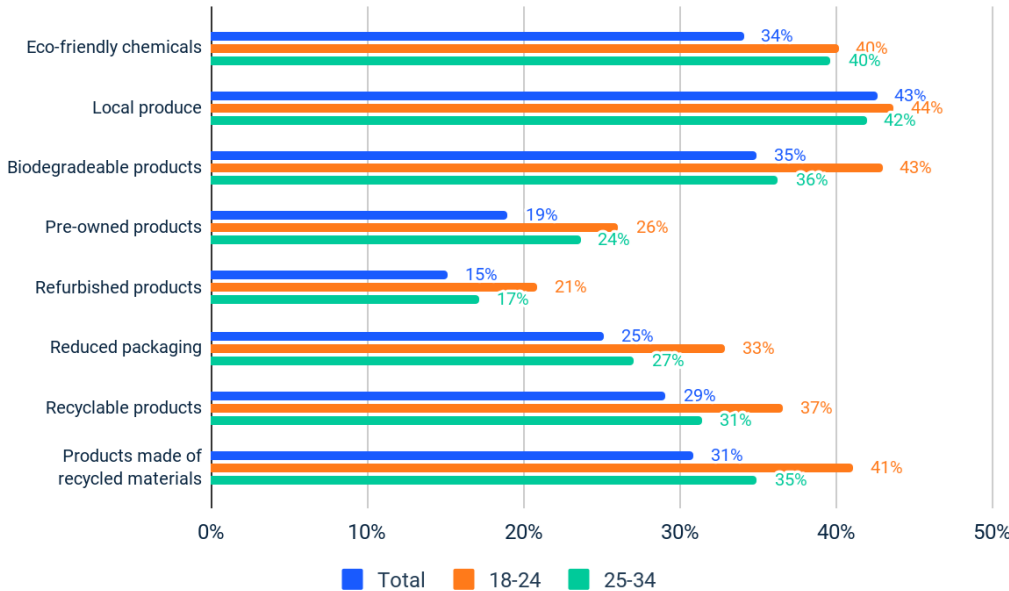
Data from survey of 2,499 US consumers in November 2023  
(18-24: n=235, 25-34: n=349, 35-44: n=352, 45-54: n=451, 55+: n=1,112)

# And their preference to buy sustainable remains unchanged even in the face of a premium price

Young consumers are more likely to and perhaps even expect to pay more for products and services that boast sustainable qualities – even those that are associated with a lower cost like **refurbished** and **pre-owned**.

## 'I would pay more for...'

US, Nov 2023



## Premium refurbished tech

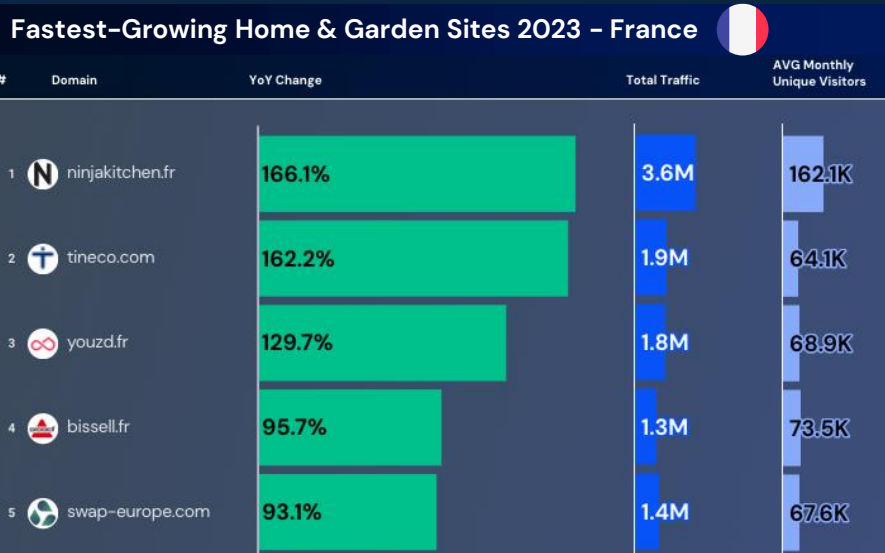
We work hand-in-hand with professional refurbishers to guarantee that every device has been tested and restored to perfect working condition according to industry standards. All for up to 70% less than brand new.

Screenshot from refurbished tech provider [www.backmarket.com](http://www.backmarket.com)

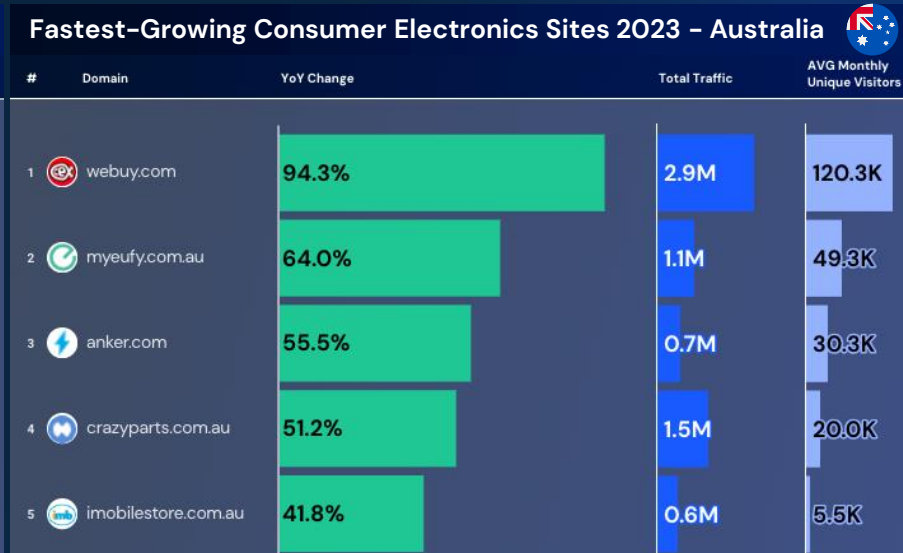
Data from survey of 2,499 US consumers in November 2023  
(18-24: n=235, 25-34: n=349)

# Out with the old, in with the old?

Refurbished and repair websites experience impressive growth as consumers stray away from buying new.



Youzd.fr (+130%) sells refurbished appliances and swap-europe.com (+93%) offers spare parts for repairs.



Selling second-hand consumer electronics, CeX (webuy.com) saw its traffic almost double from the previous year.

# Sustainable fashion flourishes in a tested industry

While global traffic to top Apparel websites was slightly down YoY, those centered around a more sustainable business model (sustainable materials, ethical practices, or secondhand retail) saw growth – particularly in the UK.

**Websites – Top 100 Fashion vs. Sustainable Fashion Visits – Worldwide**  
Desktop & Mobile Web, 2022 - 2023



Sustainable Fashion made up of 60 secondhand retail and B-Corp certified brands

**Top Shopping Apps UK – Fashion vs. Sustainable Monthly Active Users**  
Android Only (Top 200 Shopping Apps), 2022 - 2023



60 Fashion apps were included in the top 200, 8 of these being Sustainable Fashion

# Vinted is redefining fashion in Europe

Vinted's web traffic throughout Q4 2023 landed them in the Fashion industry's top 10 websites across multiple European markets:



# “Are you going to finish that?”

Across the globe, a quiet revolution is taking place when it comes to food consumption. Consumers are embracing services that combat food waste – like Too Good To Go, which is seeing growth across Europe and the US.

## Fastest-Growing Food & Drink Sites 2023 – France



#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	auparadisduthe.com	143.1%	2.5M	160.4K
2	toogoodtogo.com	88.4%	4.9M	228.8K

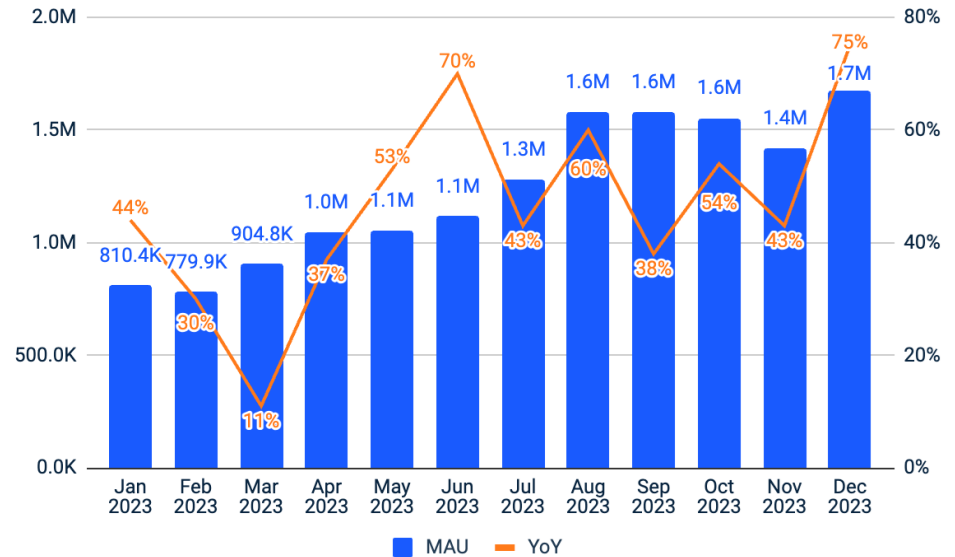
## Too Good To Go - Homepage

LET'S FIGHT **food**  
**waste** TOGETHER

Food waste is a big problem, and we can be a solution. Too Good To Go is the app that lets you rescue unsold food from an untimely fate at your favourite spots.

## Too Good To Go, MAU & YoY – US

Android & iOS combined, 2023



# 2024 Digital Consumer Highlights:

## Convenience



# Convenience reigns supreme as consumers prioritize quality and price

Pet and Beauty were highest ranked for growth in consumer optionality (domain growth, payment technology growth), but market standouts highlight curation and subscription.

## The beauty box you want

Every box, every time.

Screenshot from Beauty retailer [www.birchbox.co.uk](http://www.birchbox.co.uk)



### Create the perfect box

No two dogs are alike. Customize your box for their individual needs— from allergy-safe treats to their favorite toys.

Screenshot from Pet Supplies retailer [www.barkbox.com](http://www.barkbox.com)

#### HOW IT WORKS

## Two Steps to Custom Haircare

- 1 You take a quick, two-minute quiz about your hair history, goals, and preferences.
- 2 We formulate made-to-order, tailored haircare, prioritizing naturally-derived ingredients, and ship it to you.

TAKE THE QUIZ

Screenshot from Beauty retailer [functionofbeauty.com](http://functionofbeauty.com)



# Subscription based pet food services experienced dynamic YoY growth



## Pet Food D2C Subscriptions

Online Market in Selected Countries, Desktop & Mobile Web in Q4 2023 vs Q4 2022

### Key Sizing Indicators ⓘ

Oct 2023 - Dec 2023

United States

↑ 20.63%  
Total Visits



14.86M 17.93M

Oct 2022 - Dec 2022 Oct 2023 - Dec 2023

Medium  
Difficulty Score

Market leader:



thefarmersdog.com  
2.5M monthly visits

### Key Sizing Indicators ⓘ

Oct 2023 - Dec 2023

United Kingdom

↑ 36.63%  
Total Visits



5.899M 8.059M

Oct 2022 - Dec 2022 Oct 2023 - Dec 2023

Medium  
Difficulty Score

Market leader:



tails.com  
540K monthly visits

### Key Sizing Indicators ⓘ

Oct 2023 - Dec 2023

France

↑ 14.05%  
Total Visits



3.763M 4.292M

Oct 2022 - Dec 2022 Oct 2023 - Dec 2023

Medium  
Difficulty Score

Market leader:



ultrapremiumdirect.com  
270K monthly visits

### Key Sizing Indicators ⓘ

Oct 2023 - Dec 2023

Germany

↑ 3.35%  
Total Visits



4.102M 4.240M

Oct 2022 - Dec 2022 Oct 2023 - Dec 2023

Medium  
Difficulty Score

Market leader:



petsdeli.de  
247K monthly visits

# Consumers ditch the prep to feast like a foodie without the fuss

Consumers are increasingly turning to meal kits over traditional grocery services with substantial recent YoY growth

## Meal Kits, Groceries and Combined - Visits YoY - Worldwide

Desktop & Mobile Web, 2022 - 2023



## Largest domain Q4 23



hellofresh.com  
9.4M monthly visits

## Largest app Q4 23



Hello Fresh  
1.3M monthly active users

## Largest growth domain Q4 23\*



youfoodz.com **+107%**  
837K monthly visits

## Largest growth app Q4 23\*



Factor\_ **+59%**  
178K monthly active users

\*Largest growth of domains or apps with over 100K monthly visitors or active users

# The sweet spot where sustainable choice meets gastronomic delight

New meal service players pop up regularly, but those who thrive provide consumers value beyond just convenience:

**Blue Apron** offers direct from source, nutritionist-approved recipes, while **Factor 75** provides chef-prepared, nutritionally balanced meals.

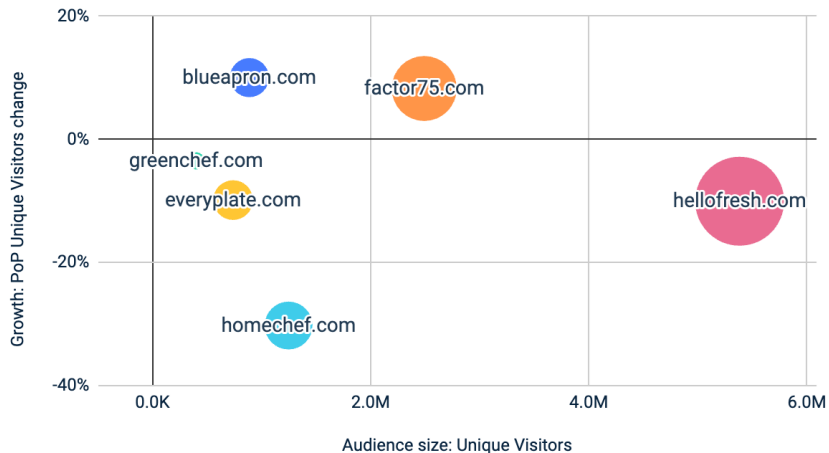
**Abel & Cole** and **Riverford** sell organic fruit and vegetable boxes, while **Dishpatch** gives a restaurant experience from the comfort of your own home.

## Meal Kit Services, Unique Visitors and PoP Growth - US

Desktop & Mobile Web, Oct 23- Dec 23



Bubble size: Monthly visits

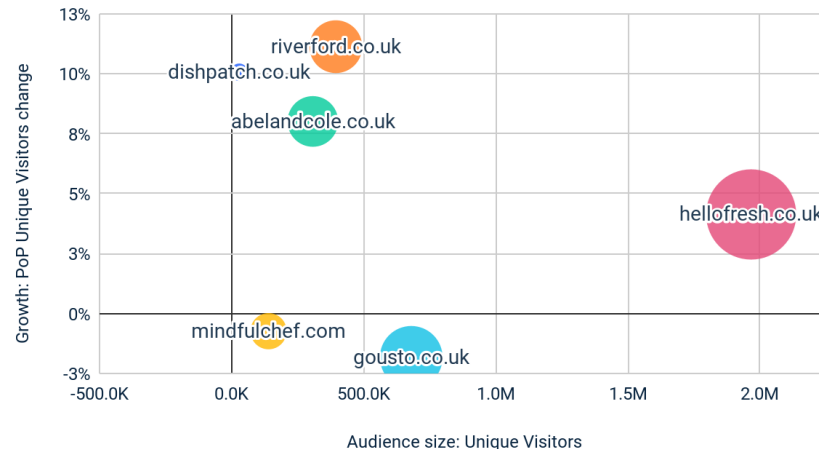


## Meal Kit Services, Unique Visitors and PoP Growth - UK

Desktop & Mobile Web, Oct 23- Dec 23



Bubble size: Monthly visits



# 2024 Digital Consumer Highlights:

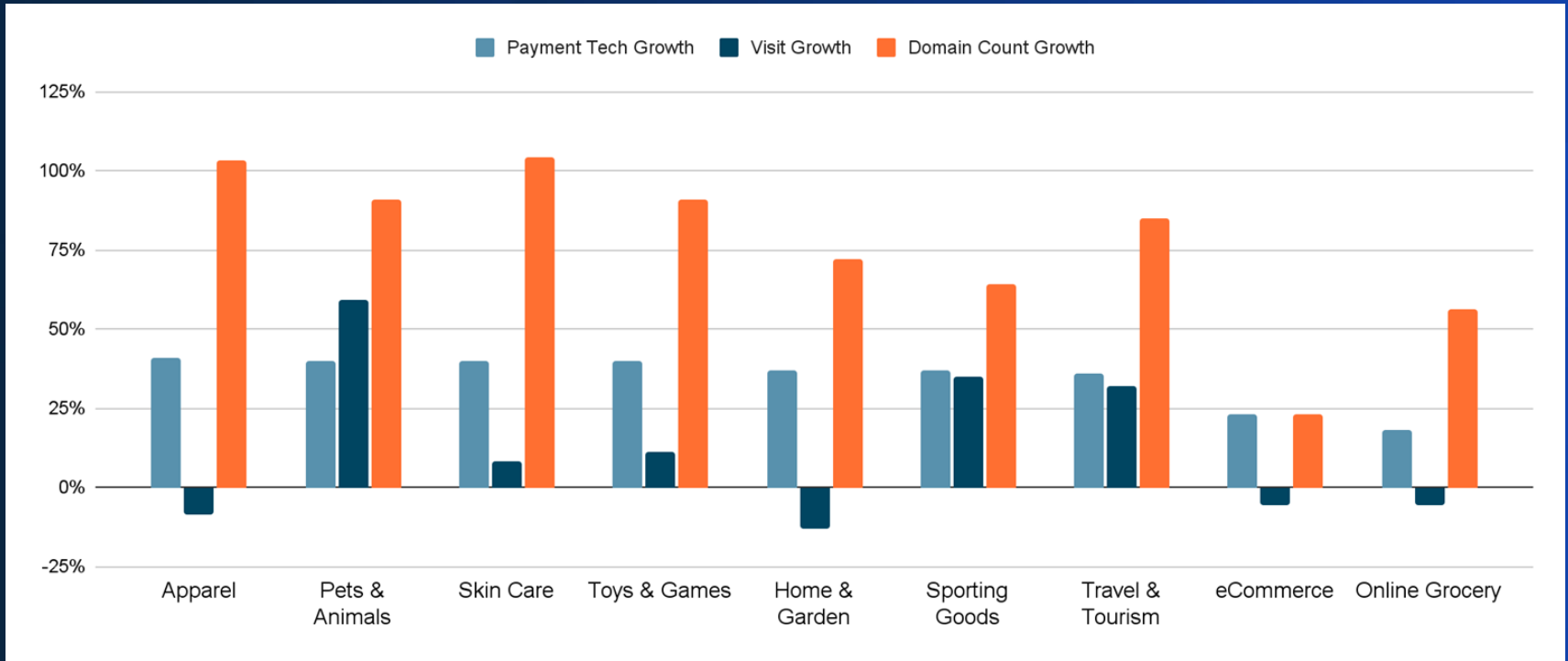
## Increased Savvy



# Options for digital consumers continue to grow across categories

## Digital Category Growth

Jan '22 vs Jan '24; Major Western Countries\*



\*An analysis of trends in France, Germany, Italy, UK, Portugal, and Spain

# Across top eCommerce categories, Coupons and Rebates is the only one that has grown traffic YoY

## ECommerce Category Digital Traffic Growth

Mar '23 – Feb '24 YoY; US

### Size & Growth Overview ⓘ

Total ⓘ 5.540B Monthly Visits, ↓ -10.12% Period Change



# Research is crucial to get the best product and value, especially in the financial services space; 5% of users abandoning credit card application pages leave to do extensive research on “best” cards

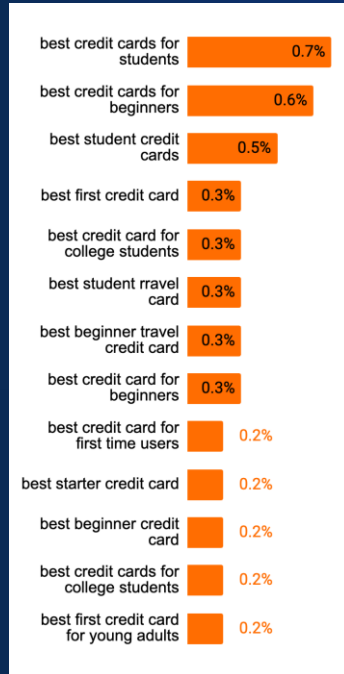
## Shares of Major Credit Card Provider Application Abandoners that Searched “Best” Keyword Phrases

US, Desktop, Jan '23 – Nov '23

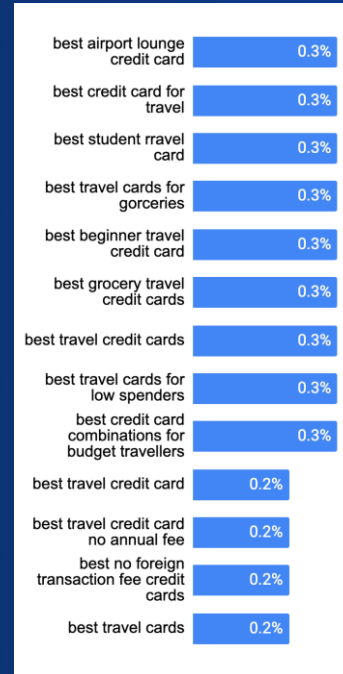
### General and Cash Back (5.2%)



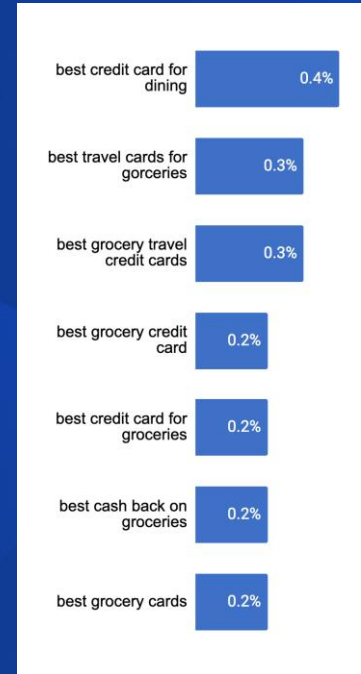
### Student and Beginner (4.1%)



### Travel (3.2%)



### Food and Grocery (1.6%)



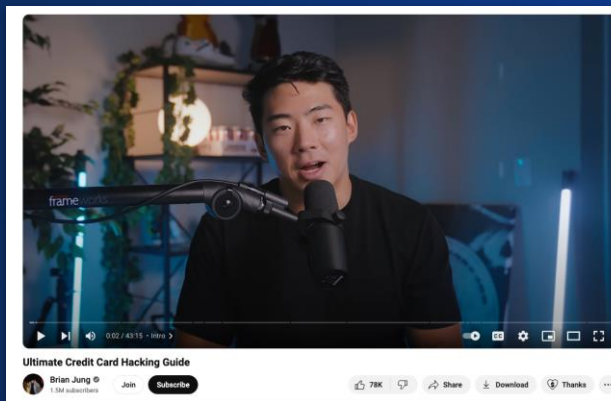
# People also abandon credit card application pages to get advice from their favorite Youtube influencers and Subreddits

## Top Visited Youtube Influencers and Reddit Forums by Major Credit Card Provider Application Abandoners

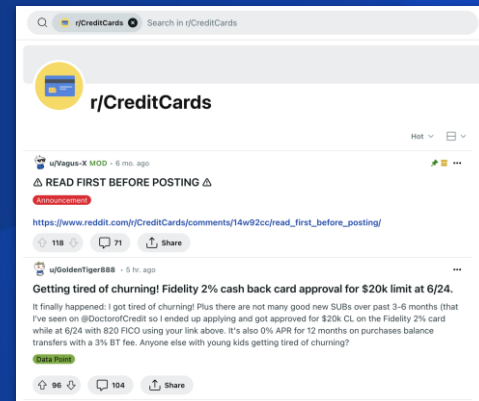
The 5 BEST Credit Cards for Beginners in 2024 [Video](#) [Graham Stephan](#)



Ultimate Credit Card Hacking Guide [Video](#) [Brian Jung](#)



Reddit.com/r/CreditCards

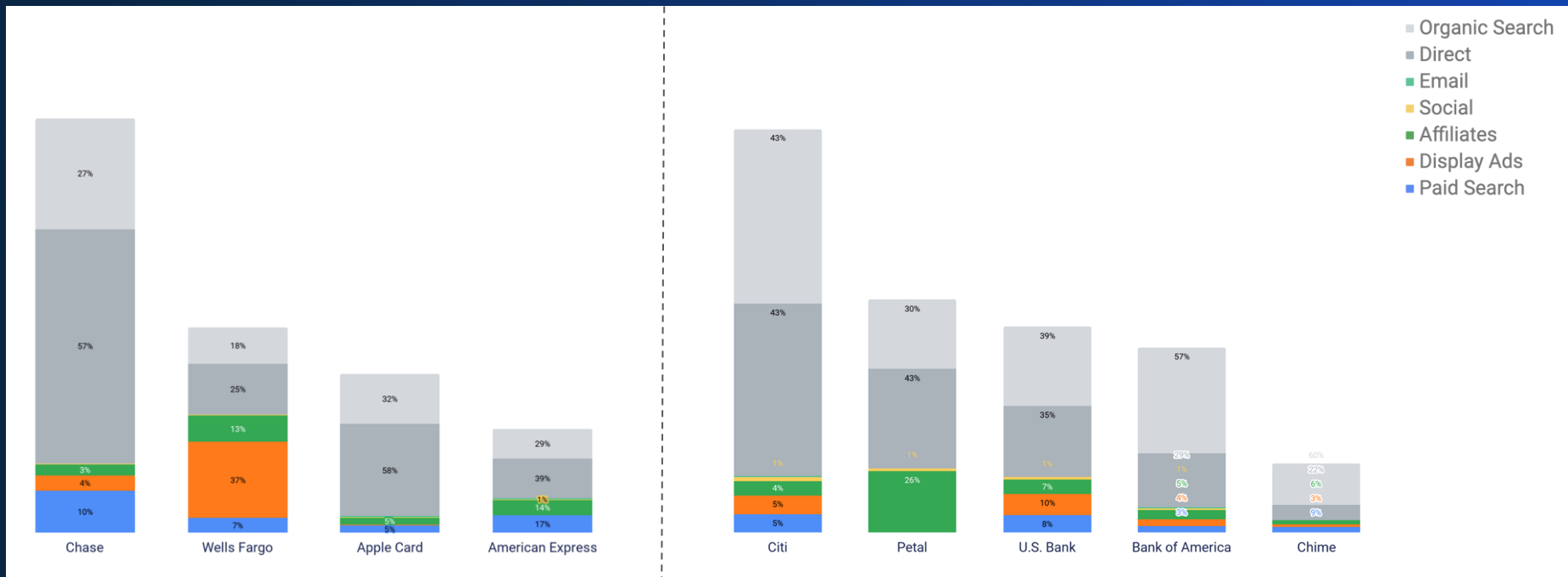




# 9% of those who actually do apply for a credit card come through affiliate sites...

## Application Channel Share Across Major US Credit Card Providers

US, Desktop, Jan '23 - Dec '23

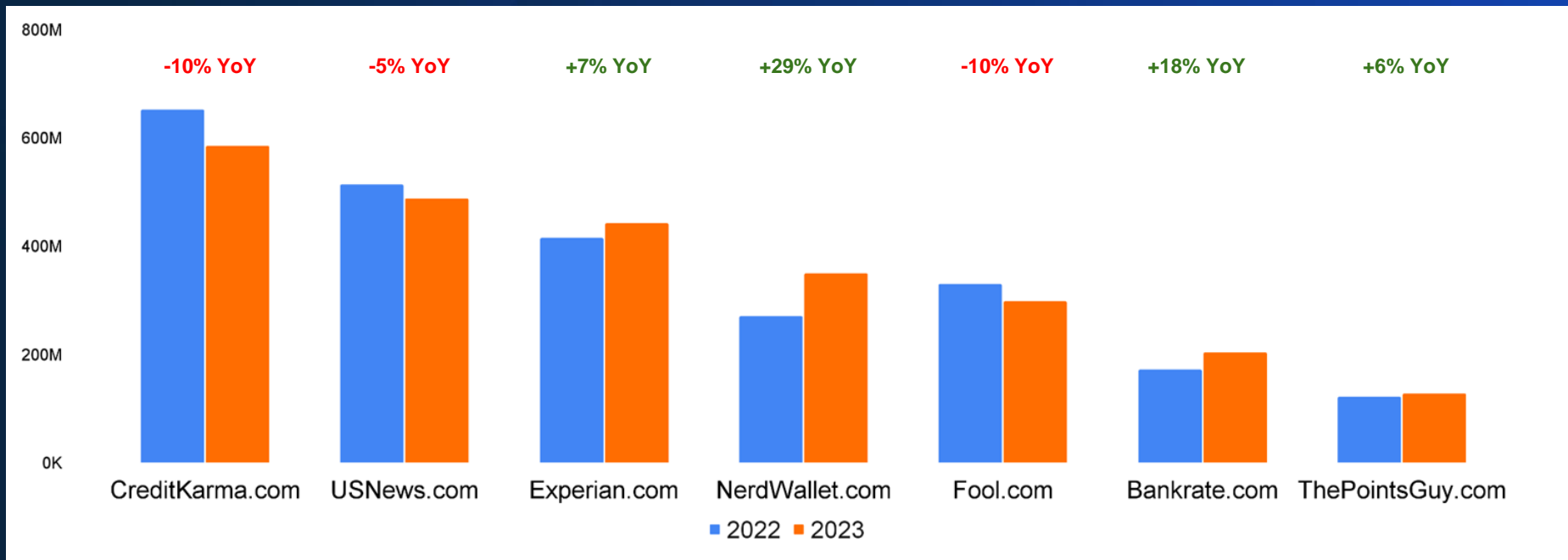


NB: Discover marketing mix not included due to discrepancies across direct, display, email, and social traffic that stem from differences in Adobe Analytics collection methodology (Discover) vs. Google Analytics (Similarweb)

...which have grown site traffic 5% YoY (NerdWallet is up 29%!)

### Top Financial Services Affiliate Site Visitation

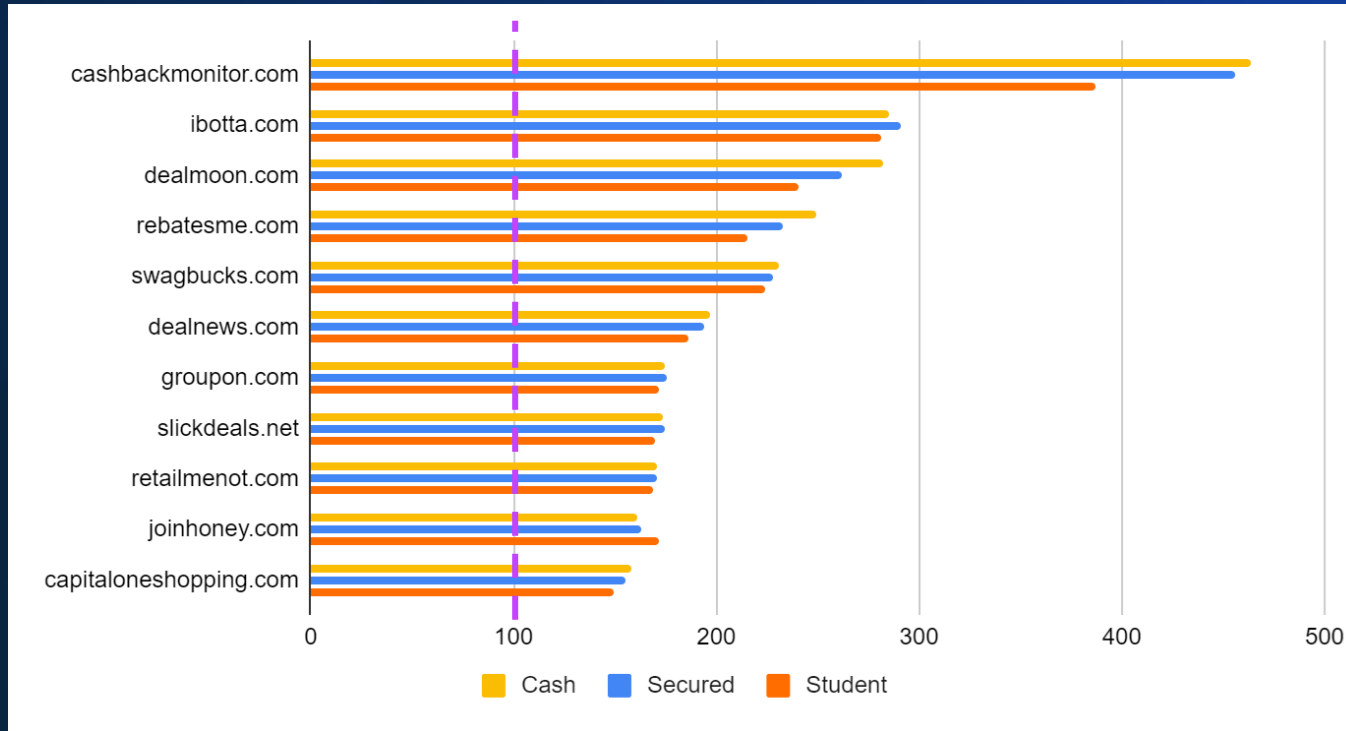
US, Desktop and Mobile Web, Jan '23 – Dec '23



NB: Discover marketing mix not included due to discrepancies across direct, display, email, and social traffic that stem from differences in Adobe Analytics collection methodology (Discover) vs. Google Analytics (Similarweb)

# Credit card applicants over-index the general population on deal and coupon sites

Credit Card Applicant Visitor Index to Discount and Rebate Sites by Card Type for Major US Credit Card Provider  
US, Desktop, August 2021 – March 2022



# People are worried about their money, and want to spend it wisely – focus on value and price to win 2024 eCommerce



## More Americans are so worried about money, it's hurting their mental health

Mental health distress can manifest in many ways, including feelings of anxiety, stress, worried thoughts, difficulty sleeping and depression.

NBC [article](#) by Rob Wile, May 9, 2023

# FORTUNE

PERSONAL FINANCE · MONEY

## Wells Fargo study highlights increasing anxiety among U.S. earners: 'We're not getting as much utility out of our money as we used to'

BY ALICIA ADAMCZYK  
February 27, 2024 at 9:00 AM EST



Fortune [article](#)

YOUR MONEY

## 70% of Americans are feeling financially stressed, new CNBC survey finds

PUBLISHED TUE, APR 11 2023-6:00 AM EDT | UPDATED TUE, APR 11 2023-3:21 PM EDT



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CNBC [article](#)

PUBLISHED 11 MAY 2023  
READING TIME 7 MINUTES

## One in Four Adults Feel Anxious About Money at Least Once a Day

According to a new NerdWallet survey, one in four UK adults feel anxious about their finances at least once a day. Find out how money worries are affecting our mental health and where you can get help.

Written By Rhiannon Philips

NerdWallet [article](#)

# Key Takeaways

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**Eco-  
mindfulness is  
economical**

**“Convenience”  
means  
“curation”**

**Don't cheat the  
consumer -  
they'll know**

similarweb

3.0

# Questions?

Alisha Kapur

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