

Six commerce trends to help ring up new growth.

New solutions help brands keep pace with consumer and business expectations.



Customer and business expectations are changing faster than ever. Technologies and methods of digital engagement that once seemed cutting edge—such as real-time delivery tracking and augmented reality product demos—have become commonplace across industries. The result? Today's *next big thing* is tomorrow's *no big deal*.

In this environment, your brand's commerce strategies, channels and capabilities can't just move at the speed of business. They need to move at the speed of *want*.

In a new series of articles Deloitte Digital explores six trends in digital commerce that are helping brands become more indispensable for customers—and more agile and resilient as businesses.



TREND 1

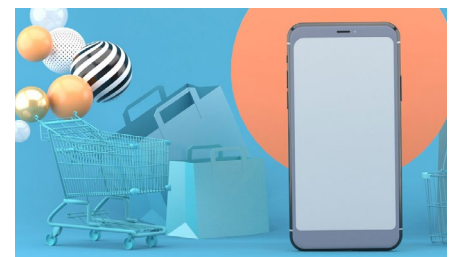
Composable architecture is reshaping commerce platforms.

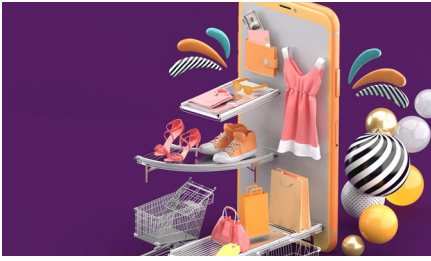
To keep pace with trends and customer needs, nimble brands are embracing modular technology architectures that let them change and scale their commerce platforms quickly. New mindsets, processes and operational structures are needed in order to turn this new opportunity for fast evolution into faster growth.

TREND 2

AI-driven personalization becomes a go-to tactic for leading companies.

Companies are harnessing data and AI to deliver bespoke experiences—but successful personalization doesn't stop with smart technology. Test-and-learn methodologies as well as consistent processes and governance are key to deepening engagement and trust with customers.





TREND 3

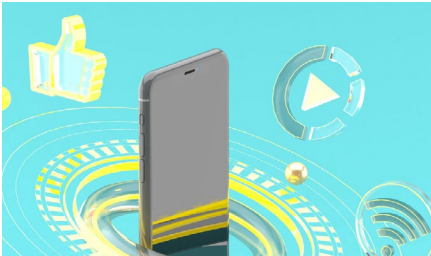
Online marketplaces enable brands to grow offerings—and revenues.

Companies of every size and in every industry are launching online marketplaces—where they sell their own inventory alongside a continually curated selection of complementary goods from third-party sellers. The result: Customers find more options and come back more often, leading to increased brand loyalty.

TREND 4

B2B commerce is rewriting what’s possible in buyer /seller relationships.

Proactive B2B organizations are discovering that digital doesn’t just support sales—it redefines them, fueling new revenues and relationships while also spawning new efficiencies. With a new generation of digital-native business buyers, it’s time for B2B brands across all verticals to embrace digital commerce capabilities across the full sales journey.



TREND 5

Social commerce is sparking authentic engagement for brands.

Winning brands are earning social currency by making it extremely easy to buy directly on social channels, which opens new opportunities for accelerating growth. Success depends on the ability to orchestrate offers, content and products by platform and target audience, and to engage in authentic ways that meet customers in the moment.

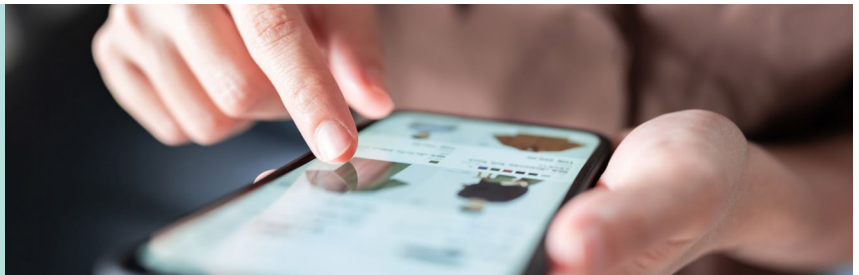
TREND 6

Metaverse commerce is having real-world impact.

The metaverse is now coming into its own—opening new realms of opportunity for human connection and brand experiences that blur the line between the digital and physical worlds. Given the wide range of possibilities, savvy brands are identifying the right entry points and investments to connect metaverse initiatives with real-world growth.



59% of total US retail sales were online or digital-influenced in 2021.¹



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Sources

- 1. Jitender Miglani, "US Digital-Influenced Retail Sales Will Top \$3.8 Trillion In 2027," Forrester Research, October 2022, <https://www.forrester.com/blogs/us-digital-influenced-retail-sales-will-top-3-8-trillion-in-2027/>, accessed January 5, 2023.

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