



How B2C Commerce is changing in 2024

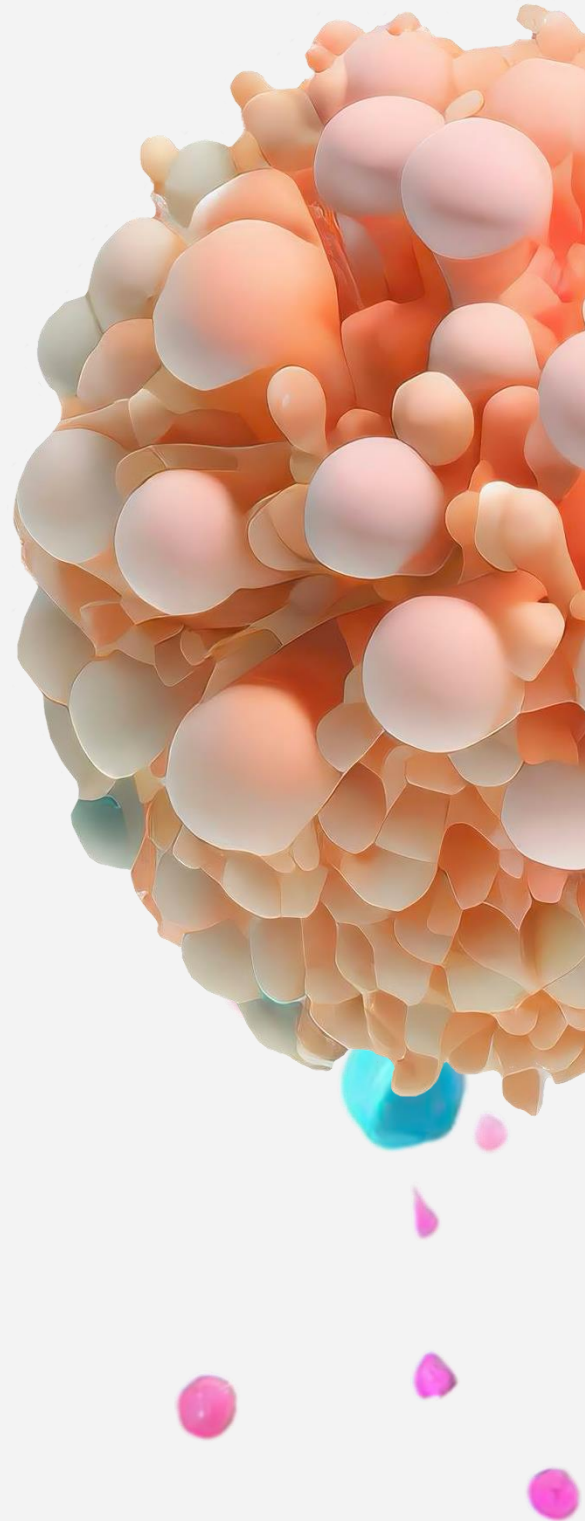
Article 1 | Thrive in the world of eCommerce

Intro

B2C commerce is in a state of flux. The increasing cost of living and economic uncertainty are driving consumers to be more selective about their purchases. At the same time, innovative technologies, such as advanced e-commerce platforms and digital payment systems, are transforming shopping into a more convenient and efficient experience. Rather than just selling you products, businesses now want to understand you. By leveraging AI and big data, merchants can create highly personalized shopping experiences that feel almost magical.

In this new era of commerce, the focus is on making online shopping seamless: consumers are drawn to the ease of clicking 'buy.' They also like finding deals and discovering a wide array of products. More and more, shoppers are also choosing brands that are kind to both the planet and people.

For companies, the stakes are high. They must meet the demand for smooth digital experiences, budget-friendly prices, and products that are both effective and ethical. In this article, we will explore the key developments shaping B2C commerce in 2024, including visualization, sustainable commerce, one-click ordering, generative AI and composable architectures. These developments are set to redefine the consumer marketplace, establishing new benchmarks in efficiency, customization, and sustainability.



VISUALIZATION IN COMMERCE

As we're naturally drawn to images and videos, online businesses are trading lengthy item descriptions for engaging photos and videos that grab our attention. 3D, AR, and interactive (shoppable) videos are turning online shopping into a vibrant and interactive experience. Let's explore how these innovative visual tools are transforming e-commerce into something more personal and a whole lot more exciting for both shoppers and sellers.

Using 3D and AR in commerce

Before, you'd just see a picture of a product and had to guess what it would look in real life. Now, you can see how a watch would look on your wrist or how a new couch would fit in your living room before you buy it. That's the magic of 3D and AR — it's like a try-before-you-buy feature on your phone or computer.

Young shoppers, in particular, don't just want to see what they're buying, they want an experience - 62% of Gen Z and 56% of millennials are interested in shopping in a completely virtual store¹. With 3D and AR, rather than looking at a flat image, you're seeing the product from every angle and in every scenario you can think of. As well as making shopping more interactive, it is also a lot more personal. For businesses, it's not about showing off fancy tech; it's about connecting with customers and giving them confidence in what they're buying.

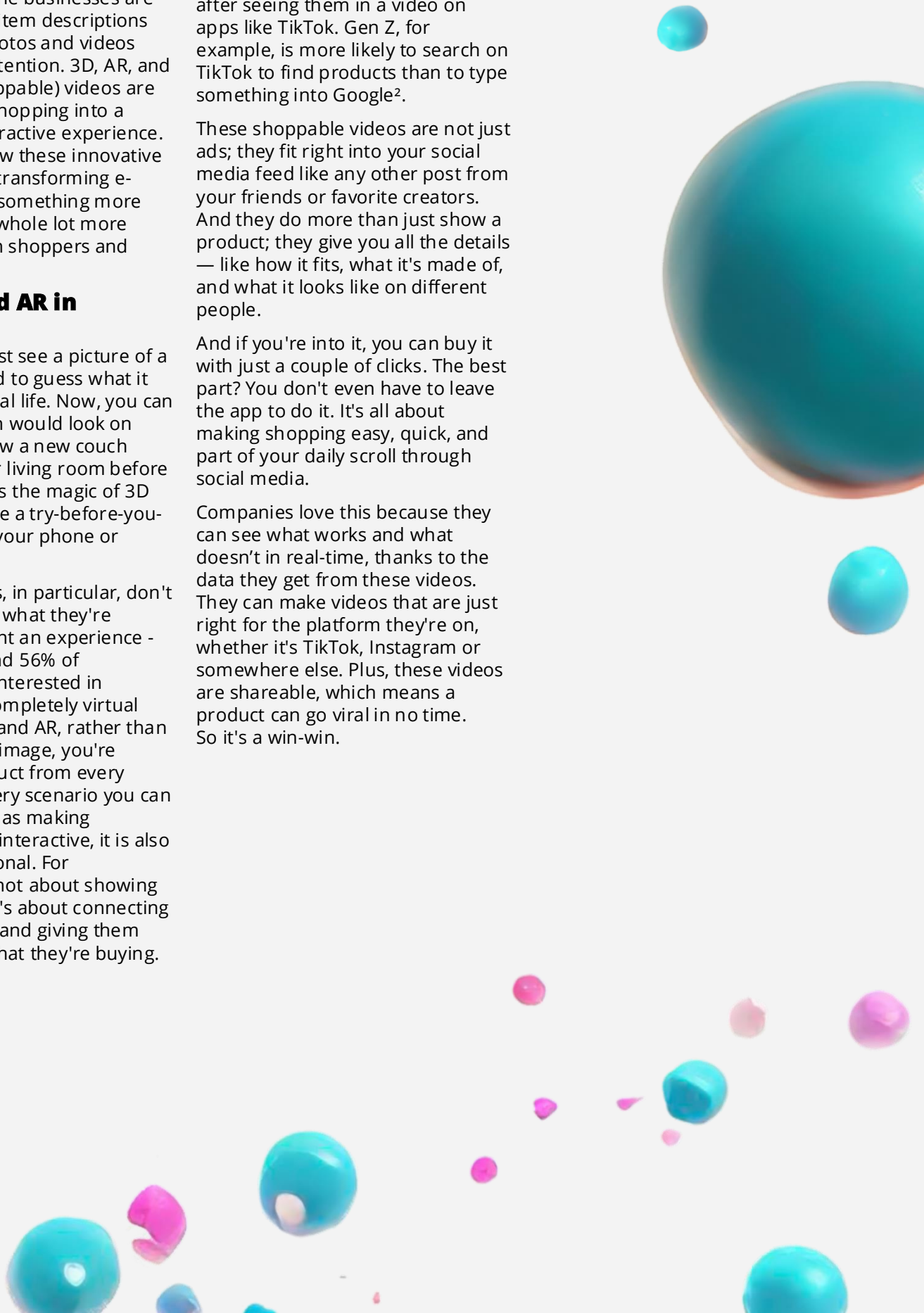
The rise of shoppable videos

A lot of people are buying products after seeing them in a video on apps like TikTok. Gen Z, for example, is more likely to search on TikTok to find products than to type something into Google².

These shoppable videos are not just ads; they fit right into your social media feed like any other post from your friends or favorite creators. And they do more than just show a product; they give you all the details — like how it fits, what it's made of, and what it looks like on different people.

And if you're into it, you can buy it with just a couple of clicks. The best part? You don't even have to leave the app to do it. It's all about making shopping easy, quick, and part of your daily scroll through social media.

Companies love this because they can see what works and what doesn't in real-time, thanks to the data they get from these videos. They can make videos that are just right for the platform they're on, whether it's TikTok, Instagram or somewhere else. Plus, these videos are shareable, which means a product can go viral in no time. So it's a win-win.



SUSTAINABLE COMMERCE

Consumer demand for sustainable products continues to rise. Around three quarters of Gen Zs and millennials are acting to minimize their impact on the environment, while believing businesses could and should do more to enable them to make more sustainable purchasing decisions⁴. Businesses are stepping up their sustainability efforts to meet this demand³. Innovations such as "re-commerce" (reselling, renewing and renting products) are gaining traction, offering consumers eco-friendly alternatives, while extending product lifecycles and enhancing customer loyalty³.

At the same time, new regulations, such as the EU's Corporate Sustainability Reporting Directive, are pushing companies to improve their sustainability disclosures and practice.

To align with this shift, companies must develop robust sustainable commerce practices, prioritizing the use of eco-friendly materials, engaging in activities that minimize waste, adopting sustainable packaging, and fostering transparent, sustainability-focused communication with their customers.

MOBILE COMMERCE: APPS AND ONE-CLICK ORDERING

Consumer-facing businesses need to be selling through mobile apps, as well as web sites. Apps can save user preferences, profiles, wish lists and prior purchases, enabling a highly personalized and streamlined experience each time the consumer interacts with the app. Using a mobile app leads to a significantly better customer experience: 85% of consumers prefer apps above mobile websites for shopping⁵. As well as generating a 20% open rate for push notifications, apps result in 4.2x more products viewed and a 157% higher conversion rate than web sites.⁵

Another great must-have feature is one-click ordering: a game changer for all e-commerce channels. According to the Baymard Institute⁶, 1 out of 5 shoppers abandons their cart due to a "too long or complicated checkout process". Simply streamlining the check-out can potentially increase conversion rates by 35%⁶. One-click ordering eliminates the need for consumers to log-in again, and saves them the effort to re-input various shipping fields and payment information. To set up one-click payment options for your business, you can use payment gateway providers express check-out features (e.g., Apple Pay, Google Pay or PayPal) or third party integrations that enable password-less account information retrieval, such as Bolt.

GEN AI IN E-COMMERCE

Generative AI is set to revolutionize B2C commerce⁷. Imagine landing on a product detail page that offers rich, engaging content tailored to your interests and preferences, all dynamically generated by AI, as well as basic product info. This level of personalization will enhance user engagement and also improve conversion rates.

Beyond content, Gen AI can elevate customer support services. AI-driven chatbots provide instant, 24/7 assistance, answering queries, solving problems and offering recommendations with high levels of accuracy and personalization. These intelligent systems learn from each interaction, continuously improving their responses and suggestions. Furthermore, Gen AI helps consumers make informed purchasing decisions by analyzing browsing patterns, purchase history and customer preferences to offer personalized product recommendations, making shopping smoother and more satisfying.

For e-commerce companies, Gen AI brings substantial operational benefits. By automating content creation for product detail pages, companies can streamline operations and reduce the workload on content teams, allowing them to focus on strategic and creative tasks. AI-driven chatbots also manage large volumes of inquiries, reducing the need for extensive customer service teams and cutting operational costs.

Additionally, AI can enhance decision-making through sophisticated analytics that predict market trends and consumer behavior. This leads to better stock management, reducing overstock or understock situations, optimizing the supply chain and minimizing waste.

COMPOSABLE ARCHITECTURES

CA composable architecture allows businesses to construct their systems from modular, interchangeable components, enabling rapid adaptation to changing market demands and customer expectations. This flexibility facilitates the creation of highly personalized customer experiences.

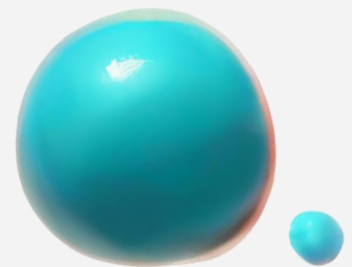
The integration of specialized components, such as recommendation engines, personalized search functionalities and targeted marketing tools, enhances the overall shopping experience. Composable commerce also promotes innovation by allowing businesses to experiment with and implement new features, helping them stay ahead in a competitive environment. The ability to mix and match various best-in-class solutions for different functionalities, such as payment processing, inventory management and customer support, can help to optimize efficiency and performance across the system.

A composable architecture also delivers scalability. Businesses can independently scale individual components based on demand, reducing costs and optimizing resource utilization. Further, the agility provided by composable architecture supports faster development cycles. Development teams can work on different components simultaneously, accelerating the process and enabling more frequent updates and improvements. This modular approach facilitates continuous integration and deployment, allowing for automated testing and a faster release of new features.



CLOSING

E-commerce remains vibrant and dynamic, revitalized by new developments, such as enhanced visualization through AR and VR, the push towards sustainable commerce, the integration of AI, the convenience of one-click ordering and the flexibility of a composable architecture. Each of these advances is steering e-commerce towards a more immersive, efficient and customer-centric era. Businesses that embrace these innovations will meet the evolving expectations of modern consumers and thereby enjoy a competitive edge in the bustling marketplace. E-commerce is on a journey towards a more interactive and sustainable future.



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¹ Deloitte: Connected Consumer Survey, 4th edition (2023)

² Adobe: Using TikTok as a Search Engine (2024)

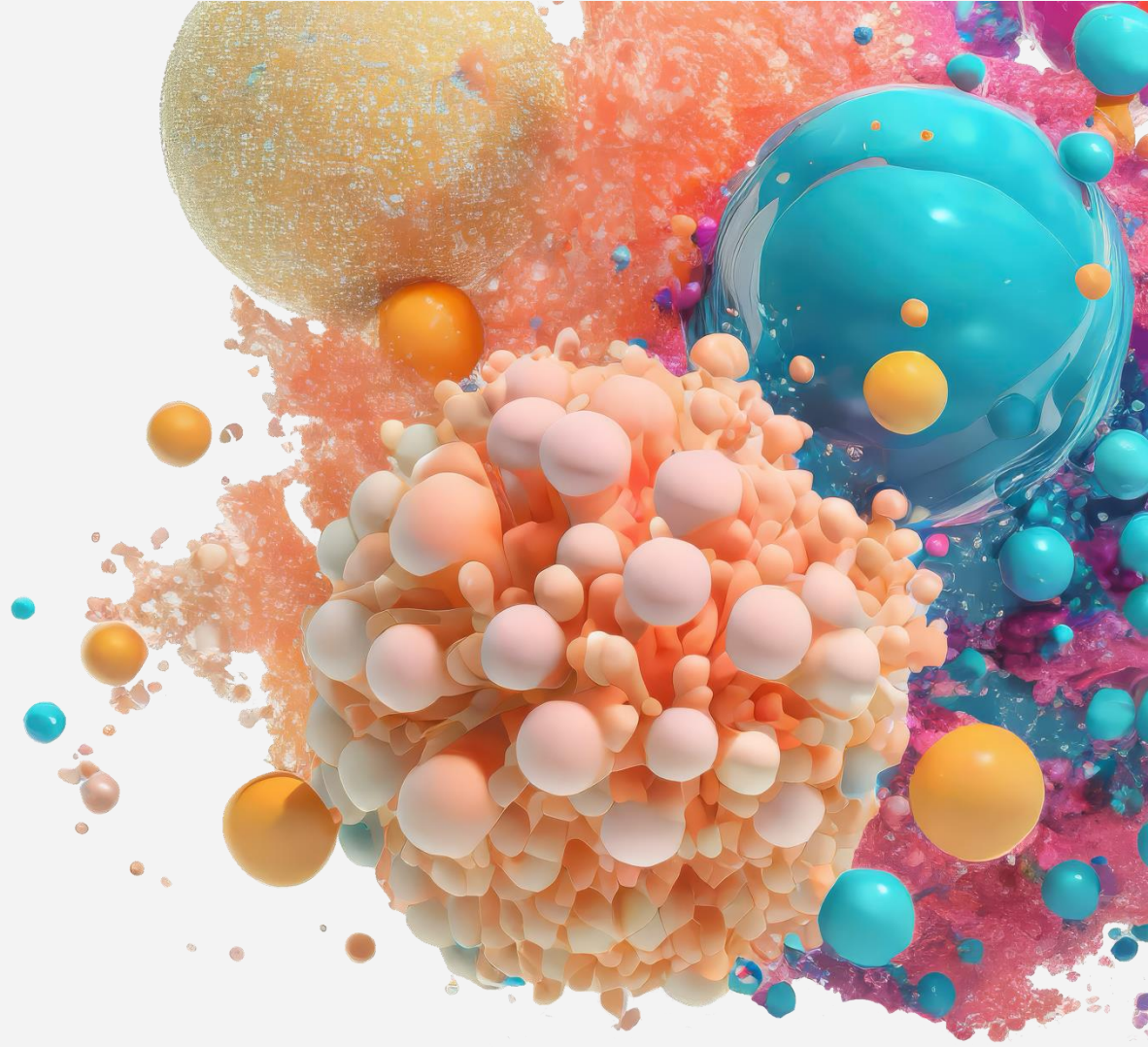
³ Deloitte: The Sustainable Consumer (2023)

⁴ Deloitte: Global Gen Z and Millennial Survey (2024)

⁵ Deloitte: eCommerce Summit (Mobile Commerce) (2024)

⁶ Baymard Institute: - 49 Cart Abandonment Rate Statistics (2024)

⁷ Deloitte: The Generative AI Dossier (2023)



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