

Fashion Mobile Commerce

Size Fashion industry

Expected to reach by the year 2022

\$ 170.52 billion

Consumer who use multiple channels when shopping

74%



Higher spending

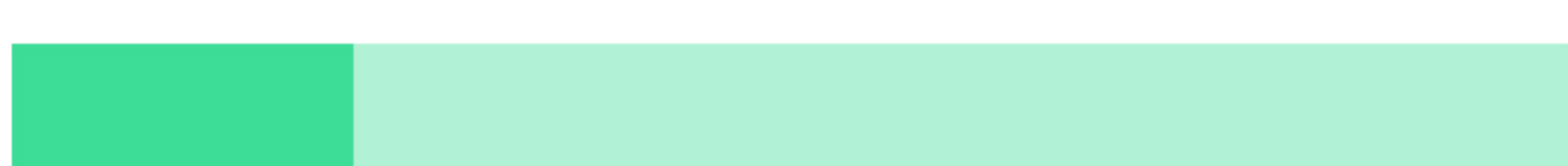
Mobile transaction value is significantly higher



Online sales growth

Annual global online sales growth

22%



More likely to buy when shopping experience is personalised

80%



Customers who increase their spending with brands when shopping experience is personalised

63%



150 times a day



Generation Y, Z looks at their mobile

Consumer facts



Mobile commerce metrics

Global e-commerce through smartphone

54%

Consumers who have become comfortable with m-commerce

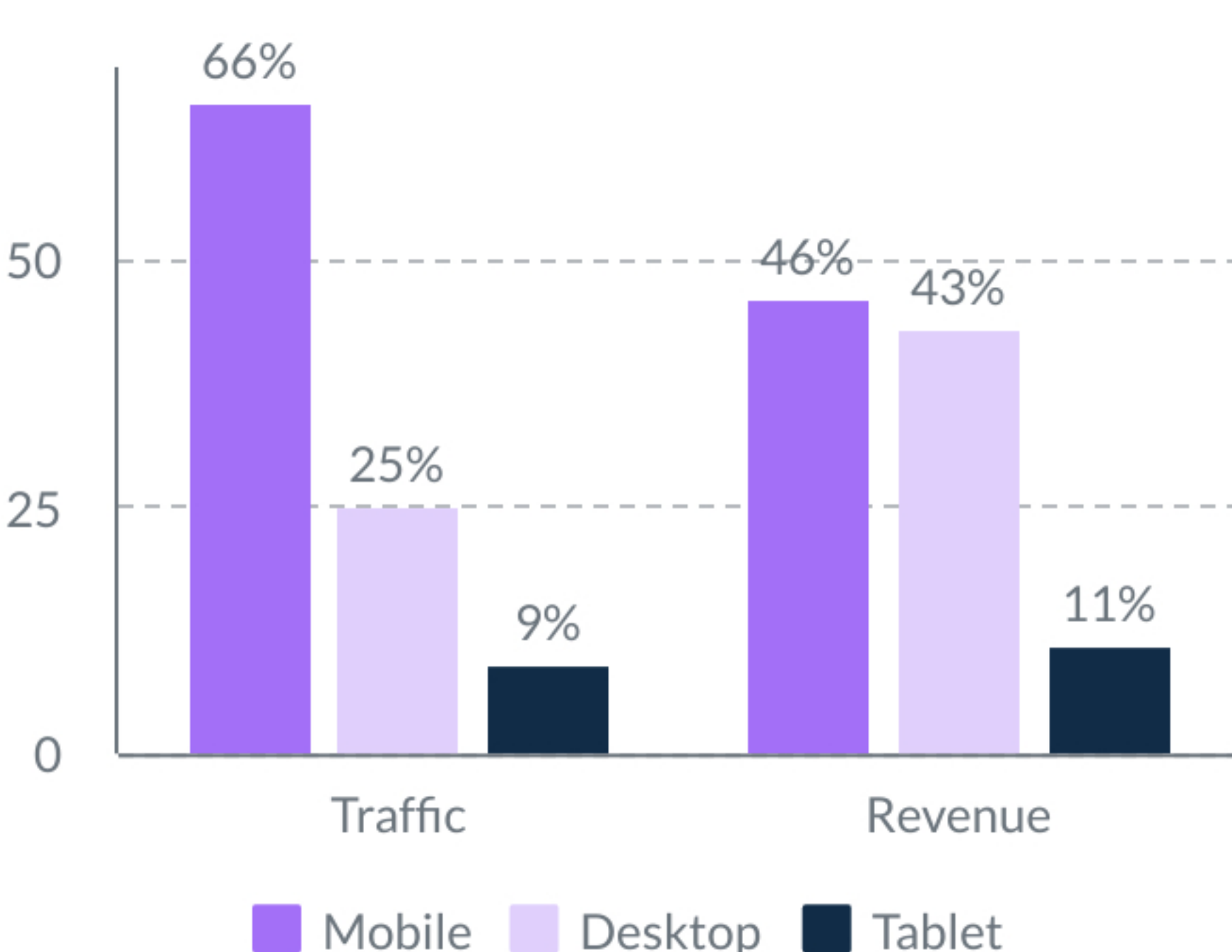
80%

Consumers who are willing to spend more at a brand who replies quick with relevant content

55%

Mobile first

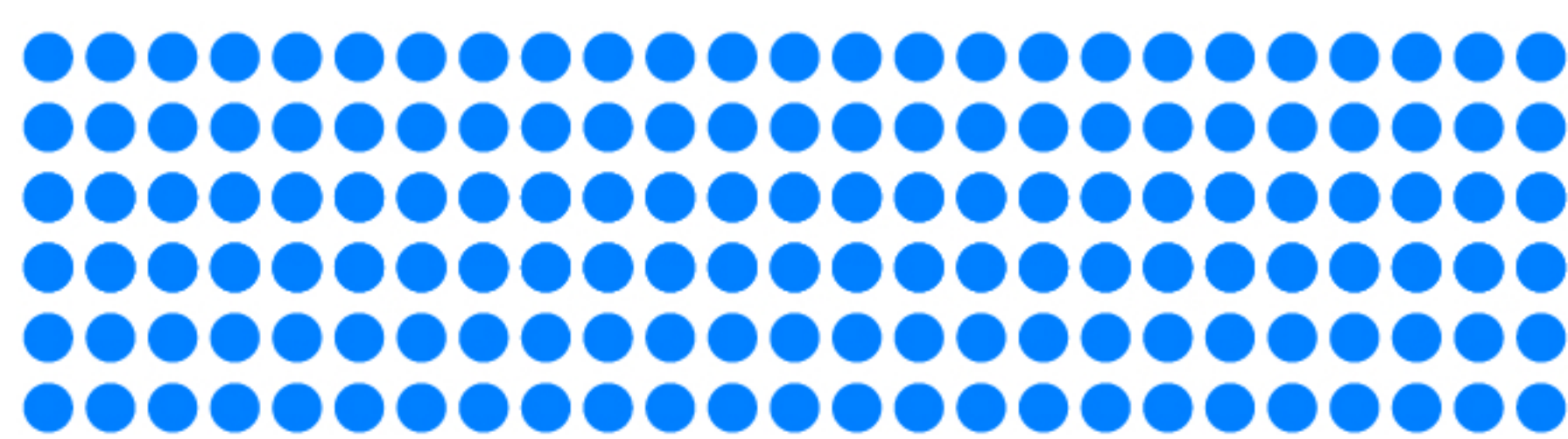
Mobile as preferred channel for orientation and sales



Channel facts

WhatsApp active users worldwide

2B



Open rate WhatsApp

99%



Active users on Apple devices with iOS 11.3

1.4B



Omnichannel improvement

Tools that are needed to provide a seamless entrance, clear offer, dialogue, ease of shopping and a good feeling.

Ingredients for an unique shopping experience.



WhatsApp



Apple Business Chat



Customer Contact



Chatbot



CDP



Payments