

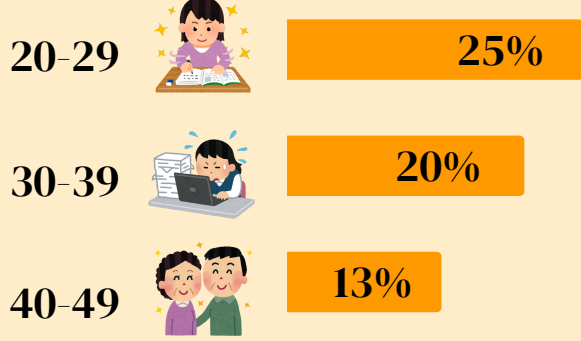
Amazon Cart Abandonment Rate

Consumer Insight

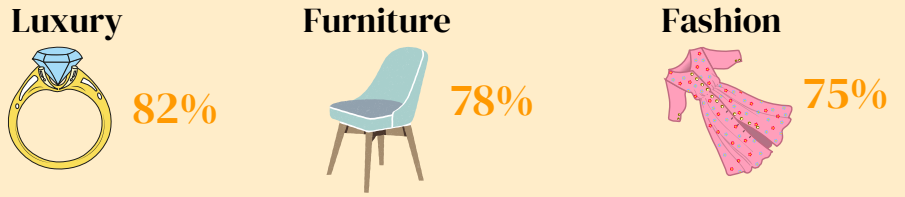


70% shopping cart abandonment rate is faced by Amazon

Contribution of different age groups to the rates



Category with the highest disposal rate



TOP REASONS WHY CUSTOMERS ABANDON THEIR SHOPPING CARTS



PURCHASE JOURNEY

3. Product Evaluation

Product Page, Reviews and Ratings, Compare Options

37%*

4. Decision-Making

Check Delivery Options, Check Discounts, Add to Cart/Wishlist

1. Need Recognition

2. Product Search and Exploration

Search Engine, Browsing Recommendations

Check Delivery Details -----> 55%-60%*
Check Payment Method. -----> 13%*

5. Purchase

*Cart Abandonment rate

FUTURE TREND ---- PERSONALIZED RECOMMENDATION

Personalized recommendations

31%

Revenue Contribution

41%

Customer Engagement

81%

Consumer Satisfaction

80%

Consumers preference

44%

Repurchase

AR Technology

3.5 times higher

Conversion Rate

92% users

Purchase Decision

20% users

Buy after Trying AR