

The Future of Commerce is Mobile.

How has technology evolved retail? Shopping has moved from brick-and-mortar, to computers, and now to **mobile devices**. Smartphone apps **make shopping easier** than ever, and companies are using tech to improve the in-store experience, rather than give up on it.

So what brought us here and **what does the future hold?** Check out this infographic to see how mobile is driving the **customer experience**.

THE HISTORY OF COMMERCE



1433

The first recorded use of the word **“retail”** is used and refers to goods sold in small quantities.¹



1990

Retail sales at the national level surpasses **\$1.8 trillion**.²

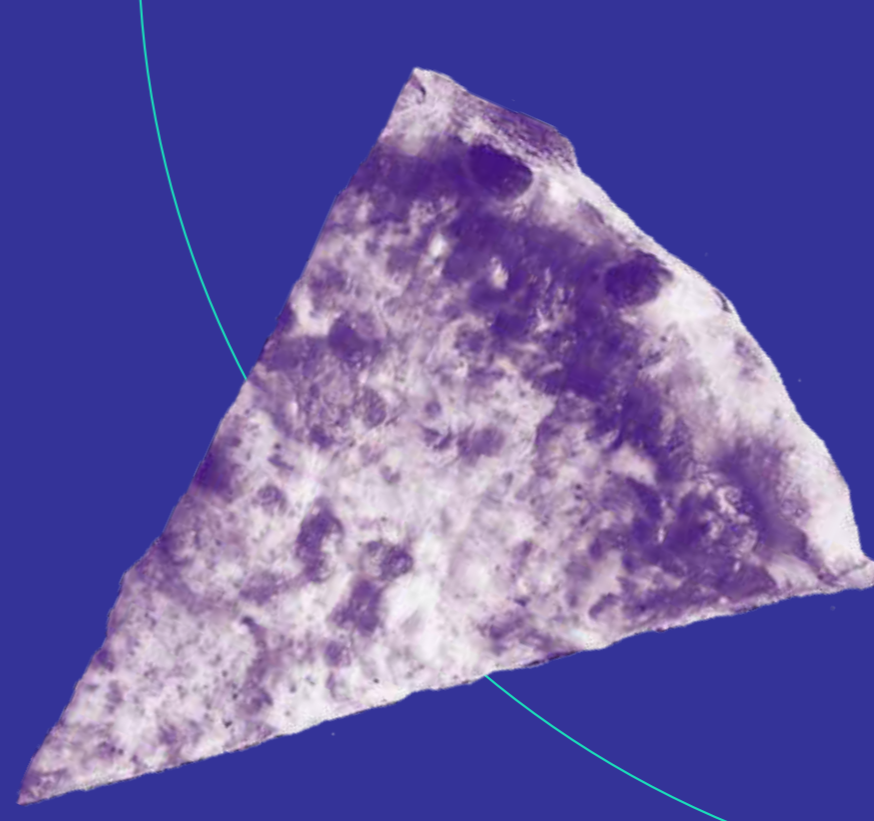


1991

The **internet** goes live.³

1994

Pizza is one of the first documented online purchases.⁴ Because of course it's pizza.



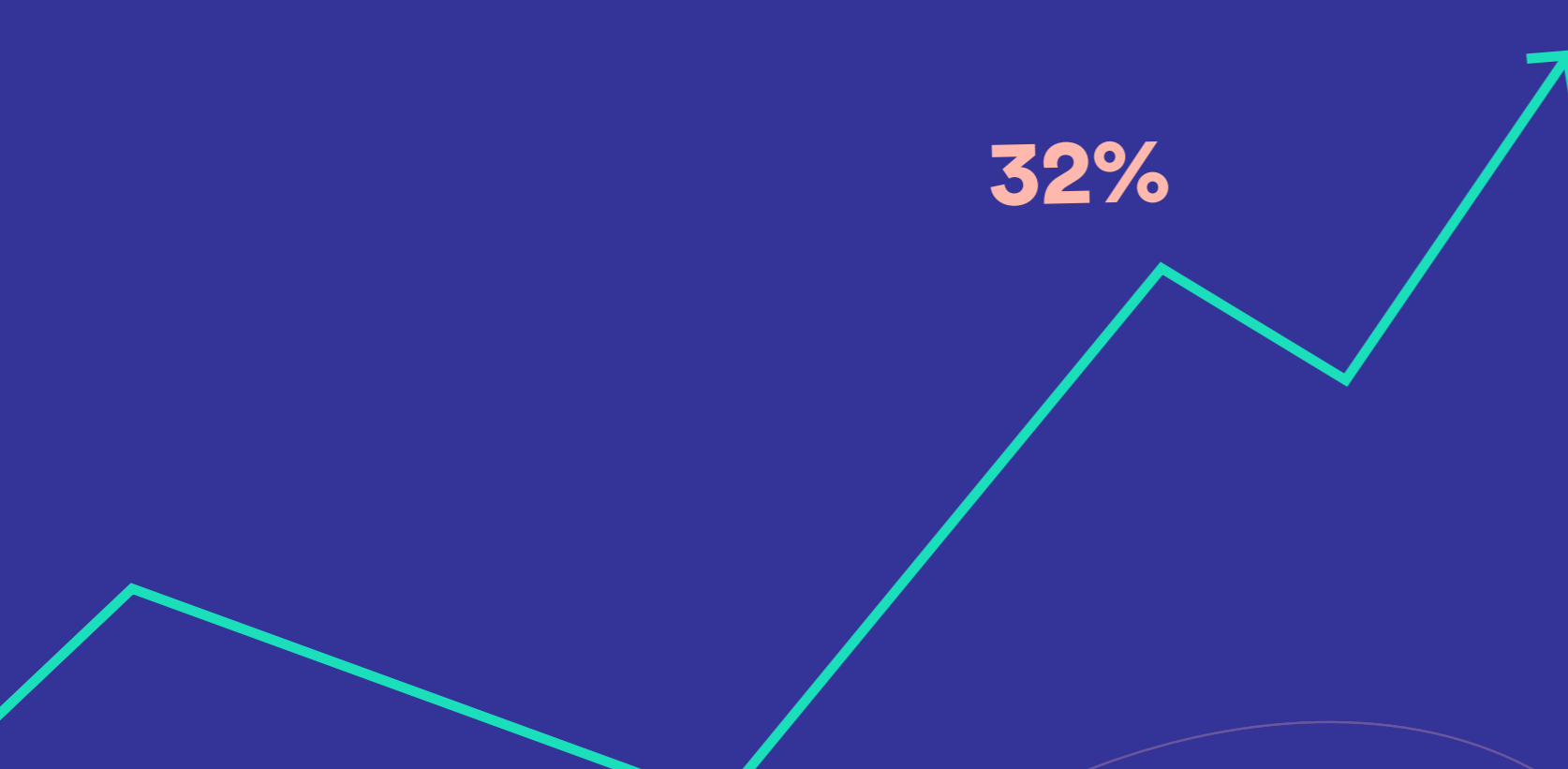
1999

Ericsson and Telnor Mobil team up to enable customers to **purchase movie tickets on their cell phones**.⁵



2007

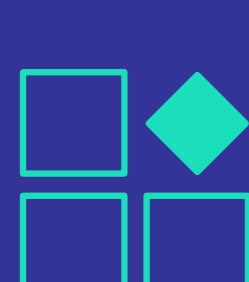
Apple launches the **iPhone App Store**.



2018

Mobile subscription app engagement for paid subscriptions **grows 32% over 2017**.⁶

THE FUTURE OF COMMERCE



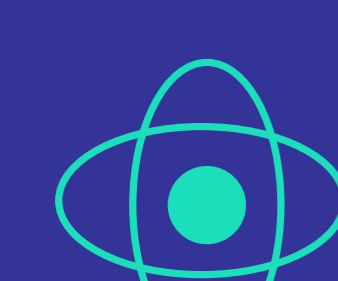
M-Commerce

Smartphone retail M-Commerce sales are expected to reach **\$203.94 billion** in 2019.⁷



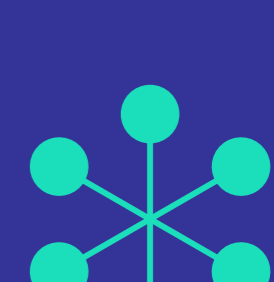
Scan & Go

In a study of 40 retailers, **80% of customers** who used their phones to 'scan and go' did so again within 90 days and those transactions doubled YOY.¹²



3D Shopping

Worldwide mobile augmented reality revenues have reached over **\$3 billion**.¹⁰



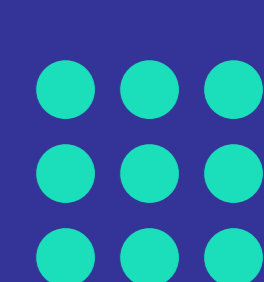
Omnichannel Shopping

Companies with strong omnichannel strategies enjoy a **91% greater YOY customer retention rate** than companies with no game plan.⁸



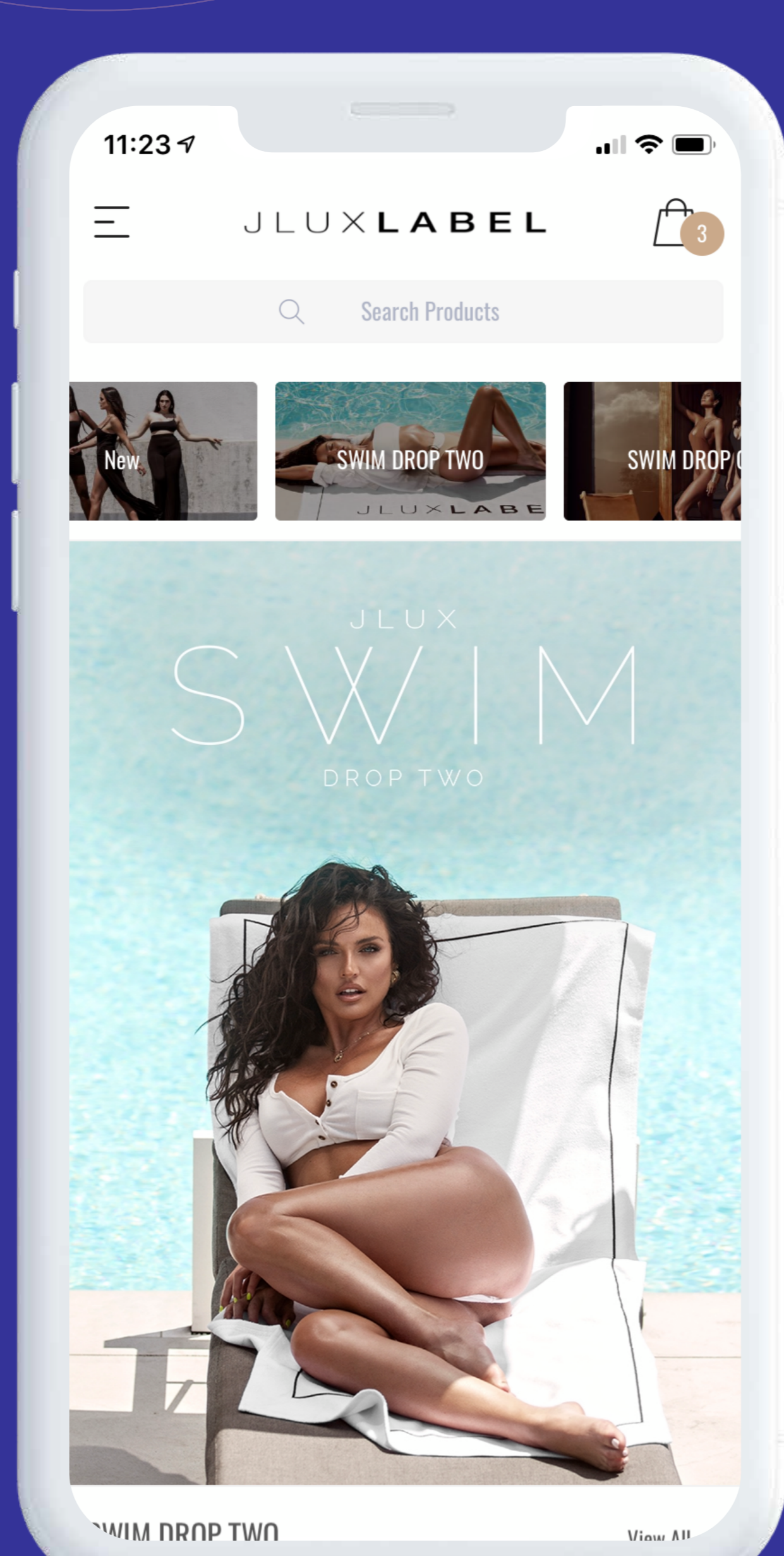
Geolocated Push Notifications

61% of smartphone users are more likely to buy from sites and apps that customize info to their location.¹¹



Mobile Apps

Shopping apps generated **67% of all mobile transactions**; these apps tripled conversions over mobile-friendly sites.⁹



Why Mobile Now?

With the average person spending upwards of **4 hours per day** on their phone, the landscape for commerce has certainly changed.¹³ Retailers that **invest in mobile apps** are outpacing the competition by removing friction within the shopping experience. With **more personalization**, faster loading times and a better checkout flow, mobile apps are the way of the future.

Ready to invest in the future of commerce? If you're on Shopify, **Tapcart can help.**

3x

MORE CONVERSIONS

on mobile apps than mobile websites.