



Commerce Pulse Quarterly

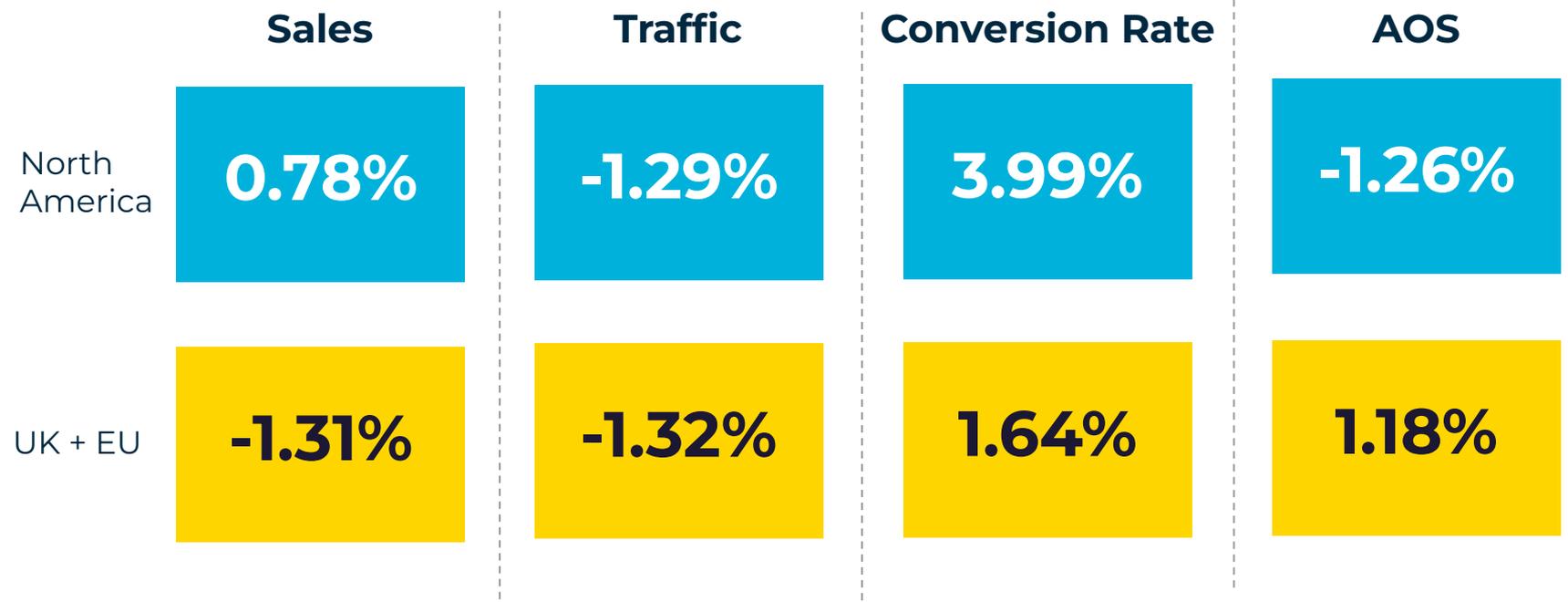
Fall 2023



Overview: E-Commerce Results

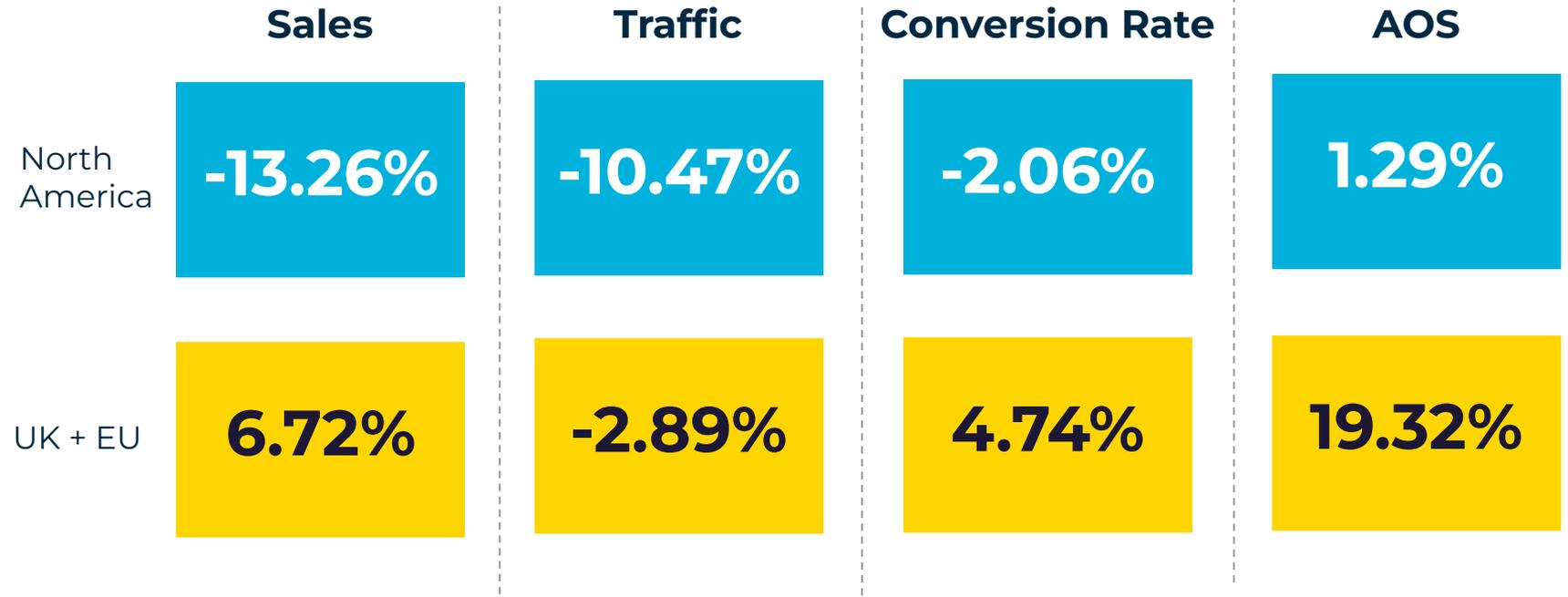


The Data: Month over Month (Sept 2023 vs Aug 2023)





The Data: YTD 2023 vs 2022



B2C E-Commerce

The Data: Apparel

Sales for apparel were

-0.23% in Sept YoY and **-6.68% YTD**

Traffic for apparel was

-3.49% in Sept YoY and **-5.35% YTD**

Conversion rates for apparel were

1.62% in Sept YoY and **-6.42% YTD**

Average order size for apparel was

2.20% Sept YoY and **6.19% YTD**





The Data: Grocery

Sales for Grocery were **-14.11% in Sept** YoY and **-8.78% YTD**

Traffic for Grocery was **-9.81% in Sept** YoY and **-7.26% YTD**

Conversion rates for Grocery were **-23.82% in Sept** YoY and **-25.28% YTD**

Average order size for Grocery was **1.99% in Sept** YoY and **4.66% YTD**



The Data: Luxury

Sales for Luxury were

5.86% in Sept YoY and **4.64% YTD**

Traffic for Luxury was

-15.83% in Sept YoY and **-13.59% YTD**

Conversion rates for Luxury were

-10.41% in Sept YoY and **-12.15% YTD**

Average order size for Luxury was

8.03% in Sept YoY and **2.93% YTD**





The Data: Home Furnishings & Home Improvement

Home Furnishings

- Sales were **-16.69% YTD**
- Traffic was **-13.68% YTD**
- Conversion rate was **20.71% YTD**
- AOS was **-22.20% YTD**

Home Improvement

- Sales were **-30.30% YTD**
- Traffic was **6.40% YTD**
- Conversion rate was **-18.16% YTD**
- AOS was **-52.07% YTD**



B2B E-Commerce



The Data: B2B Distributors

Sales were

-12.65% in Sept YoY and **-12.73% YTD**

Traffic was

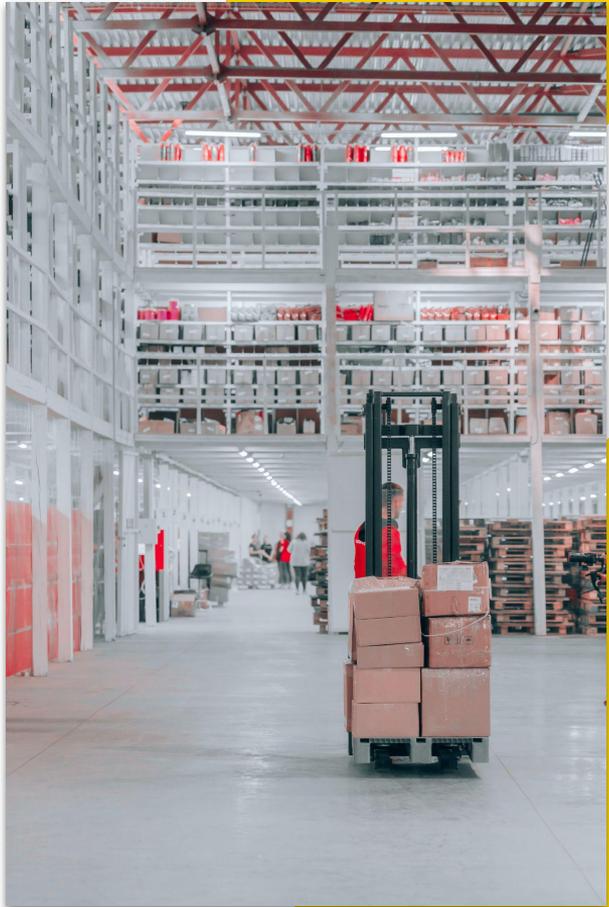
-1.25% in Sept YoY and **-1.89% YTD**

Conversion rates were

-5.8% in Sept YoY and **0.79% YTD**

Average order size was

-5.58% in Sept YoY and **-5.44% YTD**





The Data: B2B Manufacturers

Sales were

20.47% in Sept YoY and **37.89% YTD**

Traffic was

-21.26% in Sept YoY and **-20.15% YTD**

Conversion rates were

87.06% in Sept YoY and **97.02% YTD**

Average order size was

-33.62% in Sept YoY and **-31.21% YTD**

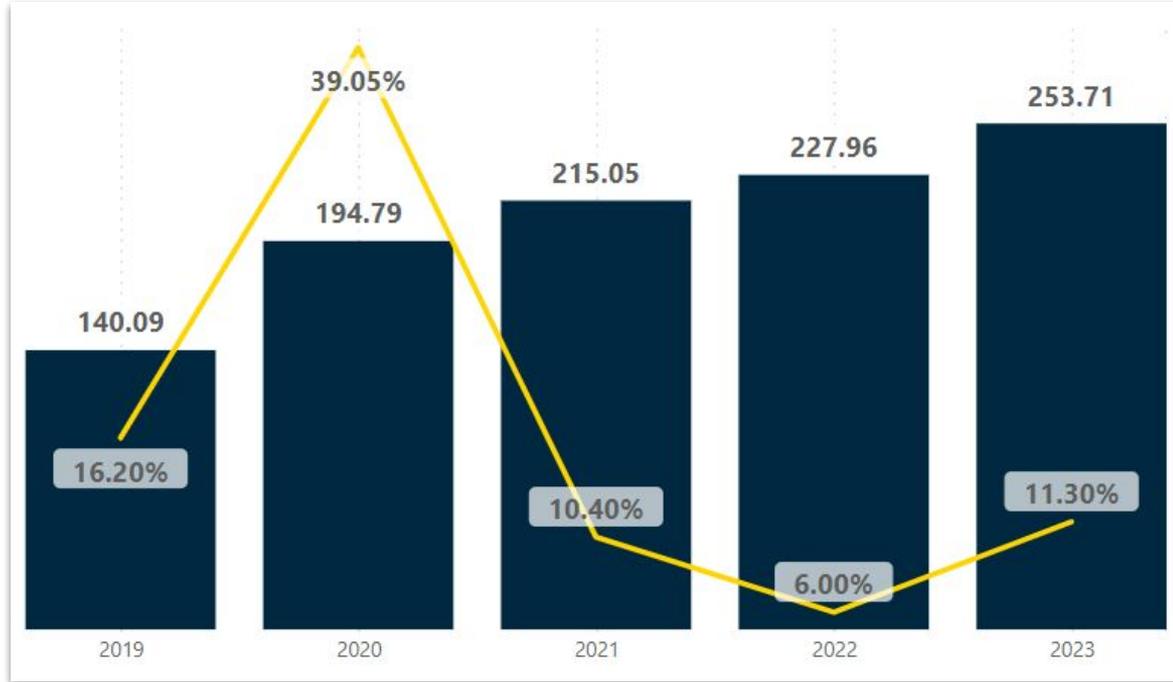


It's Holiday Season!



Holiday Retail Ecommerce Sales

US, 2019-2023



■ billions ● % change

Source: Insider Intelligence | eMarketer, June 2023



More to explore



**Commerce
Experience
Podcast**



**Cocktails, Commerce
& Conversions
Substack Newsletter**



**Boutique Strategic
Advisory**



Bloomreach Merchandising Community

Our Merchandiser Community is an exclusive group of professionals shaping the future of online merchandising!

We created this community to provide a forum for discussion, collaboration, and knowledge-sharing among like-minded professionals — all with the mission to keep you ahead of the curve.

- **Quarterly virtual events** with experts in the merchandising space
- Regional meetings (50-70 attendees per mtg)
- [Linkedin group](#) of 900+ merchandising professionals





Thank You