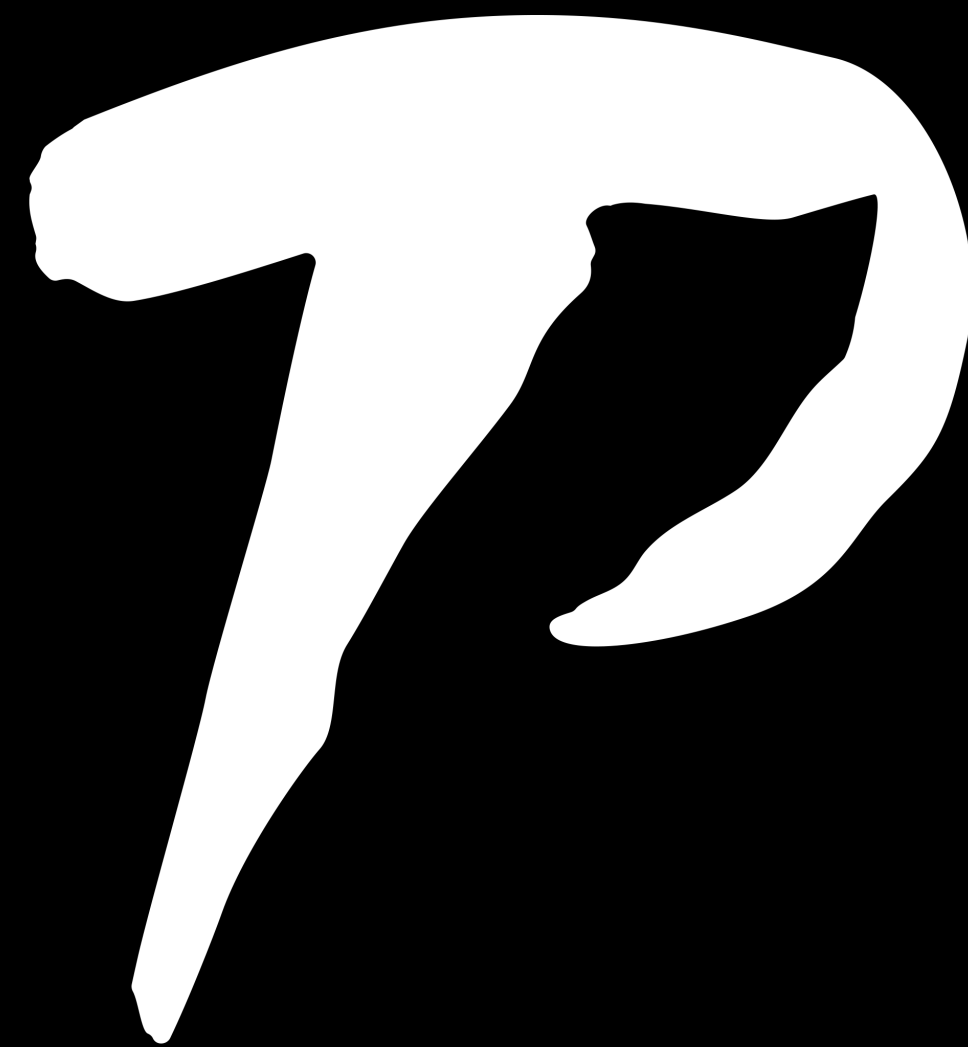




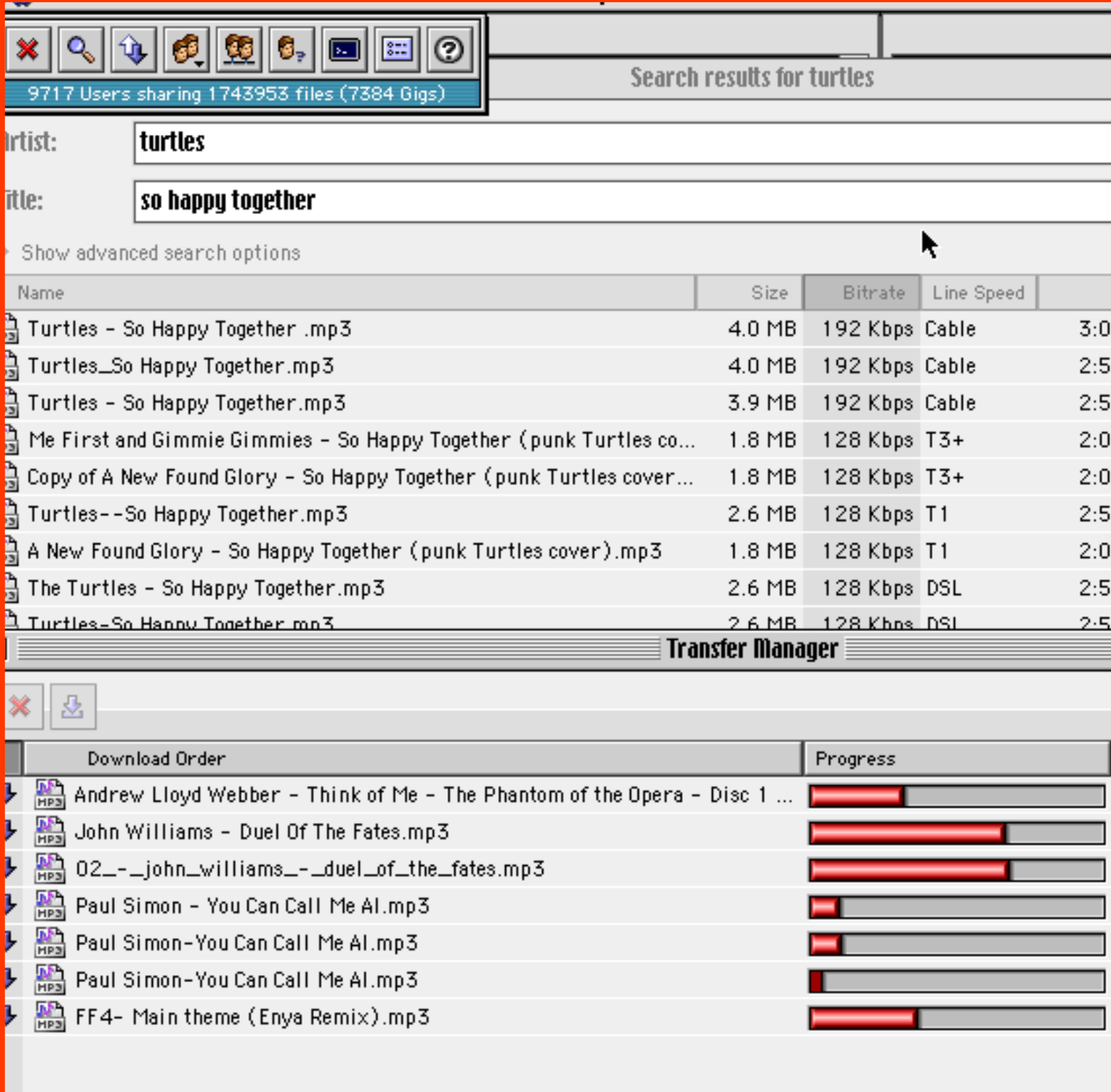
2000 - 2050

CONSUMER BEHAVIOR

2000

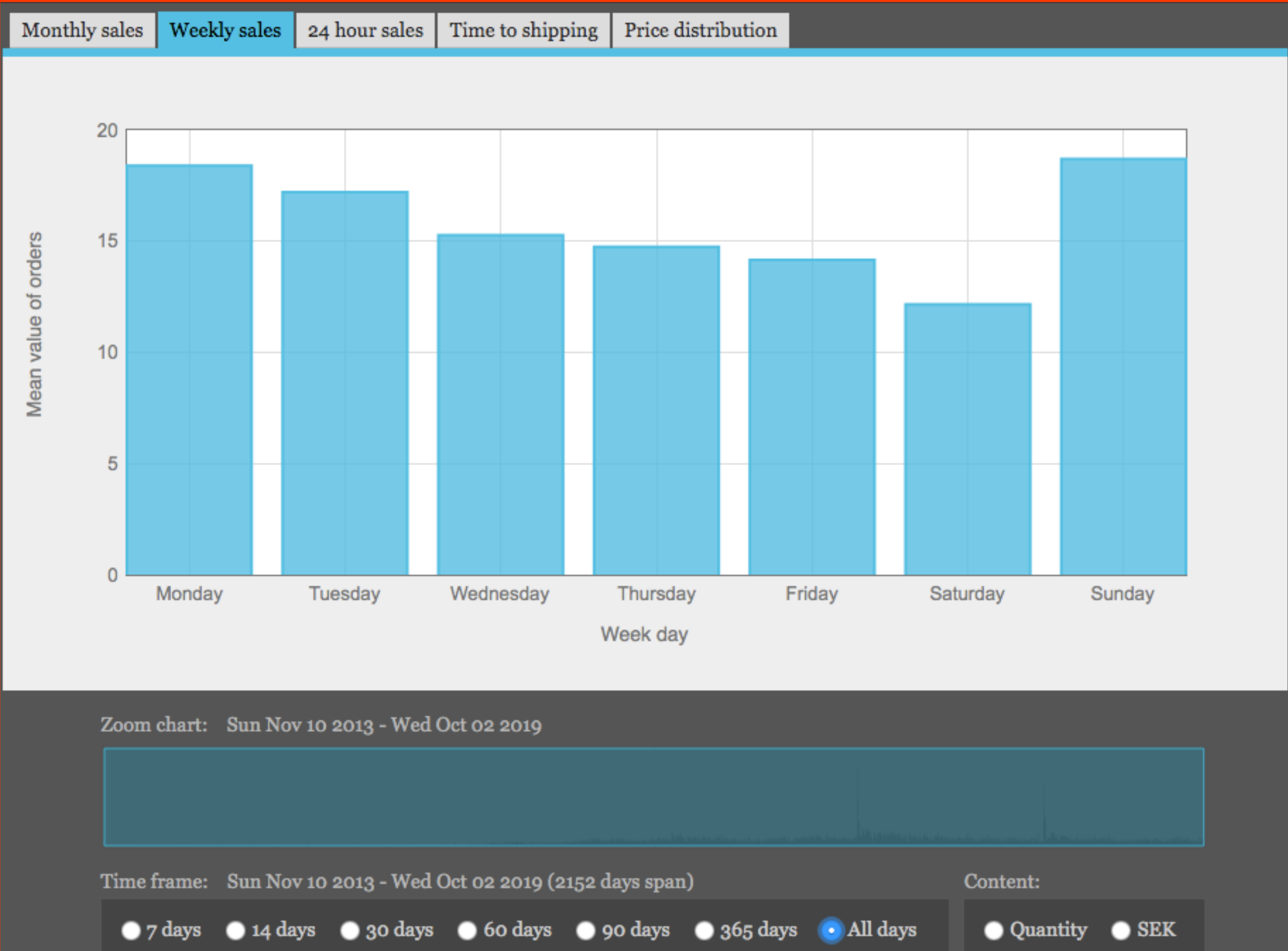
Drivers

#1 Price

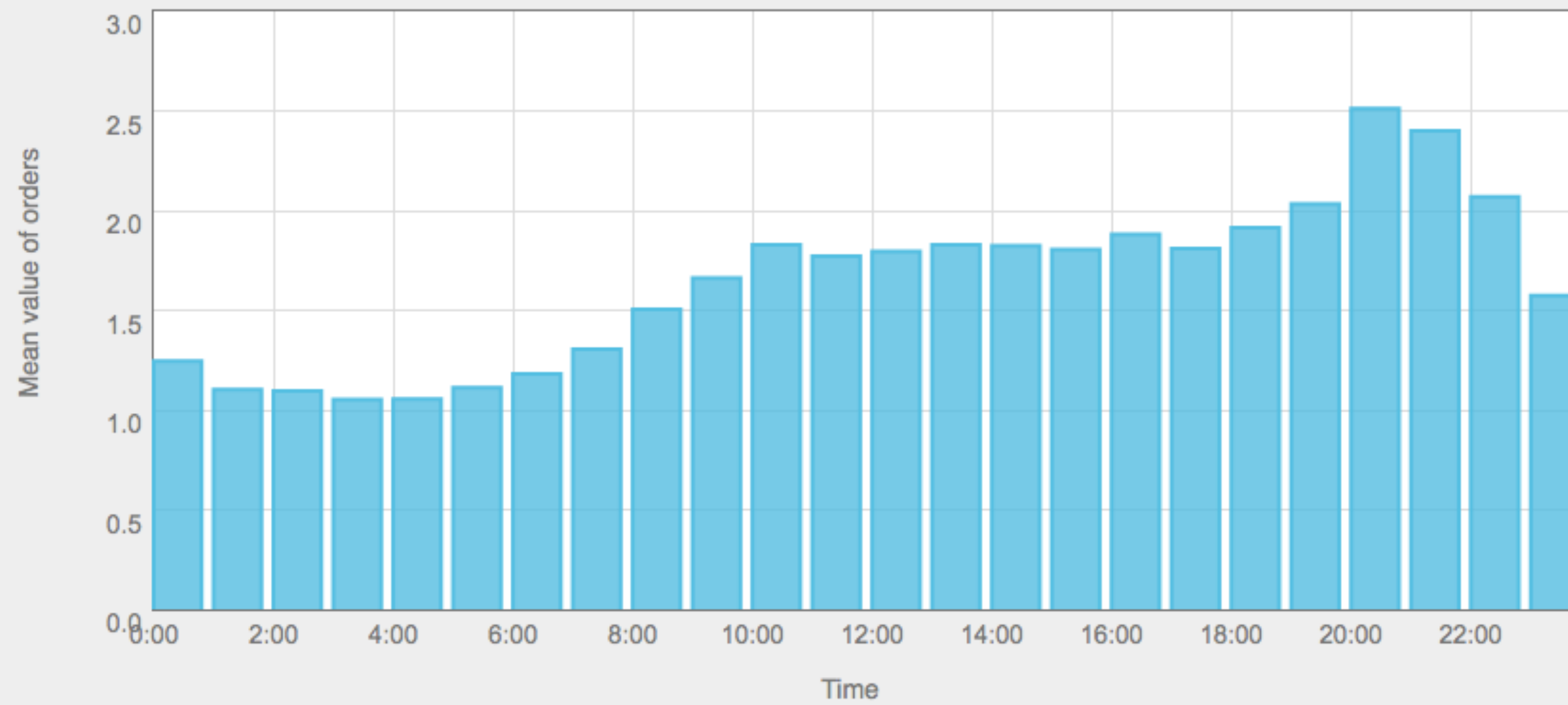




#2 Time



Monthly sales Weekly sales **24 hour sales** Time to shipping Price distribution



Zoom chart: Sun Nov 10 2013 - Wed Oct 02 2019



Time frame: Sun Nov 10 2013 - Wed Oct 02 2019 (2152 days span)

Content:

☐ 7 days ☐ 14 days ☐ 30 days ☐ 60 days ☐ 90 days ☐ 365 days ☒ All days

☐ Quantity ☐ SEK

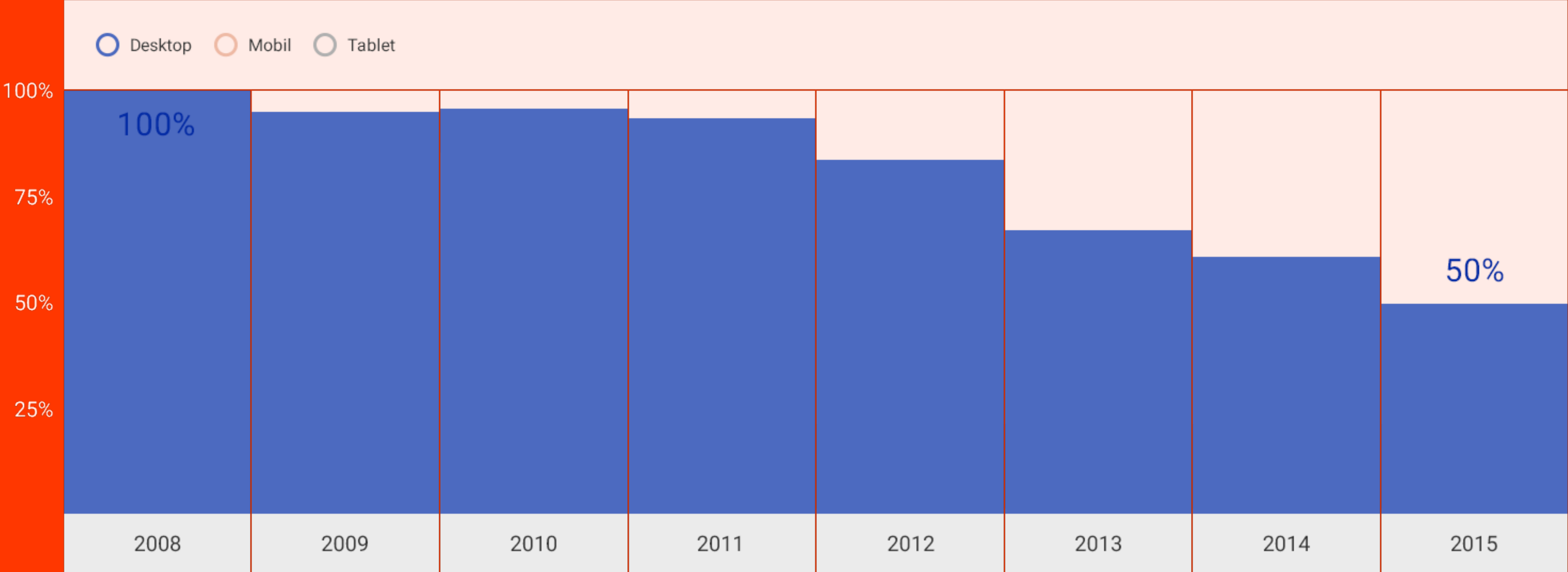
#3 Energy

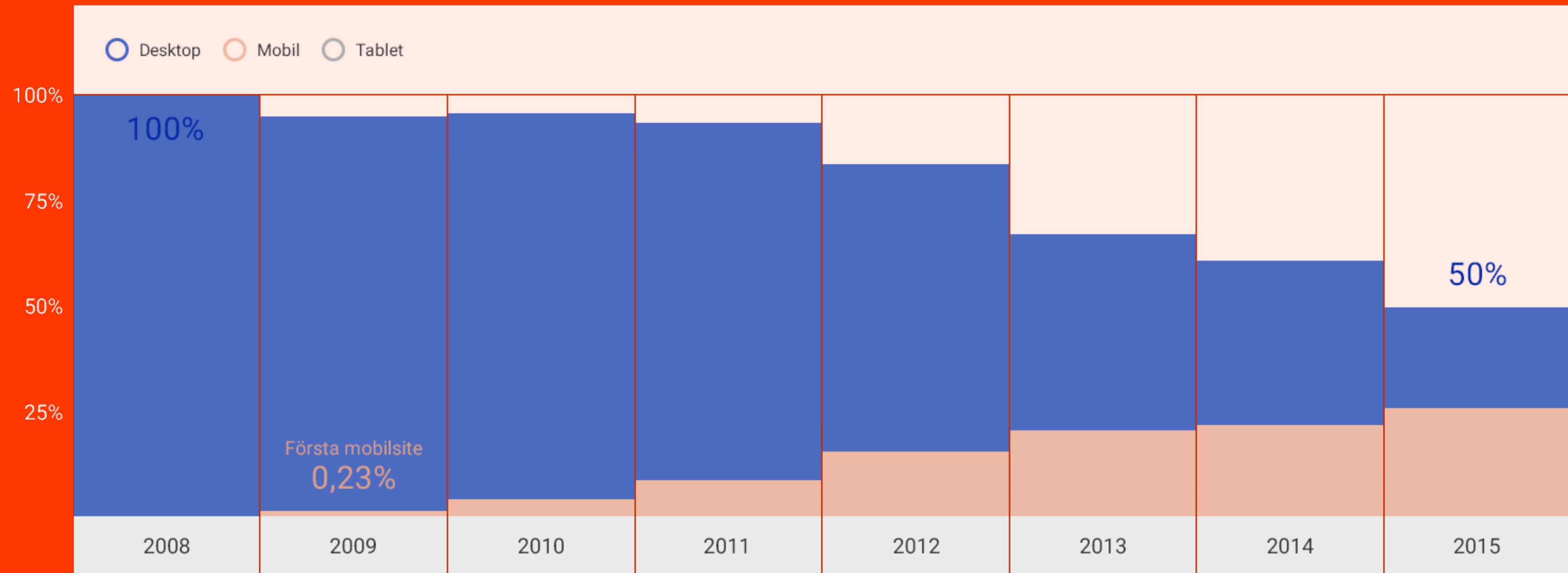


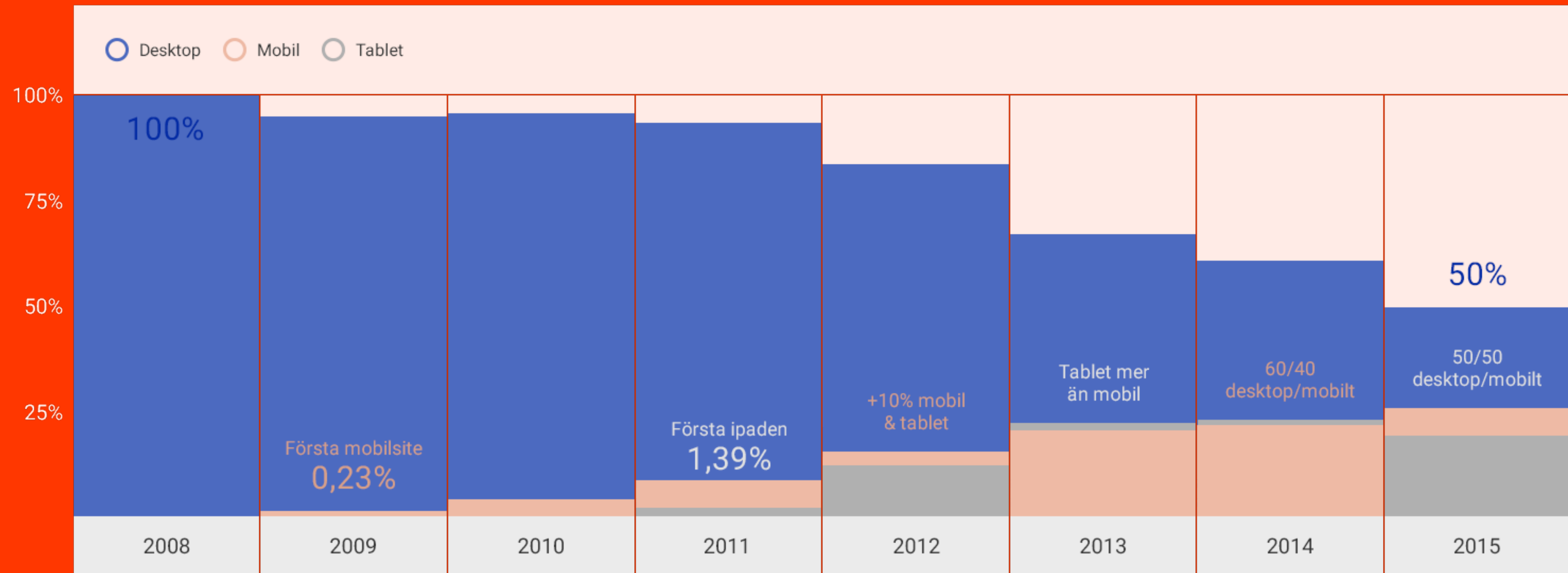
2008

Devices













2019

Bandwidth



HOW FAST IS 5G?

A SPEED COMPARISON

\$1.6 BILLION PLAN FOR NEXT-GEN 5G

On January 2, 2014 **South Korea** announced that they plan to roll out a next-generation **5G** wireless network. This would be quick enough to download full-length movies in a mere second. The Ministry of Science said it aims to implement the technology, which is about **1,000 times faster** than the current available 4G network, by 2020.

Key features of the network include **Ultra-HD** and **Hologram transmission** as well as **cutting-edge social networking services**.



WIRELESS SERVICES

JUST HOW **FAST** ARE THEY?

GPRS

1997 50 Kbps

EDGE

1998 250 Kbps

3G

2001 384 Kbps

4G

2009 150 Mbps

5G

2020 6400 Mbps



WHAT SIZE SHOULD YOUR **WEBPAGE** BE? *

* Based upon studies that have shown the maximum allowed waiting time for a loading webpage is **4 seconds**

MAX
**25
KB**

MAX
**125
KB**

MAX
**192
KB**

MAX
**75
MB**

MAX
**3,2
GB**



HOW LONG WOULD IT TAKE TO DOWNLOAD A **800MB** MOVIE?

1 days
12 hours
24 minutes
32 seconds

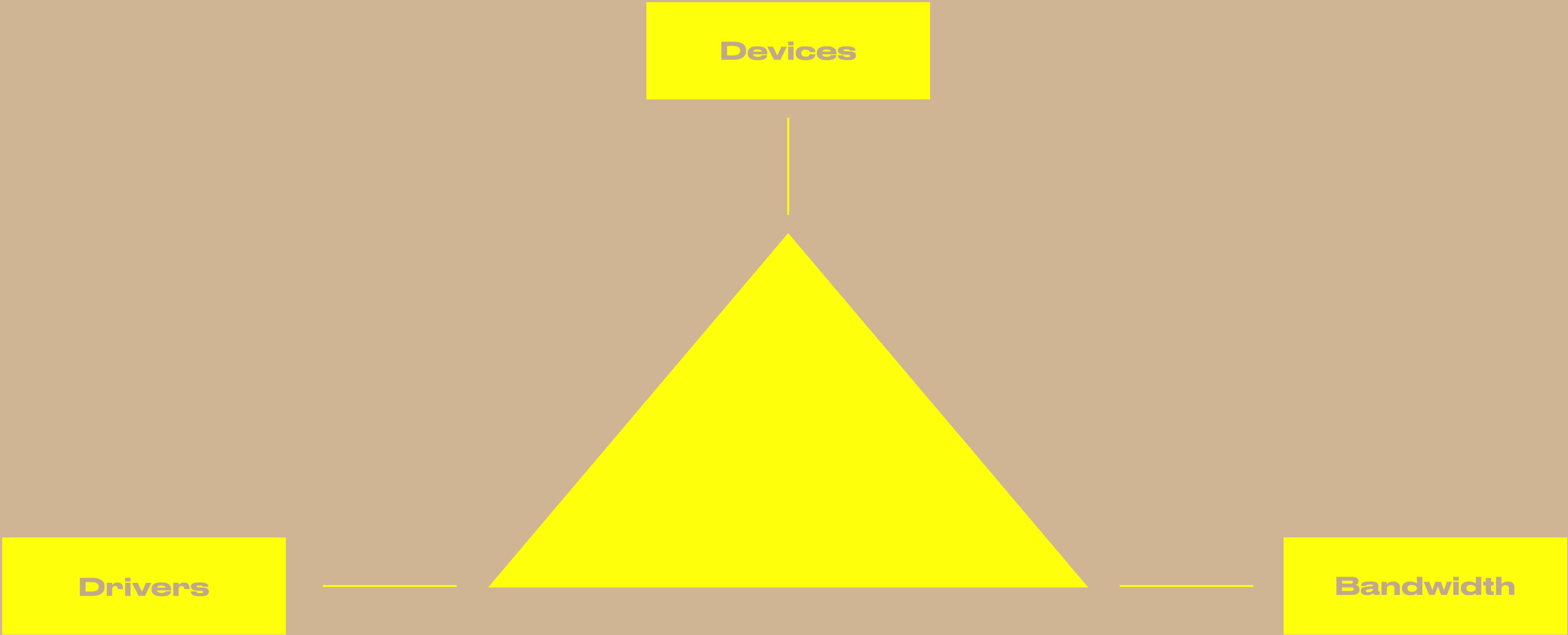
0 days
7 hours
16 minutes
54 seconds

0 days
4 hours
44 minutes
27 seconds

0 days
0 hours
0 minutes
43 seconds

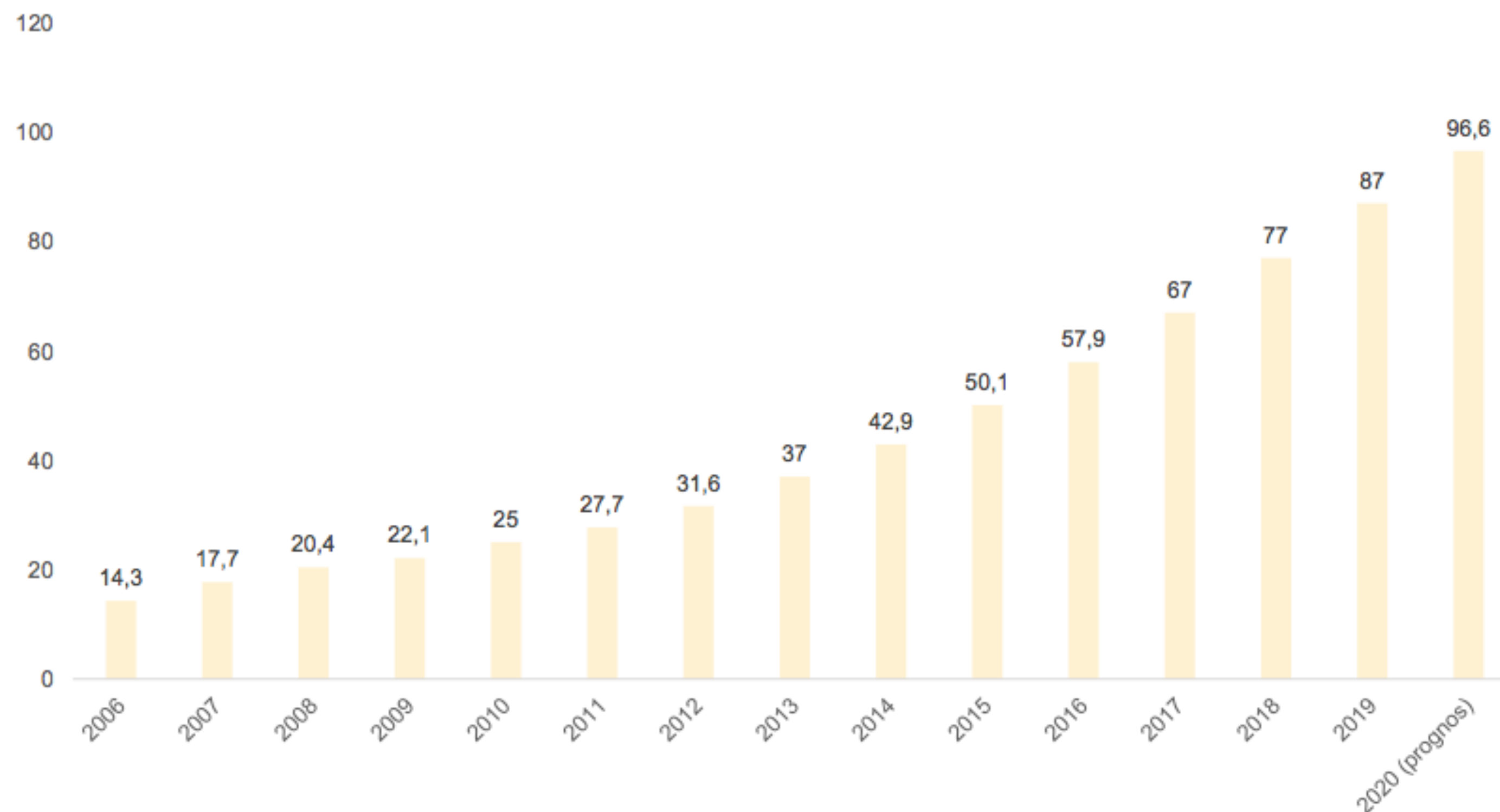
0 days
0 hours
0 minutes
1 seconds

SUMMARY



BEFORE COVID-19

E-handelsomsättning 2006-2020 (mdkr)

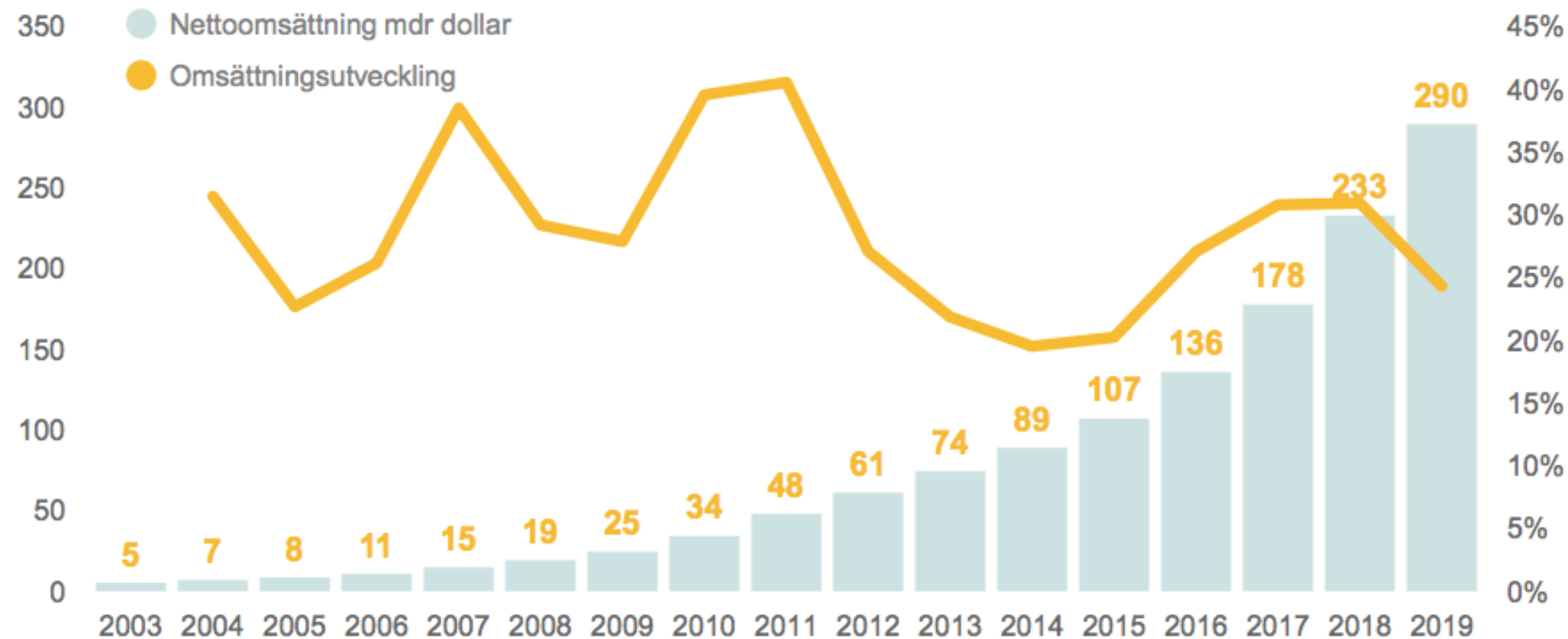


Källa: E-barometern
(HUI, PostNord, Svensk Digital Handel)

2019 var ett händelserikt år för den svenska e-handeln. Den totala e-handelstillväxten för helåret var 13 procent, vilket innebär att den svenska e-handelsomsättningen motsvarar till 87 miljarder kronor 2019, strax under prognosen om 88 miljarder kronor.

Amazon har haft en stabil tillväxttakt

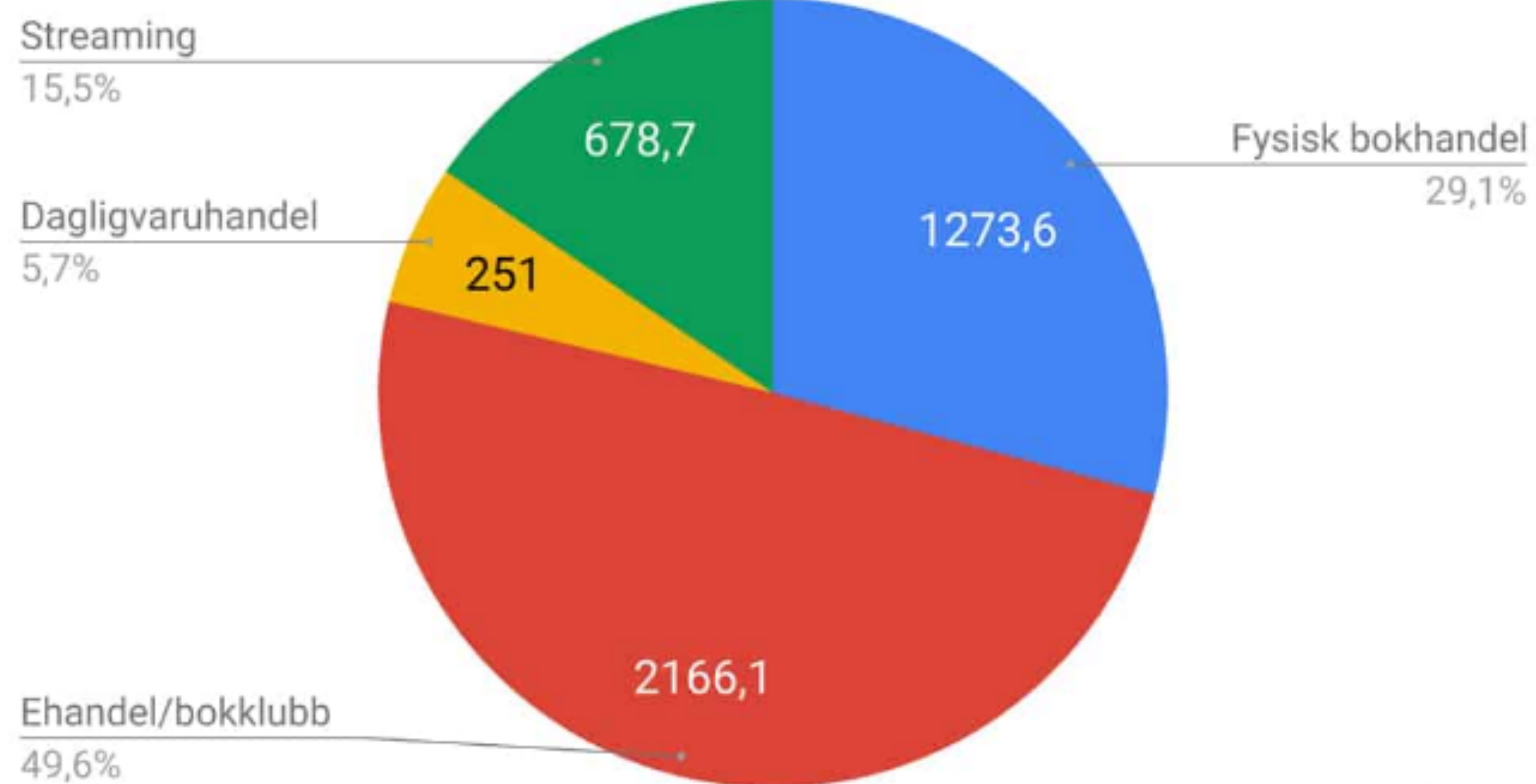
Amazons nettoomsättning och omsättningsutveckling, miljarder dollar, 2003-2019



amazon



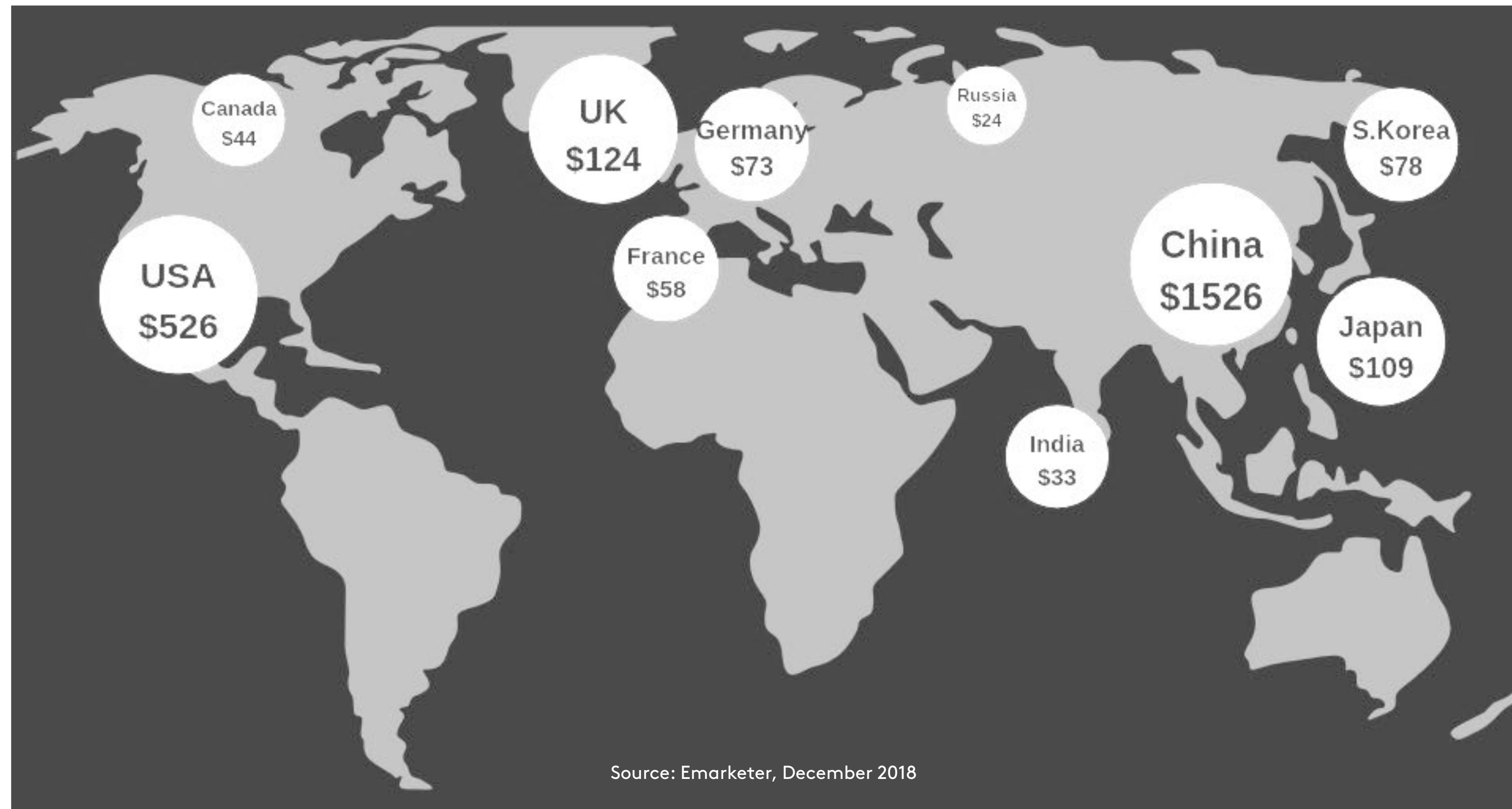
Marknadsandelar försäljningskanaler 2018 (Mkr)



Källa: Bokförsäljningsstatistiken Helåret 2018

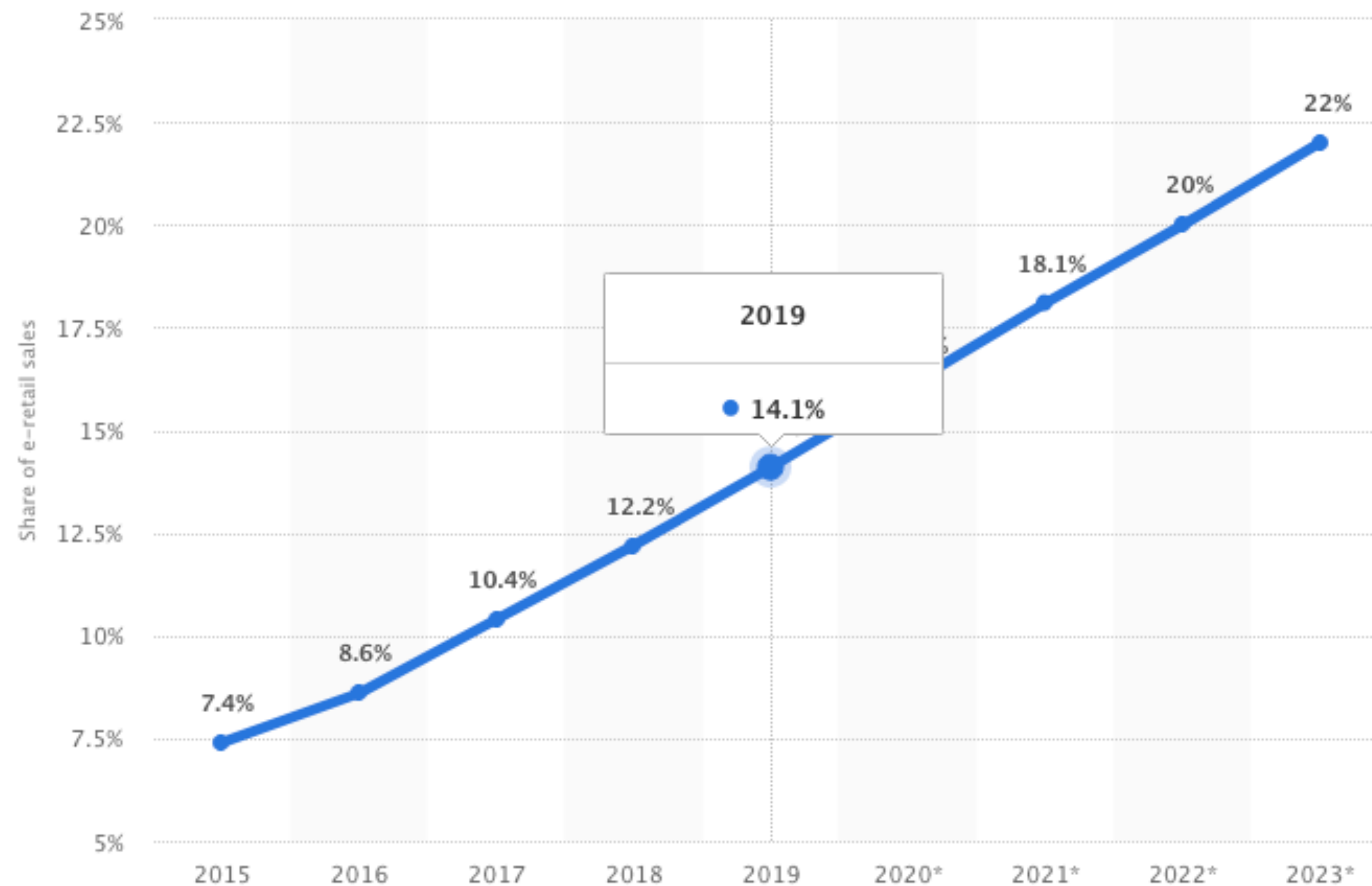
Streamingtjänsternas marknadsandel ökar, liksom ehandeln medan de fysiska återförsäljarna tappar. Siffror från Bokförsäljningsstatistik Helår 2018. Grafik: Boktugg.

2018 E-COMMERCE SALES BY COUNTRY - IN BILLION USD \$



Source: Emarketer, December 2018

E-commerce share of total global retail sales from 2015 to 2023



© Statista 2019

DOWNLOAD

SETTINGS

SHARE

PNG +

PDF +

XLS +

PPT +

DESCRIPTION

SOURCE

MORE INFORMATION

by [J. Clement](#),

last edited Aug 30, 2019

In 2019, e-retail sales accounted for 14.1 percent of all retail sales worldwide. This figure is expected to reach 22 percent in 2023.

Retail e-commerce

Online shopping is one of the most popular online activities worldwide with [global e-retail sales](#) reaching 3.5 trillion U.S. dollars in 2019. With digital development exploding in the Asia Pacific region, it is no surprise that the [fastest growing online retail](#)



2020

DURING COVID-19

L'Oréal glimpses its digital future amid pandemic

Lockdowns have speeded up shift to online beauty, says world's largest cosmetics maker

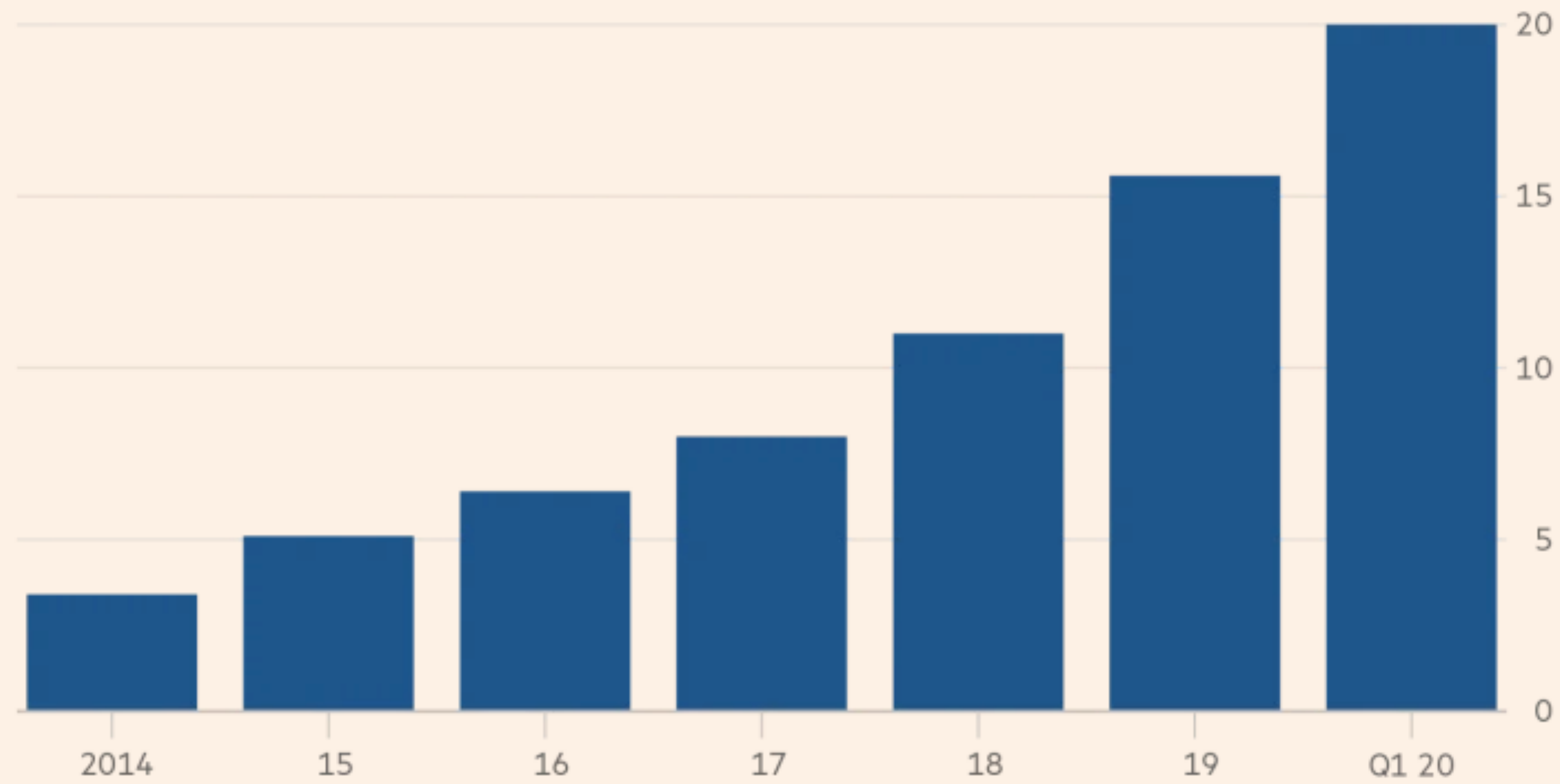


Lubomira Rochet: 'We are setting ourselves up for a world where half of the business is ecommerce and 80 per cent of consumer interactions will happen online' © REUTERS

“In ecommerce, we achieved in eight weeks what it would have otherwise taken us three years to do.”

L'Oréal rising ecommerce sales

As a % of total



Source: company
© FT

2030

Currently, there are
33 megacities on Earth...

- FUTURE MEGACITIES
- CURRENT MEGACITIES

- AMERICAS
- EUROPE
- AFRICA
- MIDDLE EAST
- ASIA



...with another six
on the way by 2030

Figure 1

E-commerce is projected to account for a third of US retail sales by 2030

(\$ billion)

■ % of total retail sales



Notes: E-commerce is forecast to grow at a CAGR of 10.5% (2015-2030) vs. a CAGR of 15% (2005-2010) and 12% (2010-2020f). Retail sales are forecast to grow at a CAGR of 3% (2016-2030) vs. 3.3% growth (2015-2016) and 4.6% growth (2014-2015).

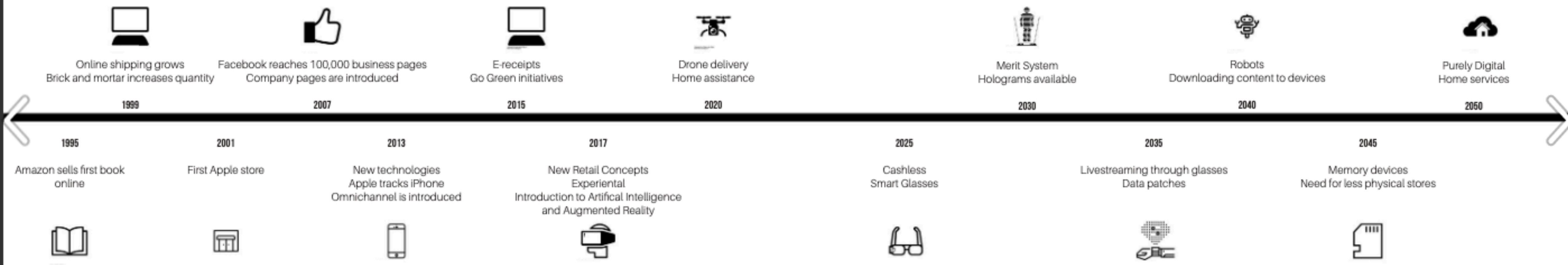
Sources: US Census; A.T. Kearney analysis

2050





TIMELINE



2000 - Everything is free
2008 - iPhone
2020 - 5G

2030 - 30%
2050 - SEOUL
LEADS THE WAY

