

# Verifone Survey Insights 2022 eCommerce Trends

Verifone conducted an extensive study with online merchants which mapped their priorities, plans, and challenges for 2022. A diverse mix of companies shared their input with us, painting a clear picture of where eCommerce is headed in the next year and what types of strategies, tactics, and implementations will help sellers reach their 2022 growth goals.



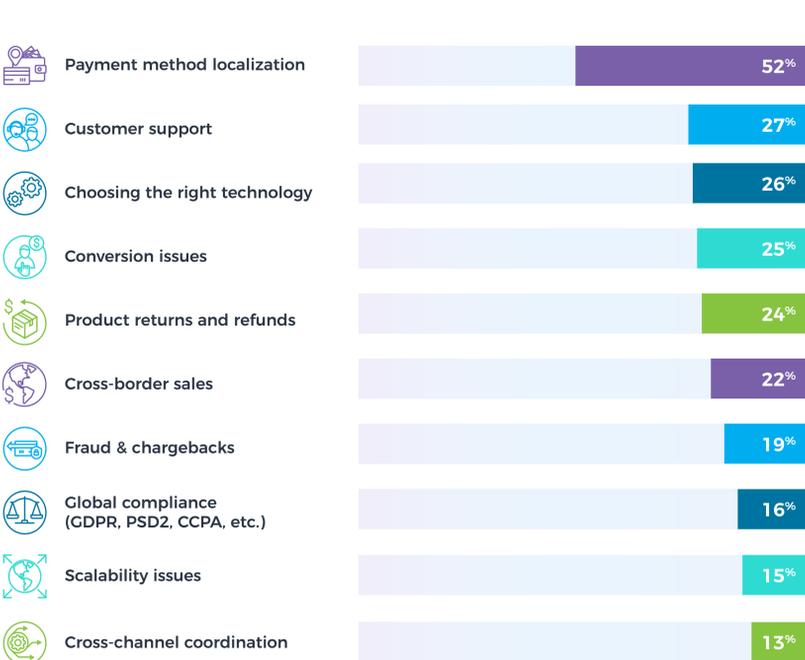
## Upcoming priorities for eCommerce companies

New product launches are one of the main priorities for 2022 among online merchants – almost half of respondents plan to launch new products, an 18% increase versus last year. The focus on enhancing the customer experience will continue throughout 2022, a priority for 42% of merchants, followed by cross-border expansion (40%).



## Main challenges for eCommerce companies in 2022

With more merchants looking to sell cross-border in recent years, the need for payment method localization has surged, up 33% in urgency since last year. Offering proper customer support is an area that 27% of merchants still struggle with (up 6%), while the challenge of choosing the right technology still affects about a quarter of merchants (26%), down from 40% in 2021.



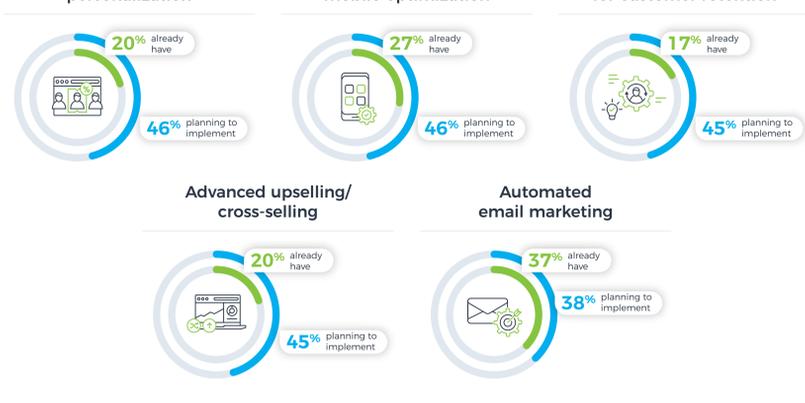
## eCommerce budget shift forecasts for 2022

To support growth objectives in 2022, almost all merchants (96%) plan to invest more in digital commerce this year. 42% are looking to increase marketing budgets, while 30% also want to invest more in their sales departments, followed by increases in eCommerce (29%) and product budgets (25%).



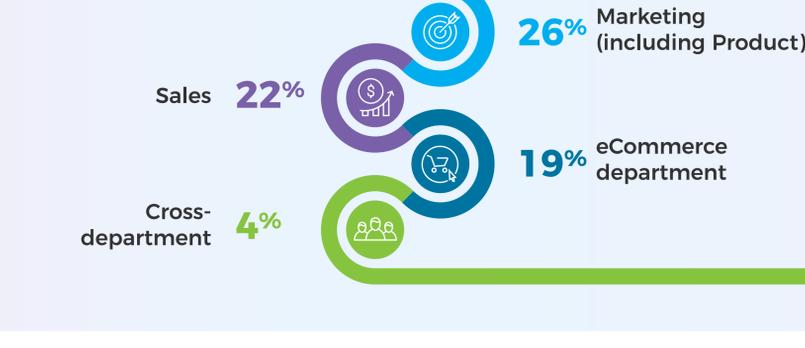
## What new eCommerce implementations are in the works for 2022?

Most merchants are looking toward deep personalization as a growth lever in 2022 and will be investing in this direction this year. This marks a substantial increase from last year, when just 37% of merchants were eyeing personalization. Other priorities to be implemented include mobile commerce optimizations, machine learning for customer retention, and advanced upselling and cross-selling.



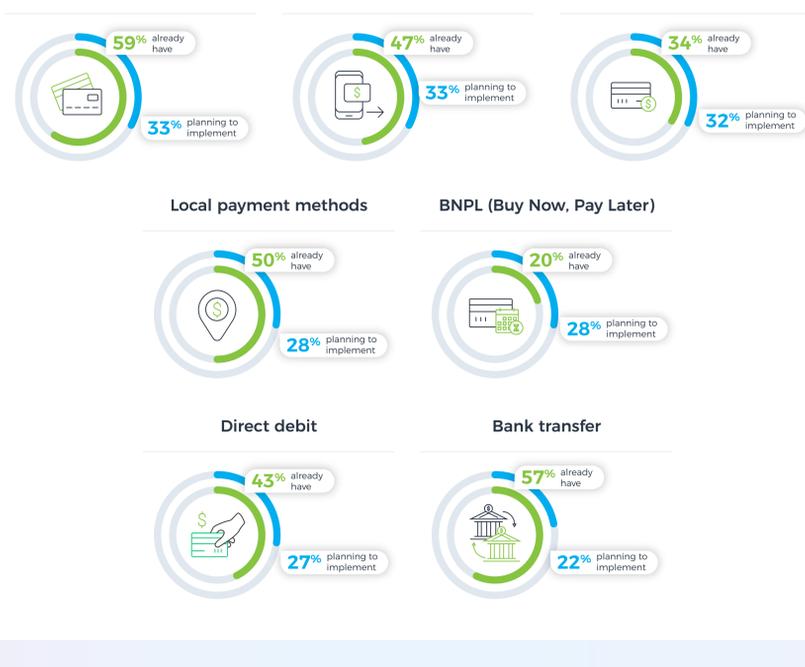
## Who manages eCommerce in companies that sell online?

For the third year in a row, marketing departments remain the main owners of eCommerce, despite losing 11% to other departments. Sales accounts for eCommerce ownership in 22% of companies, a 7% increase versus last year. Dedicated eCommerce teams have started gaining traction, however, with 17% of companies listing them, a 6% increase.



## Payment methods that online merchants are most interested in adopting

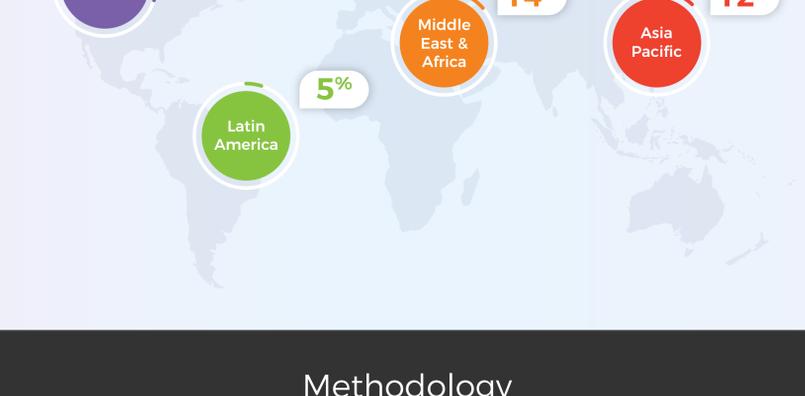
Most eCommerce companies report already accepting credit/debit cards in their stores (59%), bank transfers (57%), and digital wallets (47%). In 2022, to stay relevant with customers' preferences, merchants are looking to also integrate prepaid cards, local payment methods, and Buy Now, Pay Later options.



## Scaling cross-border

Post-pandemic normality is fueling interest in cross-border expansions, as merchants are looking to new regions to sell their offerings. 82% of respondents are currently planning next year's cross-border expansion, a 6% increase versus last year. 35% are targeting the Americas as their main region for their growth plans, 21% are eyeing European countries, and the 14% are interested in scaling to the Middle East and Africa.

Main region targeted for expansion in 2022:



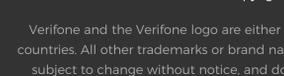
## Methodology



**SAMPLE:** 500+ Respondents from 102 Countries

CEO/ President      C-Level Executive      VP/ Director      Senior Manager      Individual Contributor

**TYPES OF PRODUCTS & SERVICES SOLD:**



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