### 2022 eCommerce Trends

#### Upcoming priorities for eCommerce companies in 2022

- **20%** Cross-border sales
- **27%** Product returns and refunds
- **28%** Customer support
- **30%** Payment methods localization
- **31%** Conversion rate optimization
- **33%** Awareness/lead generation
- **34%** Cross-channel coordination
- **35%** Scalability issues
- **38%** Global compliance
- **40%** Fraud & chargebacks

#### Main challenges for eCommerce companies in 2022

- **42%** Cross-border sales
- **40%** Product returns and refunds
- **38%** Conversion rate optimization
- **37%** Awareness/lead generation
- **33%** Cross-channel coordination
- **30%** Customer support
- **28%** Payment methods localization
- **25%** Conversion issues
- **24%** Global compliance
- **23%** Scalability issues

#### eCommerce budget shift forecasts for 2022

- **72%** Marketing (excluding advertising)
- **60%** Sales
- **59%** Customer service
- **58%** Shipping and delivery
- **52%** Technology (including POS)
- **50%** Operational expenditure
- **50%** Product
- **43%** Other department
- **38%** Revenue

#### Who manages eCommerce in companies that will online?

- **26%** Marketing (excluding advertising)
- **19%** Sales department
- **11%** CEO/CFO
- **7%** CMO
- **7%** CTO/CTE
- **6%** Sales
- **4%** Customer service
- **2%** Other department

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

<table>
<thead>
<tr>
<th>Method</th>
<th>Interest Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct debit</td>
<td>43%</td>
</tr>
<tr>
<td>Prepaid cards</td>
<td>33%</td>
</tr>
<tr>
<td>Local bank transfers</td>
<td>34%</td>
</tr>
<tr>
<td>Digital wallets</td>
<td>26%</td>
</tr>
<tr>
<td>Bank transfers</td>
<td>22%</td>
</tr>
</tbody>
</table>

#### Scaling cross-border sales

- **21%** North America
- **19%** Europe
- **18%** Latin America
- **17%** Asia
- **15%** Middle East & Africa
- **12%** Africa

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**Verifone Survey Insights**

**Methodology**

- **Verifone Survey Insights**: The survey was conducted in partnership with leading market research firm, Ipsos, and included a diverse mix of companies, all of whom are active online merchants. Respondents included online sellers from 102 countries, representing a broad range of industries and business sizes. The survey was designed to explore the current landscape of eCommerce and identify the priorities and challenges that companies face as they continue to grow and evolve in 2022. By collecting and analyzing data from these respondents, the survey aims to provide valuable insights into the trends and challenges shaping the eCommerce industry in the year ahead.

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