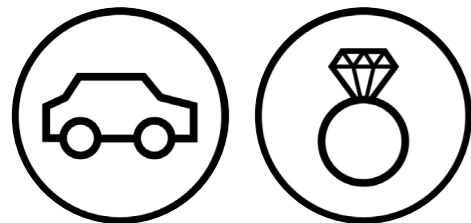


SNAPSHOT OF E-COMMERCE

E-COMMERCE HAS NEVER BEEN MORE IMPORTANT.

The digital transformation in retail has significantly shifted consumer behaviour online, including for transactions traditionally conducted in-person.

Enhanced by technology, this move offers convenience, broadens product access and requires brands and vendors to invest in quality, efficient image capture.

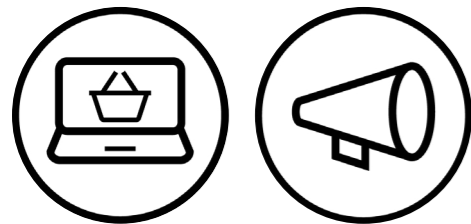


90%

of car shoppers explore options online.¹

45%

Almost half of young consumers make jewelry purchases via mobile devices.²



24%

of retail purchases are expected to take place online by 2024. The growth is set to continue year on year.³

\$1.3TR

Social media is partly driving this rise: The social commerce market is projected to reach a total value of \$1.3 trillion by the end of this year – a 30.8% increase from 2021.⁴

1 QUALITY MATTERS

With an ever-growing amount of choice, the ability to capture consumers' attention with high quality, detail-orientated visuals is paramount for brands to cut through the noise and make their products stand out.



90%

of consumers rank image quality above product cost and review score.⁵



25%

of e-commerce sites provide insufficient imagery to consumers to thoroughly view and evaluate a product.⁶



14%

of retailers face the risk that poorly photographed products have a worse-off perception to the consumer: "In many cases, having low-quality imagery is more damaging than having no images at all."⁶

2 KEEP UP WITH CUSTOMER DEMAND

Customers are becoming accustomed to both abundant choice and the ability to access products from the e-commerce space quicker than ever. Ease the pressure on your business by taking advantage of automation and create efficiencies in your image workflows.



999

The average store boasts 999 items, with some updating their inventory every single week.⁷



76%

of brands say they're already using automation to market their products, from ad testing to targeting to save time and speed up workflows. But one area for growth is within e-commerce photography.⁸

3 HARNESS NEW TECHNOLOGIES

Technology is enabling brands to enrich their customers' on-line experience whilst also reinvigorating their internal workflows. This brings huge benefits to both customers and businesses.



38%

of marketers said they're using AR in marketing their products.⁹



66%

of online shoppers say that 3D and augmented reality visuals on product pages increase confidence in what they're buying.¹⁰

NEXT STEPS

FIND OUT MORE ABOUT THE ROUTES TO E-COMMERCE SUCCESS AND DISCOVER HOW OUR E-COMMERCE WORKFLOW OPTIONS COULD CHANGE YOUR BUSINESS.

LEARN MORE

Canon

LEVEL UP YOUR E-COMMERCE GAME WITH CANON.

Elevate your visuals, captivate your audience, and boost your sales. Explore the future of digital commerce today.



CREATIVITY THAT SELLS.

- + Present products in extraordinary detail with high-quality images.
- + Inspire purchase decisions with creativity for lifestyle photography projects involving models.
- + A perfect partner for the fashion, make-up and homeware sectors.

FROM CAPTURE TO COMMERCE AT SPEED.

- + Move at pace and scale with increased workflow efficiencies for any sized e-commerce operation.
- + Reduce operating time for image capture for large, fast-moving product ranges with smaller margins.
- + Capture content with high colour accuracy to meet customer expectations and minimise return rates, even at high volume.

PERSUASIVE INNOVATION.

- + Capture high-quality, high-fidelity imagery. Perfect for applications that require detail and consistency.
- + Embrace 360 and AR technologies that allow for immersive experiences and added brand value.
- + Protect brand integrity with the highest levels of imaging quality available.

REFERENCES

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