

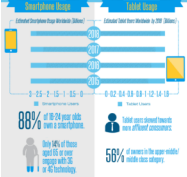
Im ersten Quartal 2015 gingen 18 Prozent aller eCommerce Transaktionen auf das Konto von Smartphones (Tablets 16%), gegenüber 2014 ein Anstieg um 56 Prozent (Tablets -3%), ein Boom des Mobile Commerce. Desktop-Rechner liegen immer noch mit 66 Prozent vorn, mussten jedoch einen Rückgang von zehn Prozent hinnehmen.

Diese und andere interessante Zahlen dazu, wie der Mobile Commerce das Einkaufen verändert, hat der Kurierdienst Snap Parcel in einer Infografik zusammen gefasst.



Changing Tech Trends

- In the first quarter of 2015, smartphone accounted for 100% of consumer device usage in the United States.
- Mobile accounted for 60% of all e-commerce sales in Q1 2015.
- Personal computers accounted for 66% of all e-commerce sales in Q1 2014.



Impact of Mobile on Retail

- 88% of those who use mobile devices are in the U.S.
- 58% of users in the U.S. use mobile devices.
- Mobile apps account for 25% of all e-commerce sales.
- Mobile apps account for 35% of all e-commerce sales.



Impact of Mobile on Retail

- Mobile apps account for 25% of all e-commerce sales.
- Mobile apps account for 35% of all e-commerce sales.
- Mobile apps account for 35% of all e-commerce sales.
- Mobile apps account for 35% of all e-commerce sales.

Who's on top?

Amazon.com, Inc. is the leading e-commerce retailer in the U.S. with 38% of all e-commerce sales in Q1 2015.

Walmart.com is the second leading e-commerce retailer in the U.S. with 18% of all e-commerce sales in Q1 2015.

Dieser Artikel erschien zuerst auf [mobile zeitgeist](#).