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# Modern trends in global e-commerce development

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### Abstract.

The size of the e-commerce market in the global economy is growing annually. As a fundamental sector of the internet market, e-commerce enables entrepreneurs to establish global markets and gain competitive advantages by enhancing customer service. This paper aims to study the e-commerce global development trends and identify prospects. Based on a review of scientific literature and statistical studies, the paper analyzes the dynamics of revenues generated from the e-commerce market, specific characteristics of consumer behavior, the potential of artificial intelligence applications, and contemporary trends in e-commerce, including green and sustainable commerce, quick commerce, live commerce, and others. Research confirms that the COVID-19 pandemic created new opportunities for the development of e-commerce. Currently, the e-commerce market continues to exhibit a growth trend and occupies a significant position in the global trade system.

### Keywords:

*E-commerce*  
*Green Commerce*  
*Sustainable Commerce*  
*Quick Commerce*  
*Live Commerce*

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**E-commerce** refers to the process of conducting commercial transactions through online services or via the internet. It enables the exchange of material and financial assets from one business entity to another, facilitating all types of commercial transactions and operations with partners, banks, suppliers, and customers using the internet.

Given today's virtual reality, e-commerce has become a fundamental and vital strategic factor for companies. It enables businesses to offer customers the most convenient services at minimal costs. Thanks to digital technologies, purchasing desired products at any time and from any location has become significantly easier. E-commerce has completely transformed global business, and countries are increasingly engaging in electronic trade and developing their internet-based economies.

The global e-commerce market has been developing dynamically for years. This growth is driven by changes in consumer behavior and the continuous advancement of digital technologies. Digital transformation is prompting companies to invest in new technologies and revise existing sales models. In the context of expanding global internet access, where the number of internet users now exceeds five billion [1], the volume of online purchases continues to grow steadily.

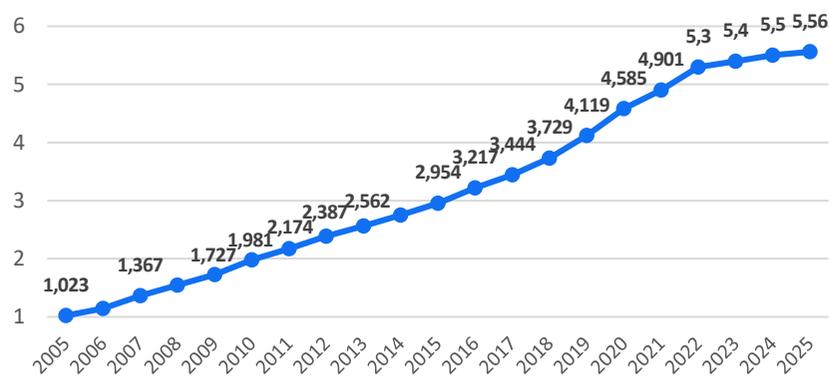


Figure 1  
Number of Internet Users Worldwide 2005-2025  
(in millions)

Source: <https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>

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According to Emarketer research, global retail e-commerce sales are projected to exceed USD 4.3 trillion in 2025, with continued growth expected in the years ahead. [2]

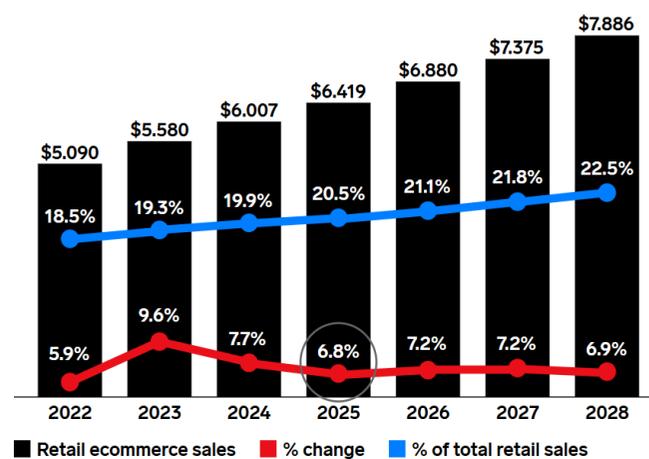


Figure 2

**Retail E-commerce Sales Worldwide, % Change, and % of Total Retail Sales, 2022-2028 (in billions)**

*Source: EMARKETER*

Alongside the introduction of innovations, it is essential for e-commerce companies to continuously monitor the latest trends in the sector, as success in this highly competitive field depends on numerous factors. The main trends in e-commerce are customer-centric and reflect shifts in consumer behavior. Notable among them are:

**Customer Experience (CX)** - This trend has been particularly relevant for several years and is likely to become even more significant in the future. Overall, customer experience defines how service value is perceived and how quality is assessed, directly influencing customer loyalty. A growing number of business owners now recognize the importance of building a strong connection between the brand and customer, and how this connection affects future purchasing decisions.

Positive experiences are a powerful way to attract and retain customers. In e-commerce, CX emphasizes that the experience beyond price that a customer has while shopping online is critical. Therefore, the impressions left on

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visitors by an e-commerce website largely determine whether they will return, how much they will spend, and how long they will remain loyal customers. Meeting customer expectations and needs is the foundation for building long-term relationships. [3]

According to the Qualtrics XM Institute 2024 study [4], which covered 25 countries, 38% of consumers reduce their online purchases following a negative experience, and 13% completely stop interacting with the specific company. The rate of purchase reduction ranges from 37% in New Zealand to 63% in France. The frequency of poor customer experiences also varies significantly, from 6% in Japan to 26% in India.

Based on this research and World Bank data, the Qualtrics XM Institute concluded that, in the 25 countries surveyed, companies are putting USD 3.7 trillion in total sales at risk: consumers are expected to stop spending USD 1 trillion altogether with companies that deliver poor service and reduce their spending by another USD 2.7 trillion for the same reason. This trend highlights that the customer and their positive experience must be the central focus of e-commerce.

Table 1

**Sales at Risk after Consumers Have a Bad Experience, 2024**

	Decreased Spending (\$US Billions)	Stopped Spending (\$US Billions)	Total Sales at Risk (\$US Billions)	Percentage of Total Consumption
<b>Overall</b>	2071	776	2847	6.7%
<b>United States</b>	622	224	846	5.3%
<b>China</b>	479	178	657	9.9%
<b>India</b>	160	63	223	10.8%
<b>Germany</b>	92	38	130	6.2%
<b>France</b>	74	39	114	7.7%
<b>Brazil</b>	74	31	105	8.6%
<b>United Kingdom</b>	66	30	96	5.0%
<b>Mexico</b>	71	20	91	8.8%
<b>Italy</b>	61	22	83	6.8%
<b>Canada</b>	46	16	63	5.4%
<b>Spain</b>	38	21	58	7.2%
<b>Japan</b>	36	16	52	2.2%
<b>Indonesia</b>	44	7	52	7.4%
<b>South Korea</b>	37	13	49	6.1%
<b>Australia</b>	36	13	49	5.9%
<b>Argentina</b>	28	13	42	10.1%
<b>Thailand</b>	22	9	30	11.3%
<b>Netherlands</b>	19	9	28	6.5%
<b>Philippines</b>	22	3	25	8.3%
<b>Sweden</b>	12	4	15	5.9%
<b>Colombia</b>	12	2	14	5.7%
<b>United Arab Emirates</b>	7	2	8	6.0%
<b>New Zealand</b>	4	2	6	4.3%
<b>Singapore</b>	5	1	6	4.2%
<b>Finland</b>	4	1	5	3.5%

Source: <https://www.xminstitute.com/blog/trillion-sales-at-risk-2024/>

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**Real-time Communication** - Effective communication between e-commerce companies and their customers is one of the fundamental factors determining success. The quality of the customer experience largely depends on how well a business communicates with its audience. Modern consumers increasingly expect quick responses. With the use of information and communication technologies (ICT), data transmission is now possible instantly and from anywhere. Consequently, real-time communication with customers, online interactions that enable immediate information exchange and engagement, have become critically important for gaining a competitive advantage. [5]

That is precisely why virtual assistants have gained considerable popularity in recent years, providing consultation and support to customers in online stores.

**Artificial Intelligence and Chatbots** are designed to help users find answers to their questions or resolve issues. Although they may be less effective at handling complex problems, they are available 24/7 and are highly useful in delivering essential information about products or services.

Chatbots are an ideal tool for customer service in the e-commerce industry. While other communication channels, such as contact forms, phone calls, or emails, also exist, live web chat remains the fastest, most personalized, mobile-friendly, and usually the most convenient method. It can enhance the shopping experience and motivate purchases by: Providing instant answers to frequently asked questions during product searches; Aiding in customer retention and repeat purchases through notifications about discounts or new products; Ensuring round-the-clock support. [6]

According to a 2025 study by customer service and CX expert Shep Hyken [7], while the majority of customers still prefer to initially contact a company by phone to resolve issues or receive answers, they are also open to digital self-service options. These include AI-based tools and FAQ pages embedded on websites. For the fourth consecutive year, 24/7 service availability ranks as the top customer demand. Only 30% of consumers believe that Only Human Communication will dominate in the future. Overall, achieving success requires maintaining a balance between digital and human support.

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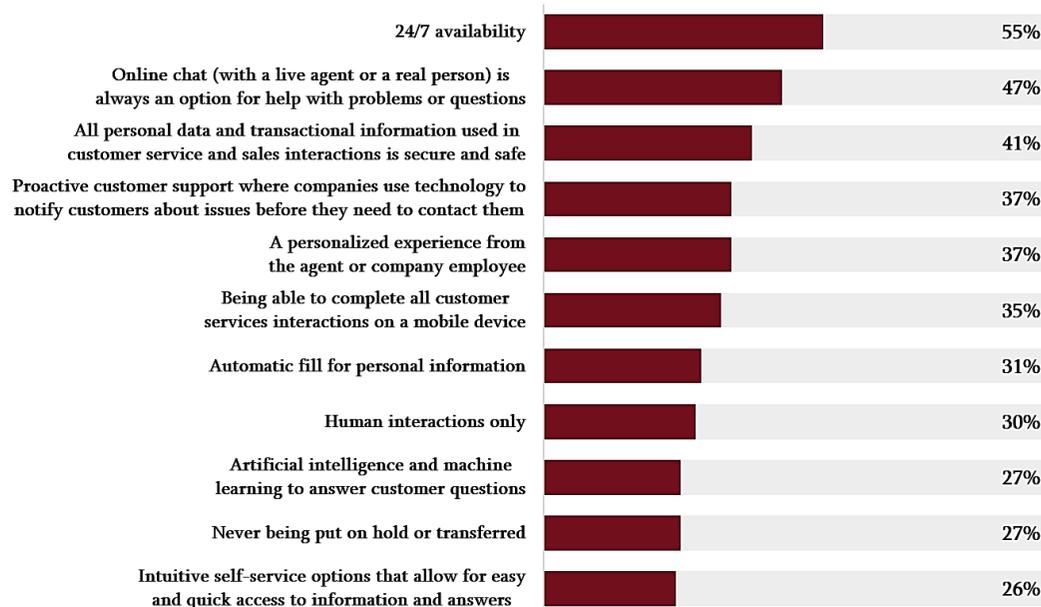


Figure 3

**The Most Essential Customer Experiences in the Near Future, 2025**

Source: <https://hyken.com/wp-content/uploads/2025/06/ACA-STATE-OF-CX-2025.pdf>

With the rise in awareness of social and environmental responsibility and the widespread adoption of the idea of sustainable development, companies are increasingly recognizing the importance of environmental care in their operational activities. For enterprises operating in the e-commerce sector, **green and sustainable commerce** has become an inevitable trend. In today's consumer model, achieving operational efficiency and enhancing customer satisfaction are no longer sufficient for e-commerce companies. They must also proactively comply with increasingly stringent environmental regulations and respond to the growing consumer demand for eco-friendly products. [8]

Small businesses, in particular, should focus on introducing changes in their production processes by using recycled materials, biodegradable packaging, environmentally friendly components, and by collaborating with suppliers and organizations that adhere to environmental principles.

In the long term, ecological and sustainable solutions serve not only to reduce environmental impact but also to

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strengthen a company's social image and brand competitiveness, a factor that is especially important for environmentally conscious consumers.

According to 2024 data, demand for sustainable products is growing 2.7 times faster than for non-sustainable ones; 92% of consumers trust brands that demonstrate social or environmental responsibility; 55% of consumers are willing to pay more for environmentally friendly products; Customer loyalty to sustainable brands reaches 34%, compared to 27% for non-sustainable brands; Transitioning to a green economy (Going Green) could yield a global economic benefit of USD 26 trillion. [9]

**Integrating virtual reality (VR) and augmented reality (AR)**, immersive technologies that enhance e-commerce by enabling realistic product interaction and personalized experiences also represent a significant innovation. VR/AR creates virtual environments in which consumers can visualize or try on products virtually. This not only increases engagement but also reduces the need for physical displays and minimizes returns caused by unmet expectations. Additionally, these technologies provide personalized product recommendations based on users' shopping history and preferences, thereby improving the overall purchasing experience. [10]

**Voice search** is another emerging trend gaining significant momentum, particularly in Europe and the United States. Forecasts suggest that by 2026, 45.4% of all searches in the U.S. will be conducted through voice assistants. As of 2025, approximately 20.5% of the global population (1 in 5 people) actively uses voice search functionality, driven by the presence of 8.4 billion voice assistants worldwide. [11]

The most popular voice assistants include Amazon's Alexa, Apple's Siri, Google Assistant, and Microsoft's Cortana. Such a radical shift in consumer behavior will have an unprecedented impact on e-commerce and retail operations.

The main challenges in implementing voice assistants (VAs) are that VAs must be able to deduce what the user wants to express in order to analyze the information correctly and respond accordingly. Users' speech is also considered a limitation, because it is difficult for VAs to comprehend

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different accents and paces. Most consumers resist using VAs for making transactions or sharing sensitive information, especially in public locations. Conversely, they prefer using smartphone keyboards to convey this kind of information. [12]

**Quick Commerce (Q-commerce)** is a new delivery model with the potential to revolutionize electronic commerce. This model involves delivering products to customers within 15-30 minutes of placing an order, often through hired couriers. Deliveries can be fulfilled from traditional retail stores or restaurants, as well as from distribution centers specifically designed for online customers, commonly known as dark stores or dark kitchens.

The logistics of quick commerce primarily rely on so-called dark stores -small commercial spaces located in densely populated areas. According to Q-commerce standards, each dark store should be situated in an area with at least 70,000 residents within a 1.5 km radius. These facilities are used to store products, prepare orders received through mobile applications, and ensure timely delivery. On average, dark stores occupy 200-300 m<sup>2</sup>, and in suburban areas, 300-500 m<sup>2</sup>. Products are stored on shelves or in refrigerators inside the premises. These facilities function as small logistical hubs to ensure fast and efficient service. [13]

This concept has rapidly gained popularity worldwide. In 2025, it reached over 675 million users, and the quick commerce market is expected to generate USD 195.01 billion in revenue by the end of the year. [14]

Although Q-commerce holds great potential, it is not yet fully established and remains largely dependent on venture capital funding. As of 2025, only a few Q-commerce services continue to grow rapidly in Western markets. In contrast, countries like India and China are maintaining strong growth in this sector, with services expanding beyond only grocery delivery. Further expansion into non-food segments could potentially generate new momentum for European and North American Q-commerce players, though such growth would depend on securing additional investments. [15] Despite these challenges, Q-commerce can significantly reduce delivery times and enhance the overall customer experience, making it an attractive direction for the future of e-commerce.

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Another innovative method of online selling is **Live Commerce**, the practice of selling products or services directly to consumers through live video streaming. This approach combines real-time video content with live chat, allowing users to watch product demonstrations, interact with the presenter, receive instant answers to their questions, and make purchases all without leaving their homes.

Live Commerce is currently popular in Asian countries, where influencers are building their live commerce empires. In the US, it's more a case of moving teleshopping from traditional TV screens to the internet and carrying it out live. This approach is slowly breaking through to the European market, where dedicated full-featured platforms for live trading are being provided by both domestic and foreign start-ups, as well as partly by online platforms such as YouTube and Meta (Facebook). [16]

Live commerce has the potential to radically transform the way products are sold in the e-commerce sector, offering consumers a more personalized, interactive, and engaging shopping experience. As this trend continues to evolve and gain popularity, and with the global live commerce market projected to reach USD 77.89 billion by 2030 [17], e-commerce businesses must consider how to leverage it to enhance customer experience and boost sales.

All of the trends discussed demonstrate that the customer is the primary force challenging sellers. To meet growing consumer demands and keep pace with modern developments, it is essential to adopt innovations and information technologies (IT).

**Conclusion.** E-commerce is a rapidly growing and constantly evolving sector with immense potential. In the quest for competitive advantage, e-commerce companies continuously explore new ways to innovate by adopting emerging technologies and tools, including mobile devices, marketing automation, and customer relationship management (CRM) systems. As a result, new trends emerge in the market every year. Keeping up with these trends presents a serious challenge for entrepreneurs, as it is often difficult to determine whether a given trend will be a breakthrough innovation or merely a fad.

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In today's competitive e-commerce landscape, customers play a decisive role. To remain relevant, businesses must respond quickly to their needs. That can be achieved by incorporating chatbots, offering modern payment methods, and adhering to eco-friendly practices. Companies should utilize advanced technologies across production, distribution, communication, and, most importantly, information management. In an economically unstable environment, only those enterprises that continually adapt to change have a chance to survive.

Recent years have brought numerous innovations and transformations to the world of e-commerce. New trends in e-commerce development, analyzed in this paper, have emerged. Some of these trends will continue, while new directions are expected to appear in the future.

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