KEYNOTE DELIVERED BY:

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Today’s Agenda

- E-Commerce Today: The Numbers and What to Expect
- Challenges
- Wins & Trends
2022 E-Commerce Landscape: Where Are We?
E-Commerce State of the Union

- Overall, US retail sales will snap back to pre-pandemic growth in 2022, leveling out to mid-to low teens over the next 4-5 years.

- Apparel/Accessories averaging 14.4% YOY
  - Jewelry 14.4%

- Health/Beauty/Personal Care averaging 14.4% YOY
  - Cosmetics/Beauty 14.6%
  - Fragrance 14.1%

<table>
<thead>
<tr>
<th>US Retail Ecommerce Sales Growth, by Category, 2022-2026</th>
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<tbody>
<tr>
<td>% change</td>
</tr>
<tr>
<td>2022</td>
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<tr>
<td>-------</td>
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<tr>
<td>Auto and parts</td>
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<tr>
<td>Food and beverage</td>
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<tr>
<td>Apparel and accessories</td>
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<tr>
<td>—Jewelry</td>
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<tr>
<td>Health, personal care, and beauty</td>
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<tr>
<td>—Cosmetics and beauty</td>
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<td>—Fragrance</td>
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<tr>
<td>—Pet products</td>
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<tr>
<td>Computer and consumer electronics</td>
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<tr>
<td>Office equipment and supplies</td>
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<tr>
<td>Toys and hobby</td>
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<tr>
<td>Furniture and home furnishings</td>
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<tr>
<td>Books, music, and video</td>
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<tr>
<td>Other</td>
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<tr>
<td><strong>Total</strong></td>
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Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Feb 2022

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Our Biggest Challenges
The 800lb Gorilla in the Room
Global Supply Chain + Cost of Goods

- Shipping costs
  - Container rates from China to US
- Raw material costs
  - Cotton
  - Chemicals
- Higher COGS
  - Inflation
  - Pent up consumer demand from lockdown
Prioritizing with Purpose

- Resale
- Social Commerce
- Virtual Fashion
- Post-Pandemic Wellness
- Sustainability
- Total addressable US market in the range of $150B to $300B
- Online sales of secondhand fashion to surpass sales from physical stores for the first time in 2022
Social Commerce

- Impact of the Pandemic
  - Social Media
  - YoY Growth
- Snapchat
- Tiktok
Major Players
Virtual Fashion

**Fashion in Metaverse**

Brand New Vision and DressX

- Support their NFT-based fashion items
- Use AR to show off their virtual outfits

Nike, RTFKT & Roblox to build “Nikeland”

- Users can buy Nike outfits for their avatars

Balenciaga

- Virtual fashion brands in Fortnite
- Digital Gucci “bag” sold over $4,000 on Roblox in May 2021
Post-Pandemic Health + Wellness

- Significant Increase in Daily Steps
- Wearable technology
Sustainability

- **Sustainable Packaging**
- **Gen Z + Sustainable Products**
  - Low carbon footprint
  - Pre-owned garments
THANK YOU FOR ATTENDING!

Questions?

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HOSTED BY channeladvisor

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