

Global Economic Developments Affect The Way of Electronic Products Shopping

Europe's Changing Shopping Habits are Planned to Be Met by IMEX Holding's Recession Precautions

2020 has been a year in which the importance of e-commerce has been understood by both economies and societies. Even though the pandemic lost its effects and the demand for physical stores grow respectably, the expansion potential for e-commerce accelerated considerably in Europe. It's predicted that the current acceleration will continue until 2022 and after, while consumer habits change on a vast scale. After these changes, IMEX Holding, one of Europe's largest wholesale and retail sales electronic product companies, is focused on expanding its product range to meet consumer needs better.

Today, the ever-increasing risk environment, serial transformations in the supply chain, and economic contractions push consumers to think twice while shopping. According to the [ClearSale Consumer Habits Survey](#) conducted in 2020-2021, the rate of e-shopping after Covid-19 increased by 84% and continues to enlarge. Participants who used to shop online once or twice a week before, now prefer e-shopping platforms 59% more. Those who prefer shopping online once a month for the same period also increased this habit by 30%. According to IMEX Holding CEO Martin William Edelberg Sorensen; as the major supplier of electronic products in Europe, the company follows closely the increasing online shopping trends all over the globe despite the recession.

How Is E-Commerce Shopping Affected by the Recession?

2020 was a year there were revolutionary developments in many areas, including consumer habits. Considering the data shared in the [E-commerce Worldwide Report](#) by Statista, global expenses for e-commerce reached over 4.9 trillion dollars and proceeded to increase afterward. Forecasts indicate that by 2025, the online market share will reach 24,5% of total global retail sales. Sorensen, who says users could obtain many components they couldn't have had from the traditional shopping experience before, and now have them much more easily and quickly thanks to online shopping, also emphasized that these behaviors continue to transform. He added that as IMEX Holding, they plan to have the most wanted tools to address consumer needs by searching and taking essential precautions about the impact of the recession on consumer habits.

Underlining that, electronic product trading increases incrementally rather than being affected by the recession negatively Sorensen continued his statements as follows: "We're aware of the deep interest in e-commerce shopping today and already started to make enough provisions against the potential impacts of the recession as needed. Under current conditions,

most customers value security as their top priority when shopping online. Despite the global price rises, users tend to buy the most commented and trusted products continuously.” He also added that they are protected from the side effects of the global recession by coming to terms with the most powerful brands of the sector and supplying the most demanded consumer electronic products.

What Are the Factors Responsible for Changing Customer Habits?

Online shopping habits have changed notably due to growing internet access and technological developments. According to the Statista Report, consumer electronics was the most demanded market of the e-commerce industry in 2021 with a 69% of ratio and followed by books and apparel sectors with a 67% and 63% ratio, respectively. IMEX Holding CEO Sorensen analyzed the given data by remarking that the explosion in consumer electronics wasn't affected by the global crisis and people didn't avoid buying high technology products even just a bit.

He continued as follows: “Most of the internet users don't prefer to economize on electronic products shopping because of the recession instead, they choose to cut back on other sectors or go towards comparing between different sellers to find the most affordable products. At this stage, brand awareness and customer satisfaction have the biggest impact on the final purchasing decision. Therefore, consumers go for high-end products of good quality independent of the global crisis because the developments such as Metaverse or IoT increase product variety fairly. Since these products have become essential requirements of daily life rather than luxury goods, we, as IMEX Holding, want to meet consumer demands and furnish the industry with reliable types of equipment. While progressing in this manner, we care for preferring the leading brands of the sector and keep the customer delight at its highest.”