symphony

The Future of Digital Commerce: Trends, Challenges & Solutions

The Explosive Growth of Digital Commerce

Digital commerce is evolving rapidly, driven by technological advancements, shifting consumer expectations, and new business models.

As online shopping becomes more integrated into everyday life, the numbers speak for themselves:

By 2030, social commerce revenue is expected to reach $6.2 trillion.

(Source: Future of Commerce)

There are 2.77 billion online shoppers globally as of 2025.

That means 33% of the world's population is shopping online, a 2.2% increase from the previous year.

(Source: Emarketer)

The global ecommerce subscription market size is projected to reach $904.28 billion by 2026.

(Source: Future of Commerce)

Augmented Reality (AR) adoption in ecommerce is soaring.

The number of global consumers using AR will grow to 4.3 billion by 2025, up from 1.5 billion in 2021.

(Source: Future of Commerce)

Sustainability & Ethical Commerce

Consumers today are more environmentally conscious than ever before, and businesses that fail to prioritize sustainability risk falling behind.

Ethical commerce is no longer optional - it's a key driver of brand loyalty and purchasing decisions.

Key sustainability trends shaping ecommerce:

- **Eco-friendly packaging** – Companies are adopting biodegradable, recyclable, or reusable packaging.
- **Carbon-neutral shipping** – Businesses are investing in offset programs and offering green shipping choices.
- **Sustainable sourcing & production** – Brands are focusing on ethical labor practices, reducing energy consumption, and using sustainable materials.

46%

of consumers consider a brand's sustainability record when deciding where to shop.

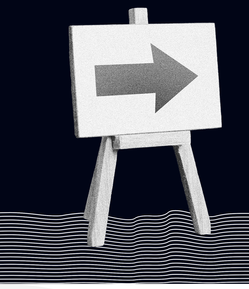
(Source: IDC Study)

The Business Case for Digital Commerce Migration

Many businesses are still using outdated ecommerce platforms that create inefficiencies and hinder growth.

Industry insights reveal an urgent need for modern, scalable solutions that streamline operations and enhance customer experiences.

Critical data issues are holding businesses back:



65%

of organizations say B2B ecommerce is "broken" due to poor product data strategies.

(Source: DigitalCommerce360)

83%
say their product data is incomplete, inconsistent, inaccurate, or outdated.

81%
say their ecommerce platform amplifies these data problems.

56%
of businesses fail to provide self-service product discovery.

73%
of B2B buyers expect the same seamless experience as B2C shopping.

(Source: Future of Commerce)

How Does Symphony Commerce Solve These Challenges?

To stay competitive, businesses need a digital commerce solution that is flexible, scalable, and built for the modern marketplace.

Symphony Commerce addresses these challenges head-on with a powerful suite of tools designed for seamless digital transformation.

Better data, bigger business

- Real-time product data synchronization for accurate, consistent information.
- Structured, enriched product data for better searchability and streamlined management.
- Single source of truth reporting that you can trust.

Flexible, scalable ecommerce solutions

- Customizable low/no code platforms, not restrictive templates.
- Full ecosystem including ecommerce sites, customer portals and product catalogues.
- Seamless compatibility with ERP, CRM, and third-party tools.

Smarter discounts with Fortis

- Dynamic pricing structures to simplify and optimize discount strategies.
- Customizable discount rules to support complex B2B pricing models.
- Headless mode integration with existing workflows and operational needs.

Consumer-grade B2B experiences

- Fast load speeds, mobile-first design, and personalized journeys.
- Designed to mirror the modern online shopping experience.
- Trusted by bespoke businesses and household names the world over.

Discover the Symphony Commerce Difference

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