

The new era of digital shopping

How retailers can meet customer expectations and stay secure



The line between in-store shopping and ecommerce is blurring

Consumer expectations are forcing retailers to integrate online and offline channels.

\$10 trillion

Projections indicate that global online shopping will exceed \$10 T by 2030.¹

20.2%

But, as of 2023, online retail sales only represent 20.2% of sales worldwide.¹

64%

Shoppers are split with 64% still preferring to purchase in-store and 50% saying they prefer to purchase online.²

Nearly 2/3

of retailers now offer buy-online-pick-up-in store (BOPIS) options, and over 50% plan to or already offer ship-from-store capabilities.³



Omnichannel complexity leads to exposure and risk

Omnichannel retail experiences have more attack surfaces. Retailers need a security approach that can handle complexity.



Insecure APIs now account for up to \$87 billion in losses annually, representing a \$12 billion increase since 2021.⁴

The U.S. alone saw a 20% increase in data breaches in 2023.⁵

The average cost of a retail data breach in 2023 was \$2.96 million, and the industry accounted for 6% of all data breaches worldwide.⁶

Exceed expectations and maintain confidence with a connectivity cloud



DDoS Protection

Keep ecommerce platforms online by absorbing and mitigating attacks

Web Application Firewall (WAF)

Reduced time spent managing security tools

Content Delivery Network (CDN)

Total cost of ownership (TCO) reduction

Edge Computing

Reduced time spent managing security tools

API Security

Total cost of ownership (TCO) reduction

Cloudflare's connectivity cloud helps you:

- Improve the online experience for customers**
- Strengthen security across the environment**
- Reduce operating costs for multicloud and AI**
- Ensure store uptime and reliability**

“
Cloudflare helps keep us online, provides a faster site experience to our end users and protects our customers' sensitive information.
Steven Ou
 CTO
TOUCH OF MODERN”

TED BAKER®
 LONDON

Cloudflare boosts content delivery times by 23% while protecting Ted Baker's ecommerce environment against DDoS, bots, and other threats.

PAC SUN

Struggling with inventory hoarding bots incapacitating their website during critical sales, PacSun switched to Cloudflare to protect revenue and ensure a frictionless customer experience.

Connect, protect, and build a better retail experience with Cloudflare

[Request a demo today or learn more](#)

Sources:

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