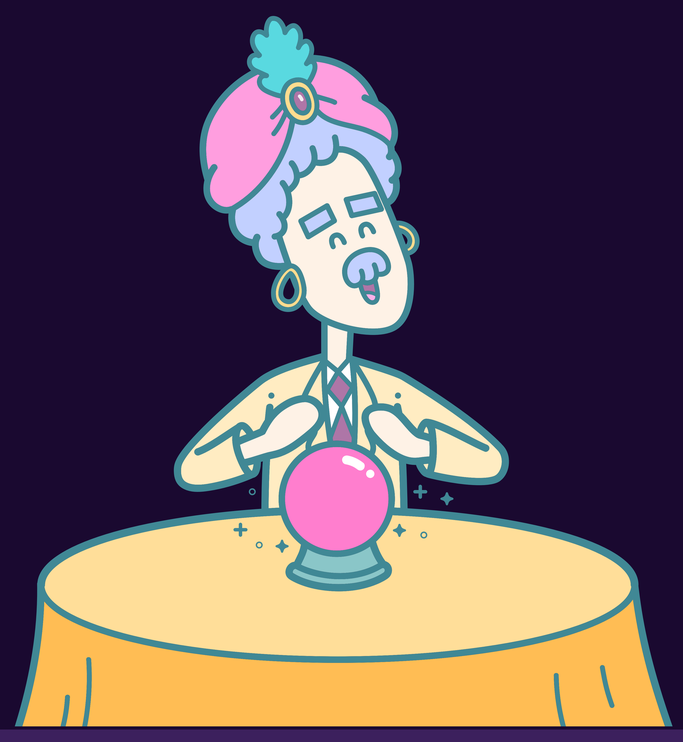

Essential Headless Commerce Stats for 2024

The headless commerce surge continues redefining the eCommerce landscape, offering enhanced flexibility, better performance, and tailored customer experiences.

Growth & Market Value

$32.1 billion
Headless commerce is anticipated to grow at a CAGR (Compound Annual Growth Rate) of 20.5% through 2027, reaching $32.1 billion USD.

$2.2 billion
The market for headless commerce is projected to expand to around 2.2 billion USD by 2023.

Adoption Rate

60%
of B2C brands plan to adopt headless commerce by 2022.

50%
of B2B businesses surveyed plan on adopting headless commerce in the next 12 months.

Geographic Disparities

63%
Europe and North America hold 63% of the global market share for headless commerce solutions.

Performance & Efficiency

Platforms of this nature can boost site performance by **30%**

Headless commerce enables businesses to slash time to market by **50%**

Business Impact

47%
of businesses using headless commerce reported an uptick in ROI.

42%
average increase in conversion rates for businesses employing headless commerce.

Knowledge & Awareness

29%
Only 29% of ecommerce decision-makers fully grasp what headless commerce is and how it operates

Industry Specifics

59%
In the manufacturing industry, 59% of Statista survey respondents plan to implement headless commerce at their company within 2 years.

63%
in the retail industry, plan to implement headless commerce within 2 years.

Migration & Modernization

45%
of businesses, in 2021, using headless commerce solutions migrated fully from their existing commerce platforms

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