

SESSION 12

E-Commerce Trends & Future

M-Commerce • Social Commerce • AI • Omnichannel

E-Commerce | Winter 2026 | 3rd Year Bachelor

Session 11: Security and Trust in E-Commerce



Payment Security

SSL/HTTPS, PCI DSS compliance, and encryption protect every online transaction



Fraud Prevention

3D Secure, AVS/CVV checks, phone verification for COD — fraud costs \$48B annually worldwide



Trust Building

SSL badges, payment logos, return policies, reviews, and privacy policies increase conversions



Morocco Security

COD 60%+, CMI for local cards, CNDP Law 09-08 compliance, 3D Secure mandatory

Session Objectives

- 01** Identify the major trends shaping the future of e-commerce globally and in Morocco
- 02** Understand the impact of mobile commerce and social commerce on buying behavior
- 03** Explore how artificial intelligence and personalization are transforming online retail
- 04** Master the omnichannel approach and its role in creating seamless customer experiences
- 05** Anticipate developments in Morocco's digital market and prepare for emerging opportunities

Agenda: Current Landscape → Mobile & Social Commerce → AI & Omnichannel → Morocco Focus → Preparing for the Future

The E-Commerce Revolution Continues

E-commerce is evolving faster than ever — mobile shopping, social selling, AI personalization, and omnichannel experiences are redefining how consumers discover, evaluate, and purchase products.



Mobile-First World

73% of e-commerce sales will happen on mobile by 2025 — smartphone is the new shopping mall



Social Commerce

Buying directly inside social apps — Instagram Shop, TikTok Shop, and WhatsApp Business



AI Everywhere

Chatbots, personalized recommendations, dynamic pricing, and predictive analytics reshape retail

E-Commerce Evolution: What Comes Next



The future store has no walls — it lives on phones, social feeds, voice assistants, and AR glasses

E-Commerce Trends by the Numbers

73%

of E-Commerce Sales
Will Be on Mobile

\$1.2T

Social Commerce
Revenue by 2025

80%

of Shoppers Want
Personalized Experiences

78%

of Moroccan Traffic
Is Mobile

Key E-Commerce Trends



**Mobile /
M-Commerce**



**Social /
Commerce**

**E-Commerce
Trends**



**AI & /
Personalization**



**Omnichannel /
Experience**



**These four trends are
converging – the winners
will master all of them
simultaneously**

Mobile Commerce (M-Commerce)

Mobile-First Design

73% of e-commerce happens on mobile — responsive design is no longer optional, it is essential

Mobile Payments

Apple Pay, Google Pay, and one-tap checkout reduce friction — mobile conversion rates up 30%

Progressive Web Apps

PWAs combine website and app features — fast loading, offline access, push notifications

Mobile Shopping Apps

Dedicated apps for loyal customers — push notifications, saved carts, and exclusive mobile deals



Morocco M-Commerce

70% of Moroccan e-commerce traffic is mobile — mobile-first is mandatory

- WhatsApp Business is the #1 mobile sales tool for Moroccan merchants
- Mobile wallet adoption growing with M-Wallet and Inwi Money
- 3G/4G speeds mean lightweight, fast-loading pages are critical
- SMS and WhatsApp order confirmation preferred over email in Morocco

Social Commerce



Instagram Shopping

Tag products in posts and stories — customers browse, tap, and buy without leaving Instagram



TikTok Shop

Live shopping and shoppable videos — \$20B+ in sales projected; fastest-growing social commerce channel



Facebook Shops

Free storefront on Facebook and Instagram — 22M Moroccan Facebook users make this essential



Morocco Social Commerce

WhatsApp is the #1 sales tool • Facebook Shops widely used • Instagram growing for fashion • TikTok fastest-growing among Moroccan youth

Live Commerce & Influencer Selling



What Is Live Commerce?

Real-time video shopping where hosts demonstrate products and viewers buy instantly — QVC meets TikTok



Live Commerce Stats

\$500B market in China; growing 3x faster than traditional e-commerce; 10x higher conversion rate



Influencer Commerce

Micro-influencers (10K-50K followers) generate 60% more engagement — authentic recommendations sell



Creator Economy

Content creators become storefronts — affiliate links, brand deals, and own product lines



Key Insight: In Morocco, Instagram and TikTok live selling is exploding. Combine influencer partnerships with WhatsApp follow-up for a powerful social commerce strategy.

AI in E-Commerce



Personalized Recommendations

AI analyzes browsing history to suggest products — Amazon attributes 35% of revenue to recommendations



Chatbots & AI Assistants

24/7 customer support via AI chatbots — answer questions, track orders, and suggest products instantly



Dynamic Pricing

AI adjusts prices in real-time based on demand, competition, and customer behavior



Predictive Analytics

Forecast demand, predict trends, and optimize inventory before customers even search



Visual Search

Upload a photo to find similar products — Google Lens and Pinterest power visual product discovery



AI Content Creation

AI generates product descriptions, ad copy, and email campaigns — faster content at lower cost

Omnichannel Customer Experience



What Is Omnichannel?

Seamless experience across all channels — website, mobile app, social media, physical store, and customer service



Why Omnichannel Wins

Omnichannel customers spend 30% more than single-channel shoppers — consistency builds loyalty



Click & Collect

Buy online, pick up in-store — bridges digital and physical, saves shipping cost, drives foot traffic



Unified Customer Data

Single customer profile across channels — purchase history, preferences, and interactions in one place



Morocco Omnichannel

Marjane.ma pioneers click-and-collect in Morocco; WhatsApp bridges online and offline for small shops



Omnichannel Rule

Start with 2-3 channels (website + social + WhatsApp), then expand as your operations mature

Emerging Technologies



Augmented Reality

Virtual try-on for fashion and furniture — IKEA Place, Sephora Virtual Artist; reduces returns by 25%



Voice Commerce

Shopping via Alexa, Google Assistant, and Siri — \$40B market; reordering everyday items by voice



Blockchain & Crypto

Transparent supply chains, cryptocurrency payments, and NFT-based loyalty programs



Sustainability

Eco-friendly packaging, carbon-neutral delivery, and circular commerce — 73% of Gen Z prefer sustainable brands



Morocco: AR and voice commerce are still emerging; sustainability and social commerce are the near-term opportunities

Trends — Key Trade-offs

BENEFITS

- ✓ Mobile commerce captures 73% of sales — mobile-first is non-negotiable
- ✓ Social commerce lets you sell where customers already spend their time
- ✓ AI personalization drives 35% of Amazon's revenue
- ✓ Omnichannel customers spend 30% more than single-channel shoppers
- ✓ Live commerce converts 10x better than static product pages
- ✓ Sustainability is increasingly a purchase decision factor for young consumers
- ✓ AR try-ons reduce return rates by 25% in fashion and furniture

CHALLENGES

- ✗ Mobile optimization requires ongoing investment and testing
- ✗ Social platforms change algorithms constantly — no guaranteed reach
- ✗ AI tools require data and technical expertise to implement well
- ✗ Omnichannel is complex — requires unified data and consistent experience
- ✗ Live commerce needs charismatic hosts and production quality
- ✗ AR and voice commerce adoption is still low in emerging markets
- ✗ Privacy regulations (GDPR, CNDP) limit data collection for personalization

E-Commerce Trends in Morocco

78%

Mobile Traffic
in Morocco

22M

Facebook Users
in Morocco

#1

WhatsApp Is Top
Sales Tool in MA

Trends Landscape

- Mobile-first is mandatory — 78% of traffic is mobile; optimize for speed on 3G/4G connections
- Social commerce is exploding — WhatsApp, Facebook Shops, and Instagram are primary sales channels
- TikTok is the fastest-growing platform among Moroccan youth — live selling is emerging
- AI adoption is early — chatbots and basic personalization are the first steps for Moroccan stores
- Morocco Digital 2030 aims to triple digital commerce — infrastructure and skills investment accelerating

How to Prepare Your E-Commerce for the Future



1. Go Mobile-First

Optimize every page for mobile, use fast-loading themes, test on 3G, and implement one-tap checkout



2. Embrace Social Selling

Set up Facebook Shop, use Instagram product tags, and close sales via WhatsApp Business



3. Start With AI

Add a chatbot for customer support, implement product recommendations, and use AI for email campaigns



4. Build Omnichannel

Connect your website, social channels, and WhatsApp into a unified customer experience — start with 2-3 channels

Trend Leaders: Success Stories



Shein: Mobile-First Fashion

Built a \$100B brand entirely on mobile — AI-driven trends, ultra-fast production, and social media virality



Alibaba: Live Commerce Pioneer

Singles' Day 2023 generated \$84B in 24 hours — live streaming drove 50%+ of sales on Taobao Live



Starbucks: Omnichannel Master

Mobile app, in-store, rewards, and delivery seamlessly connected — 60% of orders are mobile or drive-through



Morocco: WhatsApp Commerce

Moroccan small businesses use WhatsApp catalogs and payment links to run entire stores from their phones



Key Takeaways

- 1 Mobile commerce dominates (73% of sales) — every e-commerce decision must be mobile-first
- 2 Social commerce is a \$1.2T market — Instagram, TikTok, and WhatsApp are the new storefronts
- 3 AI personalization, chatbots, and dynamic pricing are becoming essential competitive advantages
- 4 Omnichannel customers spend 30% more — seamless cross-channel experience builds loyalty
- 5 In Morocco, WhatsApp commerce, Facebook Shops, and mobile-first design are the immediate opportunities



Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 181 to 200

Access: <http://international.scholarvox.com>

Coming Up — Session 13

E-Commerce Synthesis Case Study — You will apply everything learned this semester to analyze a real e-commerce case and present strategic recommendations.

Thank you | Questions? | See you next session!