

The Top WooCommerce Online Store Trends for 2022

Wordpress is the most popular website builder.

And when it comes to Wordpress plugins for e-commerce, WooCommerce accounts for about 93.7% of the market share. This is because despite being free, WooCommerce works seamlessly with websites built in Wordpress. It's also flexible, consistently updated, and offers store owners and web developers a variety of options and extensions.

Many of the e-commerce trends we'll be seeing this year will be influenced by WooCommerce. We know there will be a lot of new updates geared towards the betterment of the user's experience. So, to keep you ahead of the curve, we will discuss and analyze WooCommerce online store trends that you should expect.

But first...

Top Wordpress Trends for 2022

Why bring Wordpress into the picture? WooCommerce is closely tied to Wordpress. In fact, many of the changes we see on the plugin are in part or wholly influenced by changes in Wordpress. So, to better understand WooCommerce trends for 2022, we must first look at the corresponding Wordpress trends.

Augmented Reality

Augmented Reality (AR) has seen a boost in popularity over the past two years. This is largely due to the desire for better shopping experiences. It is also facilitated by massive improvements in smartphone camera technology and is predicted to rule the e-commerce world within the next decade.

Today, AR is being used to improve the shopping experiences of customers. For instance, someone buying a chair online needs only to turn on their camera, and they'll see how the chair would fit in their room. This helps reduce the risk of purchasing something that will look out of place.

Ecommerce stores that adopt this technology will see a spike in sales and profits in the long run.

Performance improvements

More than half of current online traffic comes from mobile phones. However, most of these are not as powerful as laptops and PCs. This has made performance the most important feature of any website. So if you want to provide a user experience that improves your website traffic, you must ensure that it performs well.

Wordpress now offers lots of mobile-friendly themes. There are features too, like Smart Content, which enables the website to load only the content it needs to display. This reduces the load, making a website as fast and responsive as it needs to be for a smooth mobile shopping experience.

Content based on browsing history and geo-location

Personalization has quickly become one of the hallmarks of a great website. For e-commerce stores that want to grow, it is no longer enough to post generic content and wait for traffic. This is why using content based on geo-location and/or the browsing history of web users is one of the biggest trends to look out for in 2022.

Such content creates a win-win situation for both the users and the e-commerce enterprise. When using their browsing history and location, you have a good idea of what customers want and how they want it. This allows you to offer personalized content like geo-targeted coupon codes, making them feel heard and understood. Thus, they will keep coming back for more, further driving your sales.

Artificial intelligence

Yeah, it's finally happening. Artificial intelligence is taking over the world. But rather than an AI stealing nuclear launch codes and initiating an apocalypse, we're seeing rather friendly chatbots and virtual assistants.

These are becoming increasingly common and used by websites to enhance customer satisfaction. They are available all day, every day, and most importantly, won't be distracted on a game of Candy Crash while a customer is on the other end of the line seeking assistance.

Drag and drop page builders

Remember when building and designing a website meant you had to be an expert in coding? That's no longer the case today. Drag and drop builders have greatly improved the scope of website design, allowing individuals with no programming knowledge to conveniently create and design pages according to their preferences.

Wordpress now has more than eight page layouts and a thousand design options. And as things get more streamlined with future updates, this trend will become huge in 2022.

Top WooCommerce Trends for 2022

2022 will be full of WooCommerce updates and trends for the users. These will push the plugin roughly in the same direction Wordpress is headed. That said, here are the top WooCommerce trends that you can use to better your own online store this year.

Improved mobile shopping experiences

As we've established, mobile usage is a big part of today's online experience. In fact, nowhere is this more evident than in the e-commerce space. For instance, it was projected that by the end of 2021, 54% of global e-commerce sales would be coming from mobile devices. This was a 20% jump from the previous 34% measured in 2017.

This puts a lot more emphasis on the performance and responsiveness of online stores on any device. The load times should be quick and the buttons responsive. An e-commerce store that fails to implement these provides a poor shopping experience to its mobile users and will likely lose half of its customers.

Fortunately, WooCommerce is becoming increasingly focused on improving the mobile shopping experience. This is done by making fast and user-friendly themes that make it easy to create responsive web pages. The best of these are:

Woostroid: Woostroid focuses on improving and making web pages responsive on all kinds of mobile devices. It offers impressive load times and is very responsive, making it ideal for creating a mobile and user-friendly experience.

KALLYAS: KALLYAS allows web developers and designers to make responsive eCommerce stores with ease. It features an impressive SEO-friendly infrastructure and will enable one to create customizable web pages. It also supports multiple languages.

Flatsome: This theme works flawlessly with WordPress drag and drop functionality. It is also super responsive and allows users to create beautiful online stores that work perfectly with mobile devices.

Personalized shopping experiences

Remember when we talked about creating content based on geo-location and browser history? This is what it translates to in WooCommerce- creating personalized shopping experiences. This is also done with the help of AI and goes beyond knowing your customer by name. It involves knowing their location, shopping habits, and speaking their language.

By moving in this direction, WooCommerce is helping customers feel more welcome and appreciated when they browse an eCommerce platform. You can show them local events and sales that will interest them. Here are a couple of features that help you do exactly that:

MultilingualPress- If you have an online store that has gone global, you must translate your content into multiple languages. English is great, but a customer in Spain will absolutely love it if they open your store and are treated with Spanish content. Same as with one in East Africa who finds Swahili. Thus, translating your product descriptions is vital to customer conversion.

WooCommerce Darwin Pricing Integration- This feature allows you to add geo-specific coupons and tracking codes to your e-commerce website.

WooCommerce Extra Product- This extension allows shoppers to customize their purchased products per their requirements.

Interface for customer service

Another huge application of AI is in customer service. This has been implemented with the help of chatbots that answer simple questions until a human representative is available. There are also advanced options like WooWBot and Facebook Messenger for WooCommerce.

While WoowBot is a standalone chatbot, Facebook Messenger needs to be integrated into your site with BotMaker or Omise before being used as one.

Chatbots are expected to get better and smarter with machine learning. As their algorithms improve and they interact more with customers, they should be able to answer more complex questions.

Enhanced product pages

As augmented reality, virtual reality, video, and 360° content become more popular and streamlined, they are expected to form a crucial part of the shopping experience this year. Fortunately, we also have faster internet speeds that have made it easier for web developers and designers to include such content on Wordpress websites.

In e-commerce, this trend will allow you to include videos that show your product in use and even 360° images that let users rotate your product images. Augmented reality is also on the rise, and with the Metaverse project on the way, we should see virtual reality integrated into our shopping experiences sometime in the future.

Unique websites

With website design getting easier, online retailers can now express their creativity by creating compelling websites. And while they do that, it's also important that a WooCommerce store stands out from the crowd so it can draw attention and cement itself in the minds of potential customers.

This is why in 2022, we expect to see more uniquely designed e-commerce sites. Web designers will find more ways to explore trends like minimalism, high saturation, and vibrant colors to draw interest and create conversions.

What WooCommerce Trends are you looking forward to?

WooCommerce is changing for the better, and 2022 is the best year yet. So, as we await these changes to manifest in full swing, what Wordpress and WooCommerce trends are you looking forward to and which ones are you planning to implement in your online business?