

How Big Is the Global Cashback Industry?

\$75 - \$84 billion+ Industry

- US e-commerce annual growth at 9% to reach \$414 billion by 2018
- Cashback, coupons, price comparison, etc generate 10%+ of ecommerce retail sales
- India's ecommerce now worth \$525 billion with 250.2 million users at June 2014
- mobile e-commerce will grow from \$133 billion in 2014 to \$516 billion in China by 2017



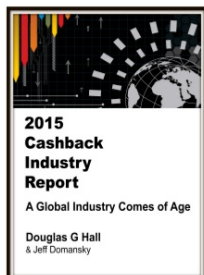
What do consumers love about cashback?

- 64% of consumers belong to a rewards program
- 52% shop online to get the best prices and discounts
- 71% want products with high cashback rebates
- one nonprofit cashback site has raised more than \$5.04 billion for 12,000 causes in 164 countries.



The 2015 Cashback Industry Report analyzes the best practices of 235 global industry leaders, provides market reviews, highlights consumer preferences and identifies new market opportunities for business.

Get more insight and market intelligence at www.cashbackindustryreport.com or info@cashbackindustryreport.com or call 1-760-537-6366



2015
Cashback
Industry
Report

A Global Industry Comes of Age

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