

## January 2023

### Online Beauty Retailing - US

"Beauty shoppers are engaged shopping online; they enjoy the convenience and the community they find in the channel. They are also more in control of their purchases, as they can discover, learn and transact on their own schedule. However, there are still opportunities to innovate and enhance the online shopping ...

### Online Discovery Process in Food & Drink - US

"While shoppers remain conservative in food and drink spend amid inflationary pricing and economic uncertainty, new product trial is seen. The online grocery space provides fertile ground for product discovery, given its standing as a relatively new frontier itself. A larger share of shoppers agrees they're more likely to try ...

## December 2022

### Sustainability and Online Shopping - US

"Brands' sustainable and environmental efforts are attracting the attention of consumers as they shop online. Shoppers are more aware than ever of the waste ecommerce can create and are looking to brands and retailers to address this issue. Education is still needed as consumers learn more about what brands are ...

### Parents' Online Shopping Habits - US

"Parents are active and engaged online shoppers, turning to the convenience of ecommerce to save time and simplify their responsibilities. In the short term, parents are prioritizing value and savings amid inflationary pressures, driving value-seeking behaviors. Looking ahead, digital-native parents will be an important key demographic; they will look to ...

## November 2022

### Gen Z Online Shopping Habits - US

"Gen Zs have unique interests, behaviors and expectations when they shop. Brands and retailers looking to target and appeal to them will want to tailor shopping experiences and product offerings to meet their needs and preferences. Moving forward, the various forms of value and technology that enhances and makes shopping ...

### Subscription Services - US

"Subscription service participation accelerated throughout the pandemic as consumers turned to subscriptions for convenient bulk-buying and enjoyment at home. In 2022, the market is saturated with options while consumers are scaling back spending due to inflation. To keep up momentum and stave off cancellations, brands must strengthen the overall value ...

## October 2022

### Return Process in Online Shopping - US

"Surging ecommerce demand has fueled record volumes of online returns, contributing to a growing challenge for retailers. Returns are an essential part of the online shopping journey, and the bar has been set with free

### Alcoholic Beverages Online - US

"Online alcohol purchases caught fire amid the pandemic as a means of combating exposure concerns. Services are now pressed to create and communicate compelling reasons for use beyond necessity. Valuable benefits, such as cost and time savings, exclusive

returns. Retailers must manage returns by improving the online shopping journey, adding flexibility and investing ...

products and offerings, or a fun and connective user experience can help ...

### September 2022

#### Online Apparel Retailing - US

"The online apparel market is poised for opportunity and growth as consumers continue to gravitate to ecommerce to purchase clothing. Thus far, brands have produced an enjoyable experience for shoppers and this experience drives consumers back to make purchases online. In the coming years, technology will be at the forefront ...

#### Digital Advertising - US

"As consumers spend more time online, digital advertising has achieved consistently strong growth – decelerating only briefly due to COVID-19. It continues to succeed despite regulatory pressures and consumer frustration with invasive and irrelevant ads that can lead to use of ad blockers. That's in part because it works. Digital ...

#### Role of Tech in eCommerce - US

"The acceleration of ecommerce led to rise in digital fluency and a wave of tech innovations. Emerging technology continues to evolve, as brands and consumers test the waters of AR, VR and AI. As the pandemic narrative shifts, consumers are prioritizing tech, which adds convenience and efficiency to their online ...

### August 2022

#### Consumers and the Economic Outlook - US

"Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...

### July 2022

#### Path to Online Purchase - US

"Shopping online has become a critical aspect of shopping in general for consumers over the last several years. The pandemic certainly accelerated consumers' use of ecommerce across generations, and while they are returning to in-store shopping, they still use online channels for everything from discovery and research to purchasing and ...

#### Online Shopping for the Home - US

"The demand for home goods is starting to soften after pandemic highs, as consumers start to shift spending out of the home, while dealing with challenges from increasing inflation. Brands and retailers must focus on

delivering value in various forms to best appeal to shoppers. The online channel will remain ...

### May 2022

#### Restaurant Takeout and Delivery - US

“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

#### Shopping for a Car Online - US

“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. As inventory challenges and rising prices persist, the adoption of online car shopping will continue and online car marketplaces must look to ...

#### Online Grocery Retailing - US

“Rapid adoption of grocery ecommerce amid the pandemic required retailers to move quickly in an evolving digital landscape. Consumers are continuing to adapt to life amid COVID-19, as convenience and value overtake pandemic concerns as drivers for online shopping. In the years ahead, ecommerce will grow to comprise a higher ...

#### Direct-to-consumer Retailing - US

“The line between direct-to-consumer brand and traditional brand is becoming blurrier as more traditional brands shift toward the DTC model to a greater degree. This – combined with more brands entering the marketplace in general – means that DTC brands have their work cut out for them in order to ...

### April 2022

#### Beauty Influencers - US

“The beauty industry as a whole has weathered the COVID-19 storm, and beauty influencers welcomed new audiences. Previously a young (wo)man’s game, the expanding reach of influencers in the space leaves room for creators that appeal to a more diverse array of users, including men, consumers age 45+ and ...

### March 2022

#### Social Commerce - US

“Social commerce is the next evolution of ecommerce. As with the adoption of online shopping, it will take time for consumers to become comfortable purchasing items via social media and even more time for them to do so on any kind of regular basis. Social commerce will in no way ...

**February 2022****State of Retail & eCommerce - US**

"The industry remains resilient in the face of ongoing challenges that include not only the lingering pandemic, but also inventory issues due to supply chain disruption, staffing shortages and the rising cost of goods and services – all issues that will lead to more consumer shopping behavioral shifts. Retailers must ...

**January 2022****Online Product Discovery: Beauty and Personal Care - US**

"How consumers discover and engage with new products continues to evolve. Digital channels and tools have become essential to the modern consumer journey. Moving forward, curated content and product assortments, together with features that offer ease and control will be critical in driving discovery for beauty and personal care products ...

**Consumers and the Economic Outlook - US**

"Despite yet another COVID-19 variant, the US economy ended 2021 in good shape, with rising consumer confidence and unemployment rates that fell to a pandemic-era low. Alongside the strong economic gains, consumers' financial situations also continued to improve, with most remaining optimistic about their finances going into 2022. As the ...