

May 2022**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 ...

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 ...

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 ...

Upcoming Reports

Online Beauty Retailing - US - 2022

Sustainability and Online Shopping - US - 2022

Gen Z Online Shopping Habits - US - 2022

Alcoholic Beverages Online - US - 2022

Online Apparel Retailing - US - 2022

Consumers and the Economic Outlook - US - Summer 2022

Role of Tech in eCommerce - US - 2022

Restaurant Takeout and Delivery - US - 2022

Online Discovery Process in Food & Drink - US - 2022

eCommerce TBD - US - 2022

Subscription Services - US - 2022

Digital Advertising - US - 2022

Return Process in Online Shopping - US - 2022

Path to Online Purchase - US - 2022

Online Shopping for the Home - US - 2022