

## January 2021

### **Evolving eCommerce: Vitamins, Minerals & Supplements: Incl Impact of COVID-19 - US**

“The VMS ecommerce market is benefiting in a number of ways in 2020. The overall VMS market has been on a steady upward trajectory for many years, and consumer reliance on these products to support both physical and mental health makes them even more valuable as the COVID-19 pandemic continues ...

### **Impacting eCommerce: Social Media & Product Reviews: Incl Impact of COVID-19 - US**

“As consumers continue to shop more online, the importance and role of social media and product reviews will continue to increase. Even as consumers slowly return to in-store shopping, both social media and product reviews will influence the path to purchase and guide consumers’ decisions – regardless of whether the ...

## December 2020

### **The Future of eCommerce: Emerging Technologies: Incl Impact of COVID-19 - US**

“In light of COVID-19, tech adoption accelerated nearly five years, meaning consumers and brands are more actively using available technologies and will continue to do so moving forward. Once nice-to-have tech options such as AR, digital showrooms and virtual consultations are now becoming must-haves for consumers across generations. Emerging tech ...

### **Evolving eCommerce: Beauty Retailing: Incl Impact of COVID-19 - US**

“Disruptions to consumers’ lifestyles caused by the pandemic, combined with the recession, have created challenges for the beauty industry. Consumers are re-evaluating their beauty needs and limiting nonessential spending overall. While the total beauty category will continue facing challenges, the online channel represents growth opportunities for the market. Features such ...

### **Evolving eCommerce: Subscription Services: Incl Impact of COVID-19 - US**

“The number of different subscription services available is currently outpacing the amount of interested consumers at this point. The subscription market is slated to continue growing, especially as consumers spend more time at home amid COVID-19 and see the benefits of having goods delivered to their doorstep. However, they need ...

## November 2020

### **Evolving eCommerce: Shopping on Social: Incl Impact of COVID-19 - US**

“Prior to COVID-19, the ecommerce ecosystem was continuing its ongoing evolution. This included incorporating the latest technologies and platforms that streamlined the shopping process for consumers – including the continued adoption of social commerce capabilities. In light of the pandemic, these efforts have been accelerated as consumers’ shopping behaviors shift ...

## October 2020

### **Evolving eCommerce: Alcoholic Beverages: Incl Impact of COVID-19 - US**

“The pandemic resulted in the rapid adoption of online alcohol delivery services as consumers chose to avoid shopping in-store. While online alcohol retailers enjoyed unanticipated success, they face the challenge of retaining customers during a recession when consumers are extra-sensitive to fees associated with online shopping. Online alcohol beverage services ...

### **Impacting eCommerce: Shipping & Delivery: Incl Impact of COVID-19 - US**

“Consumers have had to accept delays in shipments due to COVID-19, as retailers both focused on fulfilling orders of essential items, as well as struggled to keep up with the influx in demand. However, consumers will expect delivery services to resume to pre-pandemic timing as the country further moves into ...

### **Changing Retail Landscape: Incl Impact of COVID-19 - US**

“COVID-19 is wreaking havoc on the retail industry and economy at large and will continue to force permanent change. Retailers will approach change in phases, remaining nimble enough to accommodate a constantly fluid environment while COVID-19 persists, while at the same time looking ahead to strategically plan for and invest ...

## September 2020

### **Digital Advertising: Incl Impact of COVID-19 - US**

“There is an industry adage that says, “In good times you want to advertise, in bad times you must advertise.” Following the downturn in economic activity due to COVID-19, an effective digital advertising presence will be necessary for businesses both big and small to drive awareness and growth moving ...

### **Consumers and the Economic Outlook: Incl Impact of COVID-19 - US**

“The unpredictable pace of the spread of COVID-19 is worrying, but consumers have remained optimistic about their finances throughout this pandemic and the subsequent recession. Time will tell how deeply consumer finances will be affected, but right now, consumers are most definitely holding out hope for themselves, while their confidence ...

**Evolving eCommerce: Apparel Retailing: Incl Impact of COVID-19 - US**

“Online apparel sales have grown as consumers become more comfortable with the process of buying without first seeing in-person. COVID-19 has accelerated this behavior, as many consumers have shifted to shopping online. At the same time, the pandemic has resulted in limited and prioritized spending and fewer reasons to buy ...

**eCommerce Behaviors: Understanding the Consumer Journey: Incl Impact of COVID-19 - US**

“The online consumer journey is not always a linear path, as consumers are often on a fluid journey between discovery, research, purchasing and re-buying. Consumers want to be able to seamlessly transition between shopping across online and offline channels, based on their needs and preferences. As COVID-19 has caused an ...

**August 2020****Evolving eCommerce: Household Care: Incl Impact of COVID-19 - US**

“For years, ecommerce has been the retail sector’s growth engine. Online retailers have significantly outpaced their brick and mortar peers, and the COVID-19 pandemic has further accelerated that growth disparity. When we consider this in tandem with recent and forthcoming technology changes that will make online shopping faster, more convenient ...

**Restaurant Takeout and Delivery: Incl Impact of COVID-19 - US**

“Virtually all restaurants became takeout and delivery providers overnight as a result of COVID-19, and the ones that had made prior investments in off-premise business are unsurprisingly weathering the storm the best thus far. Restaurants of all types must continue to invest in takeout and delivery services as consumer behaviors ...

**eCommerce Behaviors: Gen Z vs Millennials: Incl Impact of COVID-19 - US**

“Gen Z and Millennials are similar in many ways: they are digital natives who enjoy the online experience; they expect brands to leverage technologies to meet their specific needs; they hold brands accountable for their actions. Online, Gen Z and Millennials prioritize different value-added offerings from brands as they navigate ...

**July 2020****Evolving eCommerce: Grocery Retailing: Incl Impact of COVID-19 - US**

“The rush to online shopping amid the pandemic is boosting the already solid growth of grocery ecommerce. While some shoppers who shifted more of their grocery dollars online to minimize exposure to the virus will be

**The Impact of COVID-19 on Retail and Ecommerce - US**

“While COVID-19 has wreaked havoc on the retail industry and economy at large, retailers can still look for – and capitalize on – opportunities to connect with their current customers or welcome new ones. There are a

eager to get back to the store as a way to regain a sense  
...

number of factors consumers will be looking for from  
retailers and brands now ...

### **Evolving eCommerce: Furniture Retailing: Incl Impact of COVID-19 - US**

"The online furniture market will continue to see positive sales, albeit at a slower pace than expected due to COVID-19. Sales of home office furniture will spike as many consumers shift to working from home. As unemployment rises and the housing market slows down, many larger furniture purchases will be ...

## June 2020

### **Impacting eCommerce: The Amazon Effect: Incl Impact of COVID-19 - US**

"Amazon is powerful and influential. But it's also rather universally respected and trusted, and there can be a big difference between having power and garnering respect. As a leader, Amazon comes under scrutiny often, but overall, consumers are supportive, trusting, and even grateful, seeing it as an essential part of ...

## February 2020

### **Evolving eCommerce: Direct to Consumer Retailing - US**

"The direct-to-consumer market disrupted many CPG categories and left big brands scrambling to change their tone. DTC companies did and continue to do a phenomenal job of giving their brands personalities and purpose. As they look to expand, though, these brands will find themselves leveraging more traditional marketing and retail ...

### **Beauty Influencers - US**

"Beauty influencers and the power of social media continue to shape the beauty industry. While influencer collaborations with brands continue to resonate with consumers, issues surrounding trust and credibility could signal future challenges. To alleviate these concerns, brands and influencers must adopt a more realistic and relatable approach to the ...

## January 2020

### **The State of the eCommerce Industry - US**

"The ecommerce market continues to expand thanks to new technological developments that create a seamless

### **Consumers and the Economic Outlook - US**

"The majority of consumers consider their finances to be healthy, and views of the future seem to be positive as



## eCommerce - USA

and convenient shopping option. As consumers blend their shopping journey between online and offline actions, even online retailers need to be present in physical stores in some way. eCommerce offers retailers ways to connect with ...

well. Consumers are saving for the future, but are still willing to treat themselves."

**- Jennifer White Boehm, Associate Director -  
Financial Services & Auto**