

## January 2022

### Evolutions in eCommerce - US

“The pandemic has permanently changed how consumers interact with technology, with the lines between physical and virtual spaces becoming increasingly blurred. The continued reliance on technology and the escalation in online shopping activity has driven innovation and the advancement of newer forms such as augmented and virtual reality and digital-only ...

### Online Experiential Retailing - US

“To attract consumers, encourage engagement and drive sales; multichannel and pure play retailers must reimagine their customer experience offering in an online setting. Critical underpinnings of a successful online experience are choice and flexibility. Let consumers try products before they buy them, choose when and how they collect and/or ...

## December 2021

### Sustainability Behaviors in Online Shopping - US

“Sustainability is an issue many consumers, brands and retailers are focused on, and all parties want to leave a positive impact for generations to come. The significant increase in ecommerce has led to a rise in packaging and delivery materials, waste and emissions from delivery vehicles. As ecommerce continues to ...

### Online Marketplaces - US

“At their best, online marketplaces promise consumers an ideal combination of broad selection from a wide range of merchants with the convenience and reassurance of purchasing from a large, established retailer. However, achieving this ideal balance isn't easy – especially if you aren't Amazon. As the category matures – with ...

## November 2021

### Online Beauty Retailing - US

“The pandemic has impacted consumers' lifestyles resulting in altered beauty routines and shifts in shopping behaviors. The in-store experience continues to be challenged – consumers are now shopping and engaging online as a choice instead of what initially was a need. Moving forward, the consumer journey will be more blended ...

## September 2021

### Digital Advertising - US

“In a world where digital behaviors and digital media consumption increased post COVID-19, it has never been more important for brands to have a strong, comprehensive, efficient digital marketing strategy for success in the marketplace. Digital activities are on the rise across the board, and brands that do not leverage ...

### Alcoholic Beverages Online - US

“While in-store alcohol shopping continues to dominate, online channels made huge gains from 2019-21, nearly doubling adoption to 41% of alcohol shoppers, including one in 10 who shop online mostly or exclusively. 40% of online shoppers did so for the first time due to the pandemic, and while waning safety ...

## Online Apparel Retailing (Men's & Women's) - US

“Consumers were shopping for clothing online prior to COVID-19; however, the pandemic accelerated this behavior and adoption for many. The convenience and overall enjoyable experience will keep consumers shopping for clothes online moving forward. Brands and retailers will need to emphasize their elevated experience which should include digital tools for ...

### August 2021

## Older Generations: Online Shopping Behaviors - US

“Older consumers are increasingly adopting online shopping practices across categories. They are savvier than some might credit them, desiring to use ecommerce not only for health and safety but for convenience and an enjoyable experience as well. As a result, many will continue shopping online even as COVID-19 becomes less ...

### July 2021

## Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

## Millennials: Online Shopping Behaviors - US

“Comprising nearly 25% of the population with over \$1 trillion in spending power, Millennials are a powerful and savvy group of shoppers. They want streamlined and convenient shopping experiences with ways to add in personalized offerings as they shop online. Moving forward, online channels will continue to be instrumental in ...

### June 2021

## State of Retail & eCommerce: Impact of COVID-19 One Year Later - US

“Most signs are pointing to the worst of the pandemic being in the past, with pent-up demand for normalcy and renewed optimism poised to drive the industry forward. More than a year after the onset of COVID-19, the retail industry has emerged to be in a place of strength. New ...

## Online Electronics Retailing - US

“The pandemic has created new and increased needs for electronics in consumers' lives. Moving forward, consumers' relationship with electronics will only become more interconnected – leading to sustained category growth in the years ahead. Even as COVID-19 becomes less of a threat, online channels will continue to play a key ...

### Restaurant Takeout and Delivery - US

“Takeout and delivery programs and services have become integral to restaurants as they work to find ways to adapt to the changes accelerated by the pandemic: in consumer needs and preferences and in how brands approach business operations. Brands with established delivery and takeout programs and third-party partnerships benefited from ...

### May 2021

### Online Shopping for the Home - US

“The pandemic accelerated the adoption of ecommerce and the use of digital tools as part of the shopping experience across categories. It also caused many consumers’ lifestyles to be centered around the home. As a result, consumers gained a newfound respect for their living spaces – which will continue to ...

### April 2021

### Gen Z: Online Shopping Behaviors - US

“Generation Z is a large, and growing, consumer group looking to wield their spending power to make change. With already over \$140 billion in spending capabilities, Gen Z is a generation that knows what it wants and isn’t afraid to tell brands and retailers how to meet their needs. Diversity ...

### March 2021

### Key Elements of eCommerce - US

“As consumers continue to do more shopping online, each of the key elements of ecommerce will play increasingly larger roles. These elements construct an elevated and enjoyable experience for consumers, helping them find products fit for their needs and feel connected to brands as they shop online. Brands can leverage ...

### Online Grocery Retailing - US

“While some new online grocery shoppers will revert back to stores, conversion will stick for many as in-store safety concerns linger and newfound purchase habits become routines. Leading retailers will continue to invest more in infrastructure improvements including tools and technology, fulfillment space and personnel, and this will give consumers ...

### Beauty Influencers - US

“COVID-19 has accelerated the divide of the social media landscape. With consumers spending more time at home and online, engagement across social media platforms has increased and the role of beauty influencers has never been stronger. However, the highly sensitized events over the past year has seen more influencer and ...

### Footwear Online Retailing - US

“Despite declines experienced in the total footwear market because of the pandemic, the category will rebound quickly, especially online. Consumers who shifted their shopping online during the pandemic will stay, for the convenience as well as out of enjoyment. Looking ahead, brands and retailers can embrace culture, sustainability and technology ...

### Consumers and the Economic Outlook - US

“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...



**January 2021**

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

“The DTC landscape continues to evolve as both new and mainstream brands enter the playing field. What once conjured up images of small start-ups looking to disrupt their industries, the term DTC has evolved to include a variety of brands bringing their products and an elevated shopping experience to consumers ...