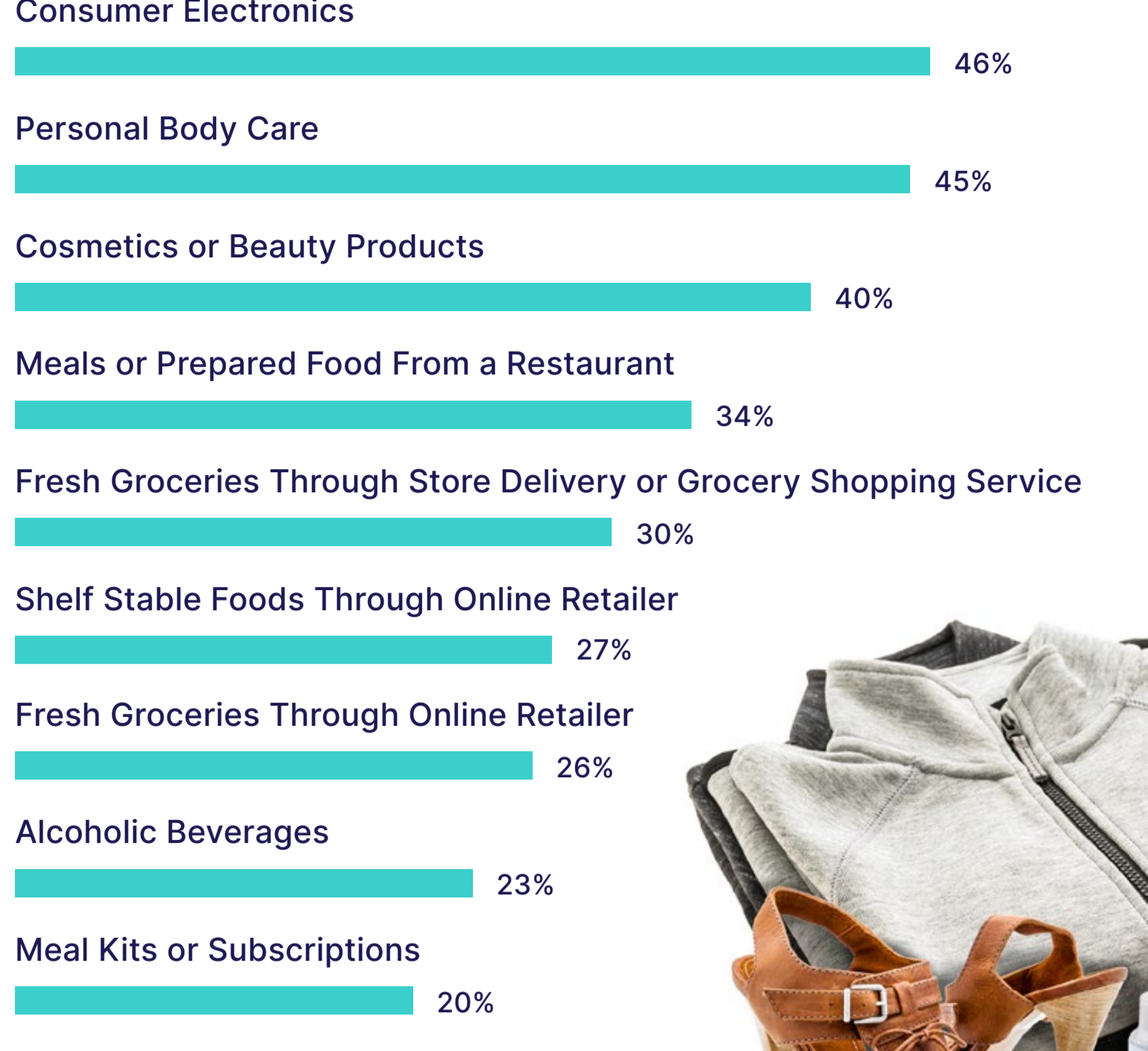


The State of eCommerce

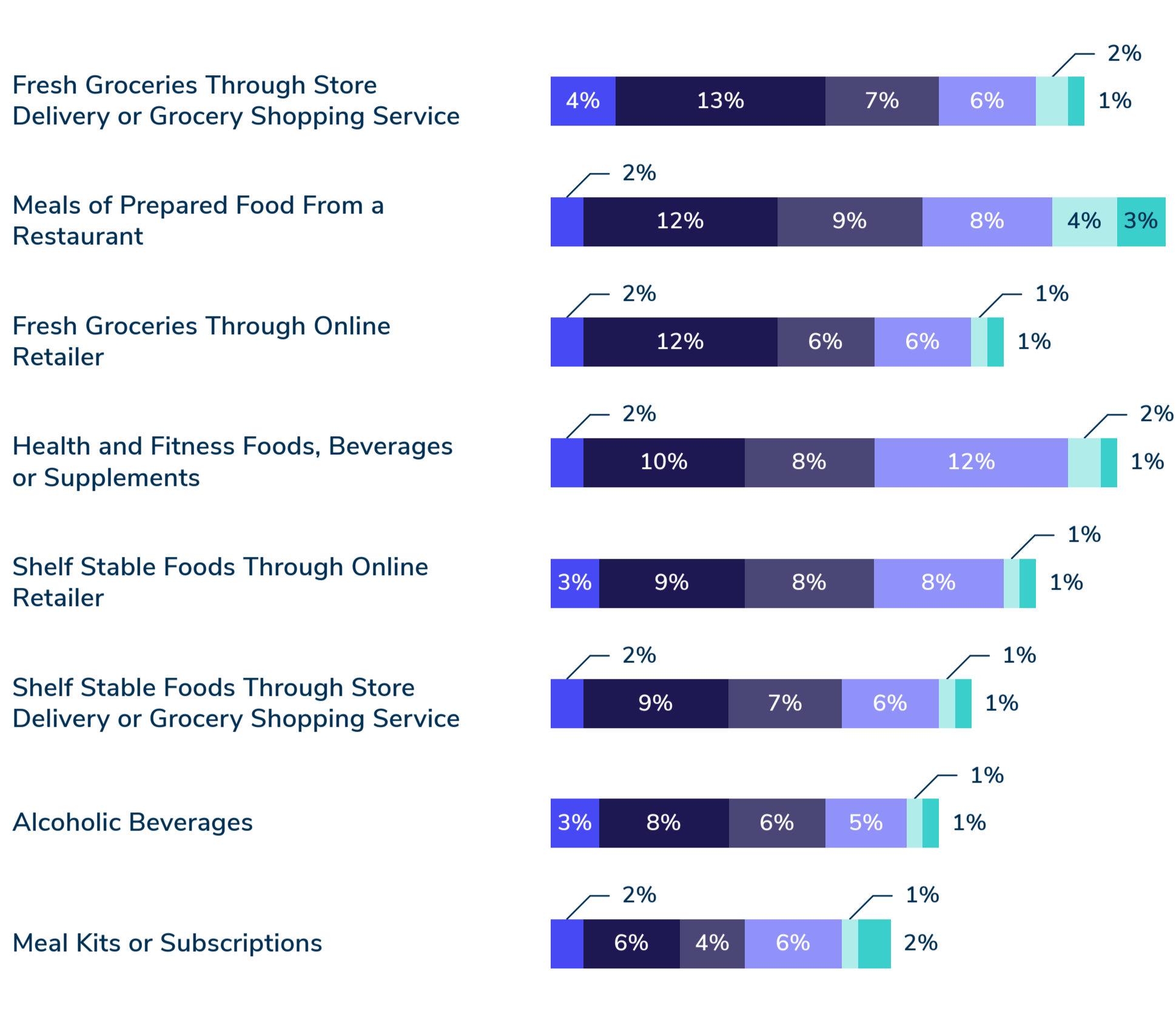
How consumers shopped online in 2020.

What Types of Products Did Consumers Shop for Online?



However, Online Shoppers Focused More on Food and Alcohol as the Coronavirus Pandemic Continues.

Legend: First Time, Increased a Lot, Increased a Little, Stayed the Same, Decreased a Little, Decreased a Lot



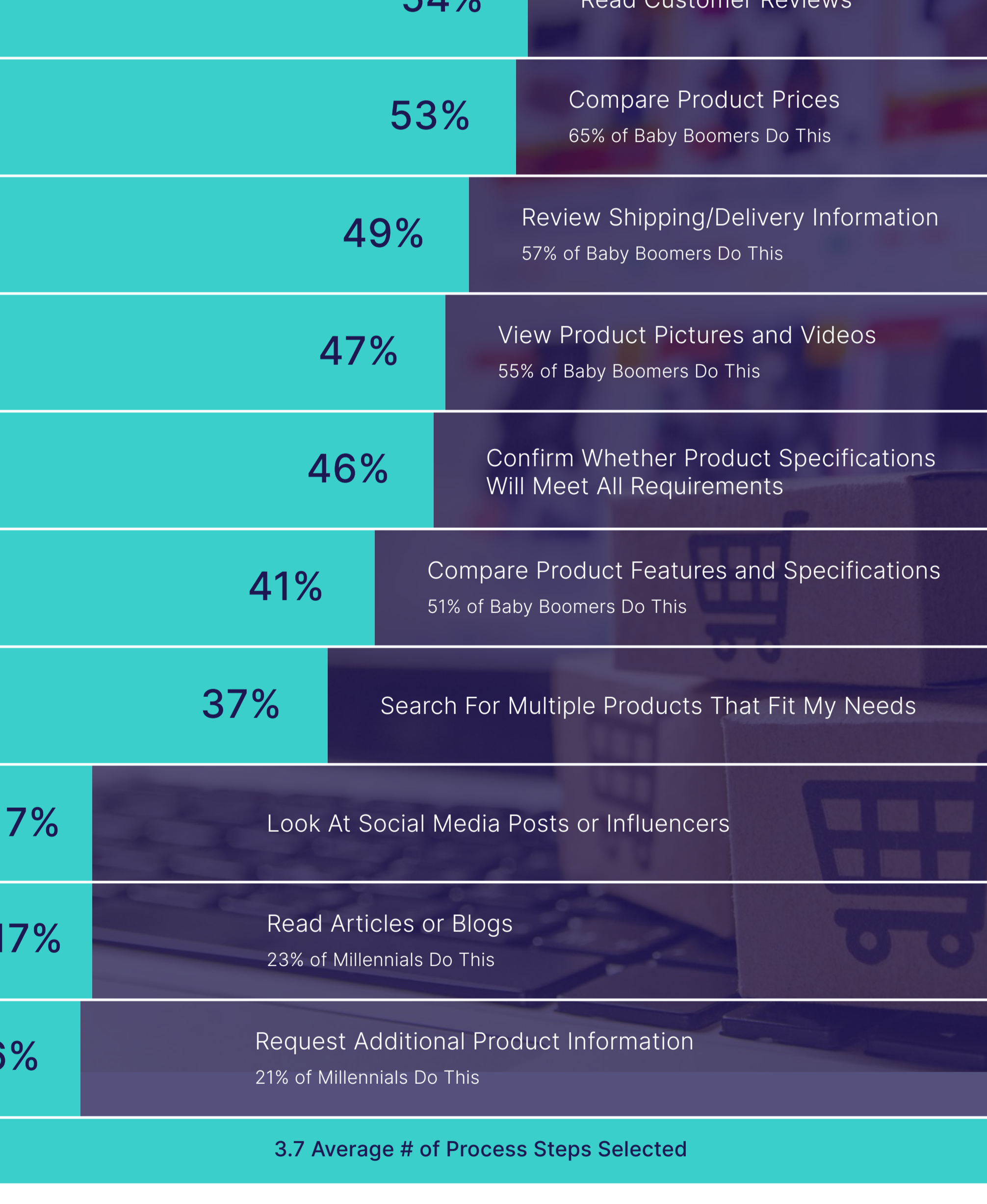
The Ability to Shop 24/7 was the Biggest Driver of Online Shopping



What Prevents Consumers from Shopping Online?



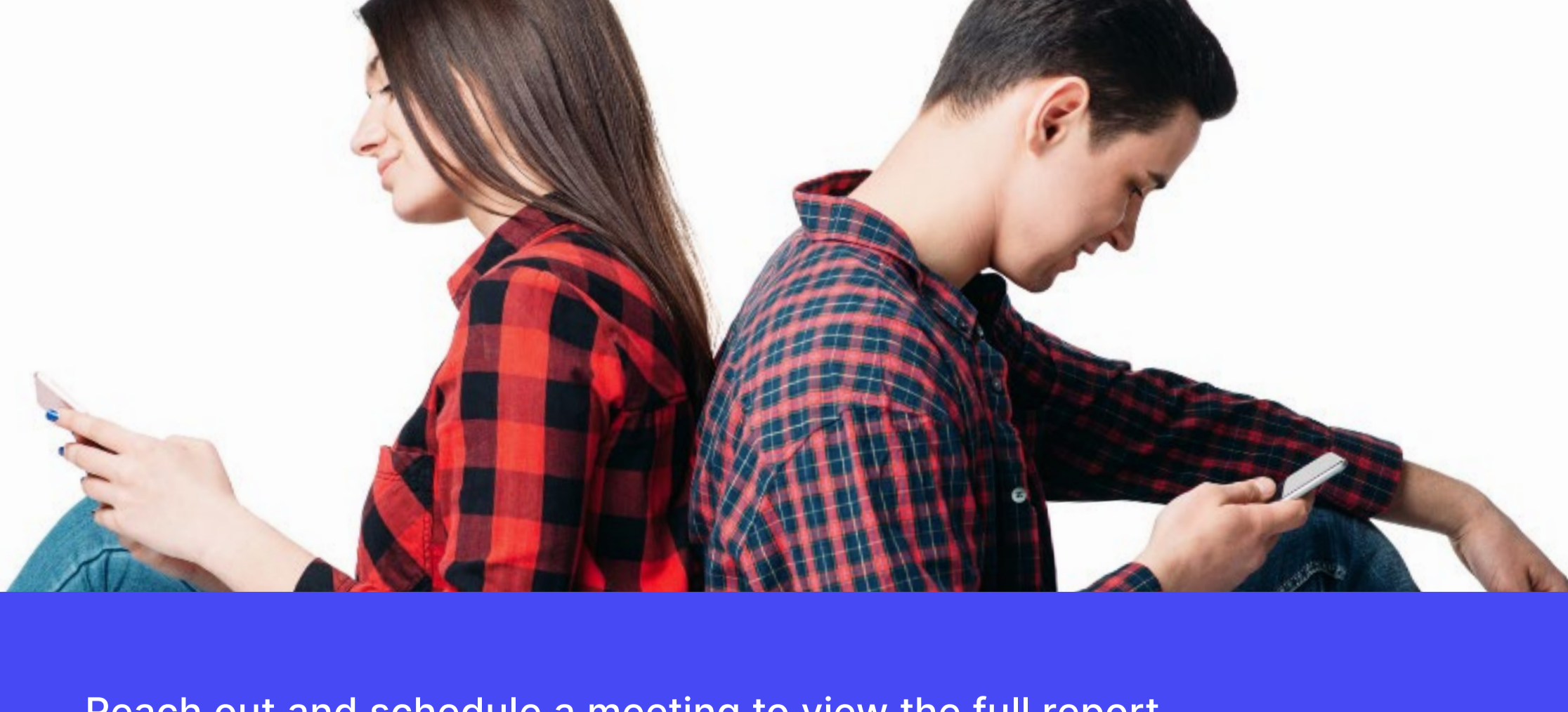
The eCommerce Shopping Journey Involves Several Steps



3.7 Average # of Process Steps Selected

Notable Differences Between Genders When Online Shopping

- | | |
|--|--|
| <h3>Female Online Purchasers</h3> <ul style="list-style-type: none"> Shop online for the convenience and being able to shop anytime without having to go to stores. Are more likely to stick with one site and compare less across different websites Are attracted by coupons/discount offers and free delivery. Are more willing to walk away from a purchase if they don't like the shipping options. | <h3>Male Online Purchasers</h3> <ul style="list-style-type: none"> Like the options and variety of eCommerce. Commonly research and compare products across various sources. Are more flexible and creative to get free delivery and are familiar with different payment options. Make things work for them and are less likely to walk away from an online purchase if something doesn't go as planned. |
|--|--|



Reach out and schedule a meeting to view the full report, category-specific insights, and our key takeaways on how brands should plan their eCommerce strategy going forward.

CONTACT US

Study Details
Online Interviews // 3,900 Respondents // Sample Balanced By Gender, Age, Region and Income

