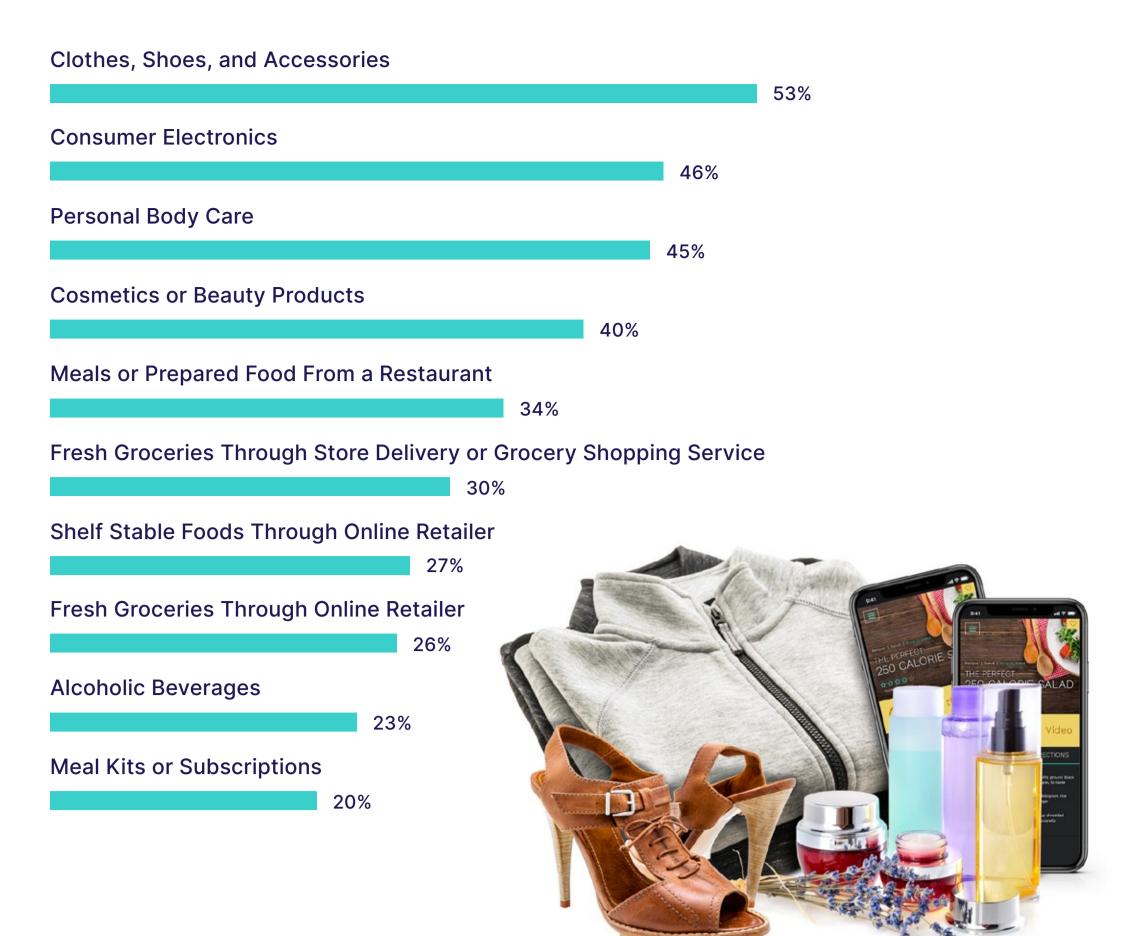
GutCheck The State of eCommerce

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.

First Time

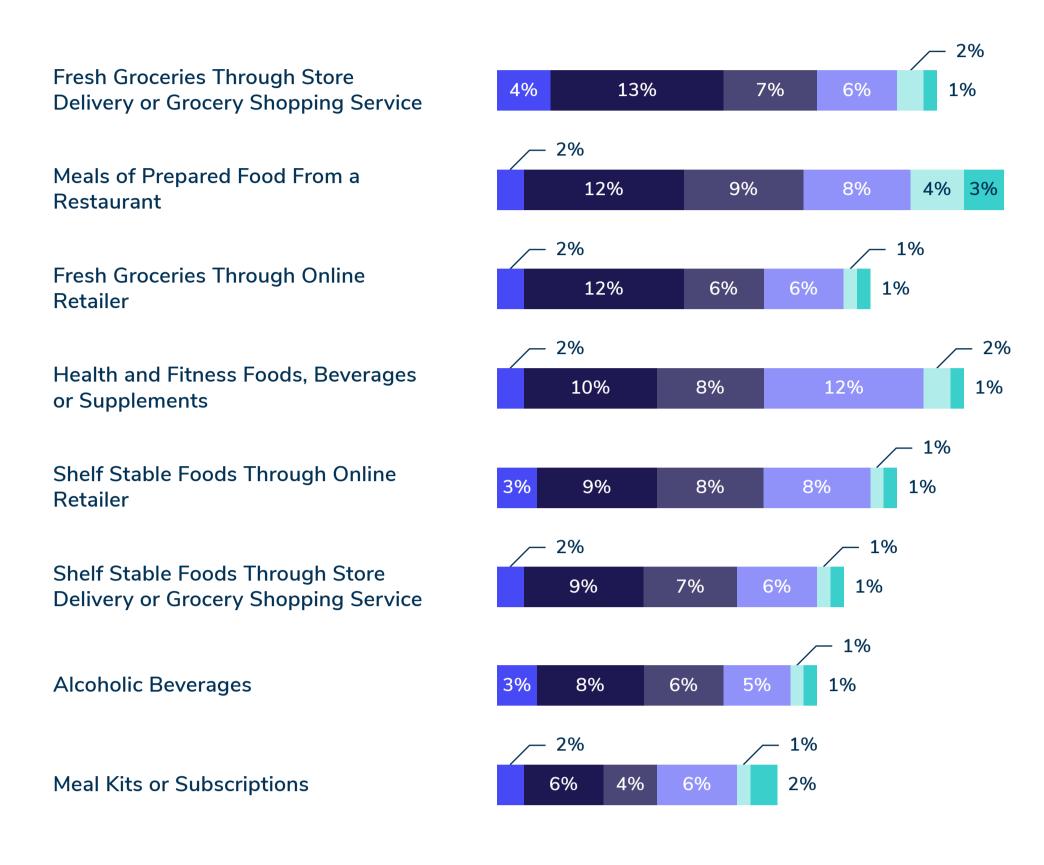
Increased a Lot

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?40%S
40%54%50%27%

Shipping Costs





Don't Know Whether Products WIII Work, Fit, Meet Your Expectations



Returns Can Be Complicated

43%



Problems with Shipping, Delivery Delays

40%	Security Concerns, Is Information Secure? Is the Website Legit?	
27%	No Support of Local Business	
20%	Too Many Choices, Hard To Decide	
20%	Websites/Apps Can Be Difficult To Navigate	
18%	Negative Environmental Impact of Packaging and Shipping	

The eCommerce Shopping Journey Involves Several Steps

54%		% Read Customer Reviews		
53%		Compare Product Prices 65% of Baby Boomers Do This		
	49%		Review Shipping/Delivery Information 57% of Baby Boomers Do This	
47%		,)	View Product Pictures and Videos 55% of Baby Boomers Do This	
46%			Confirm Whether Product Specifications Will Meet All Requirements	
41% Compare Product Features and Specifications 51% of Baby Boomers Do This				
37% Search For Multiple Products That Fit My Needs				
17%	Look At Social Media Posts or Influencers			
17%	Read Articles or Blogs 23% of Millennials Do This			

3.7 Average # of Process Steps Selected

Notable Differences Between Genders When Online Shopping

Female Online Purchasers

- 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.

Male Online Purchasers

- 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 2020 eCommerce Report

GutCheck



About GutCheck

We pioneered agile audience intelligence to provide clients with multi-layered, actionable insights that enable them to accelerate time to market and compete with disruptive brands that steal share. Our technology-enabled solutions and experts use a connected data approach to deeply profile specific audiences, helping clients activate successful consumer-centric strategies. For more information visit: gutcheckit.com

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