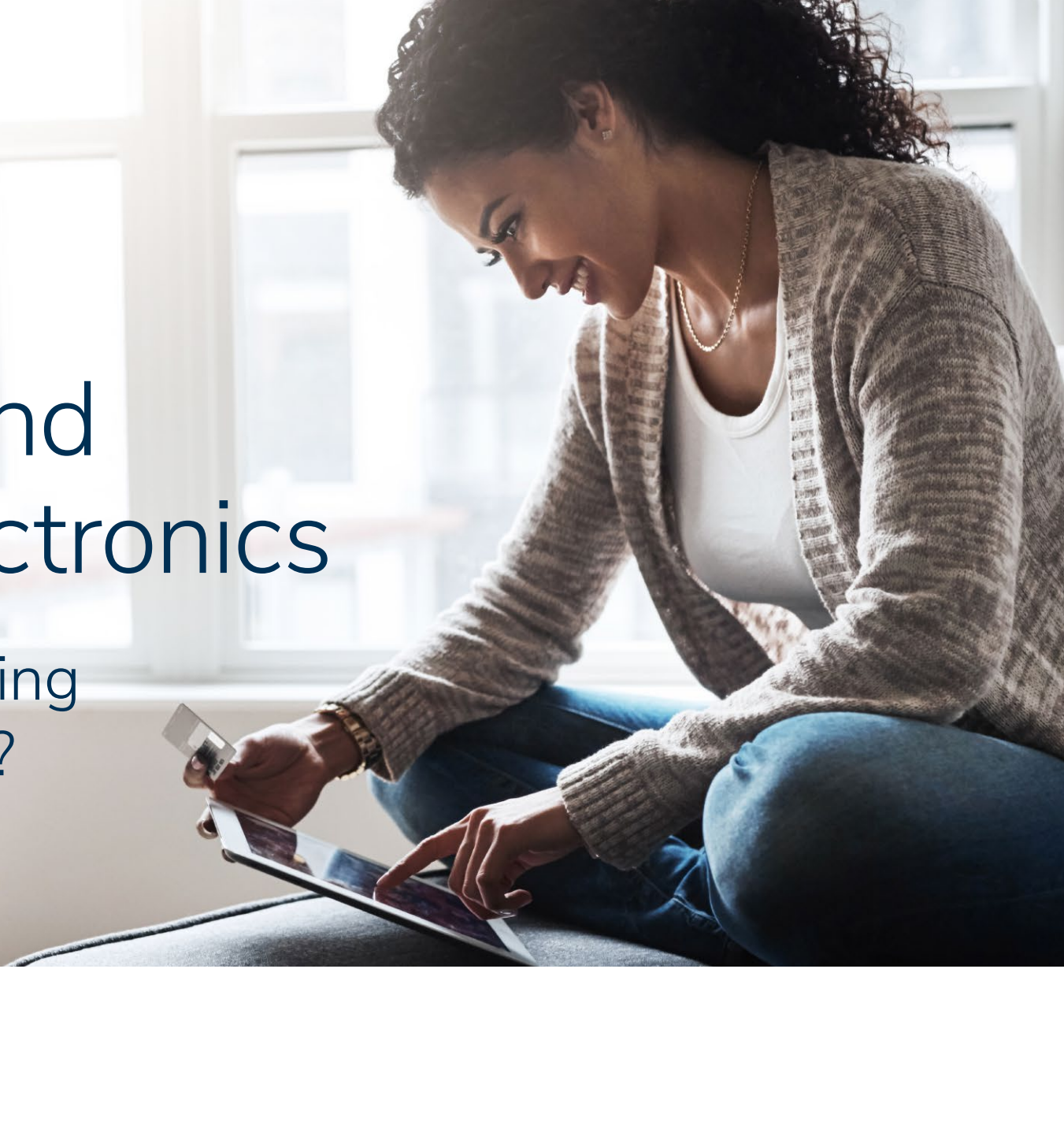


eCommerce and Consumer Electronics

How are people shopping for electronics in 2020?



Purchasing Electronics Online is Quite Common and Was Already Well Established Prior to the COVID-19 Pandemic.

Online Preference – Electronics

Electronics Online Purchasers (Past 6 Months)

Over 90% Most of My Electronics Purchases Are Online



76% to 90% Purchases Are Online



50% to 75% Purchases Are Online



25% to 50% Purchases Are Online



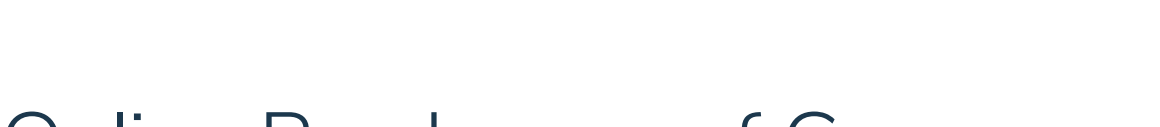
10% to 25% Purchases Are Online



Less Than 10% Purchases Are Online



I've Only Purchased Electronics Once or Twice Online



37%

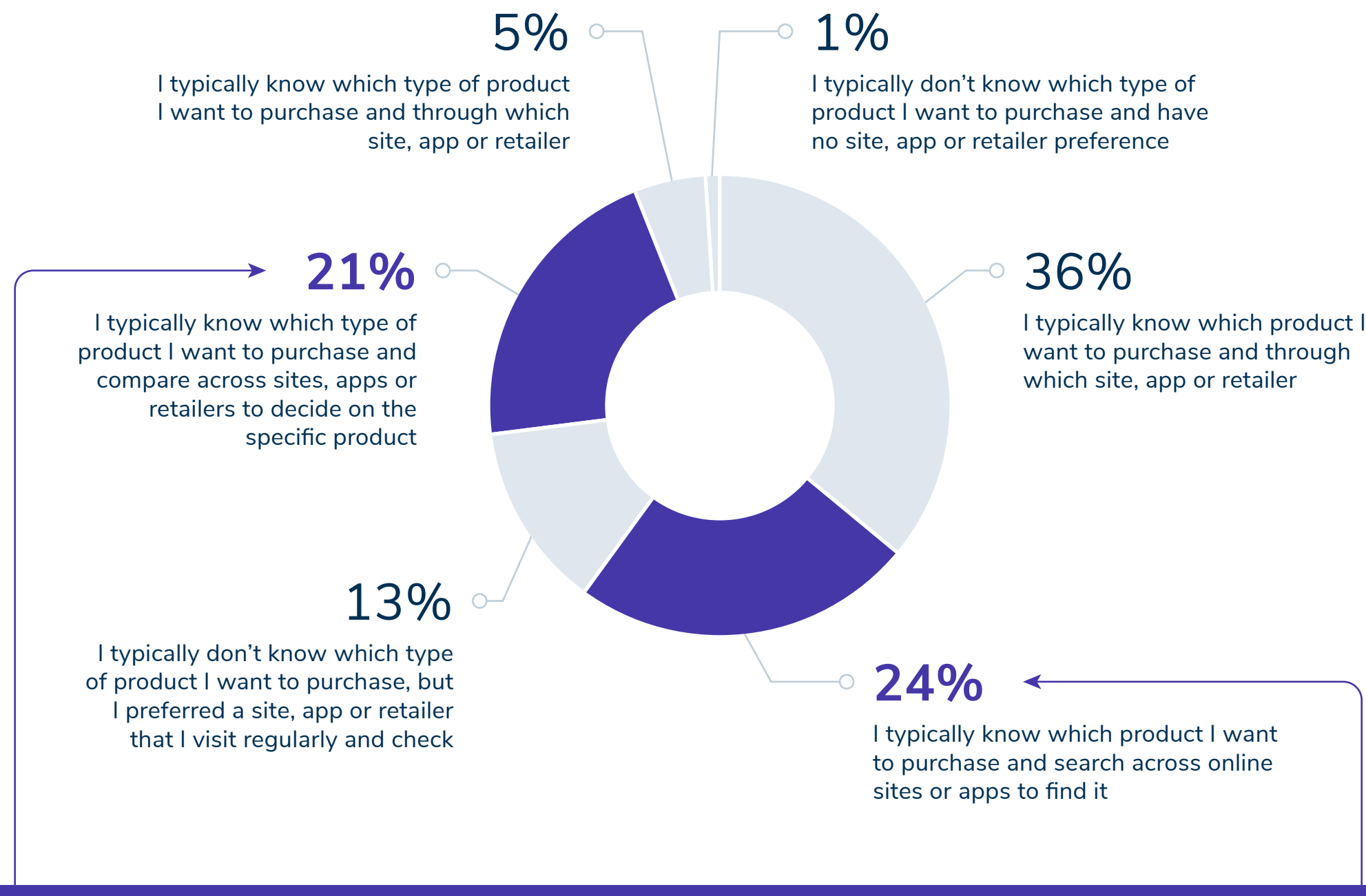
Ordered Online More Than Half The Time



Online Purchasers of Consumer Electronics Are More Likely to Search and Compare Across Websites Than They Are with Other Product Categories.

Shopping Approach

Electronics Online Purchasers (Past 6 Months)

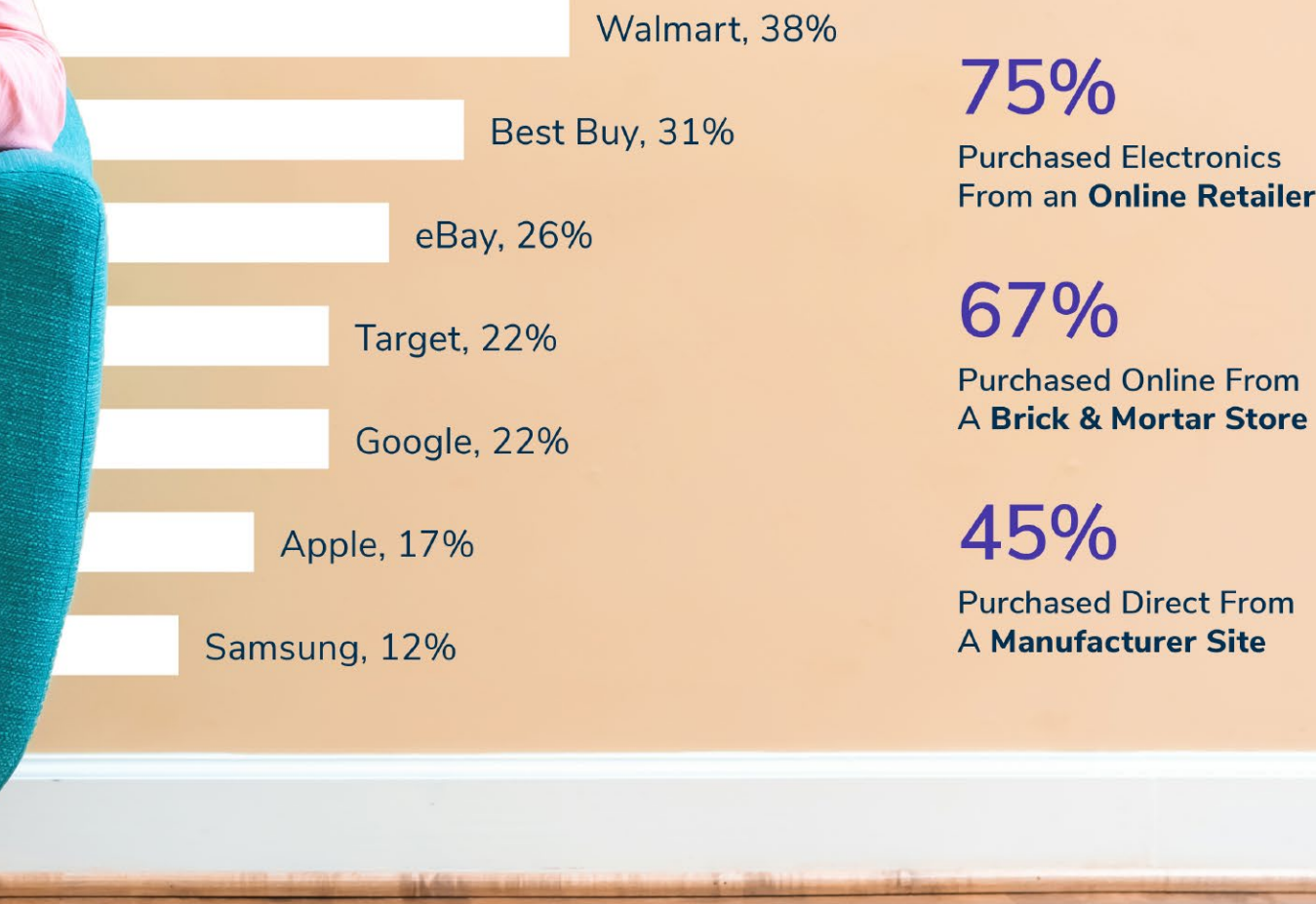


45% of Online Purchasers Are Researching Across Online Sites

Amazon is, Overwhelmingly, the Most Popular Website For Purchasing Electronics Online.

Where Electronics Were Purchased Online

Electronics Online Purchasers (Past 6 Months)



75%

Purchased Electronics From an Online Retailer

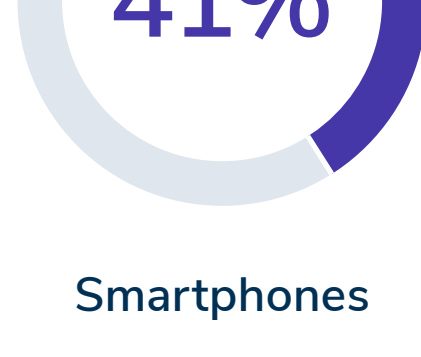
67%

Purchased Online From A Brick & Mortar Store

45%

Purchased Direct From A Manufacturer Site

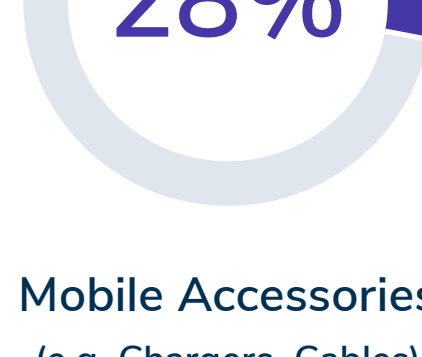
Smartphones and Smartphone Accessories Are the Most Popular Electronics Purchased.



Smartphones



Headphones or Headsets (e.g. Earpods)



Mobile Accessories (e.g. Chargers, Cables)

26%

Personal Computers (e.g. Desktop or Laptop)

22%

TVs

21%

Game Consoles (e.g. Xbox, PlayStation, Nintendo)

20%

Tablet Devices

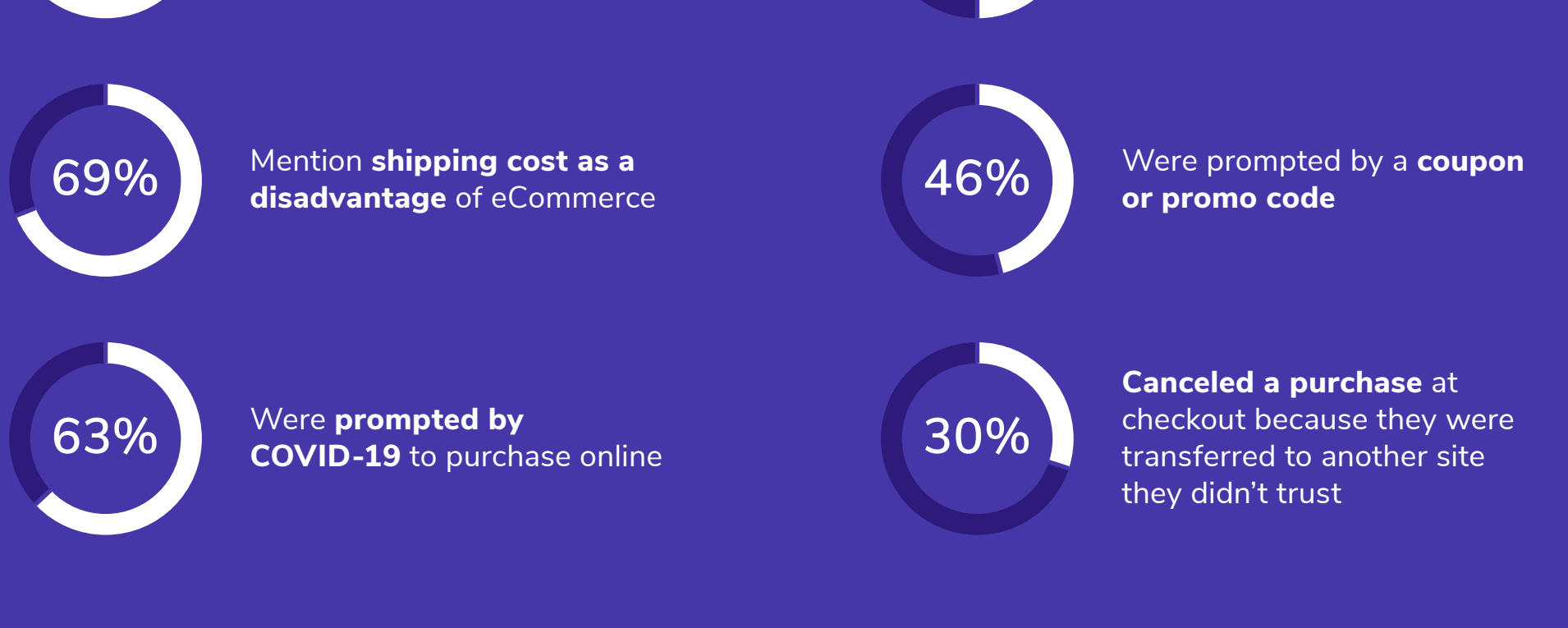
16%

Streaming Devices (e.g. Fire Stick, Roku)

3.2 Average Number of Electronics Categories Purchased

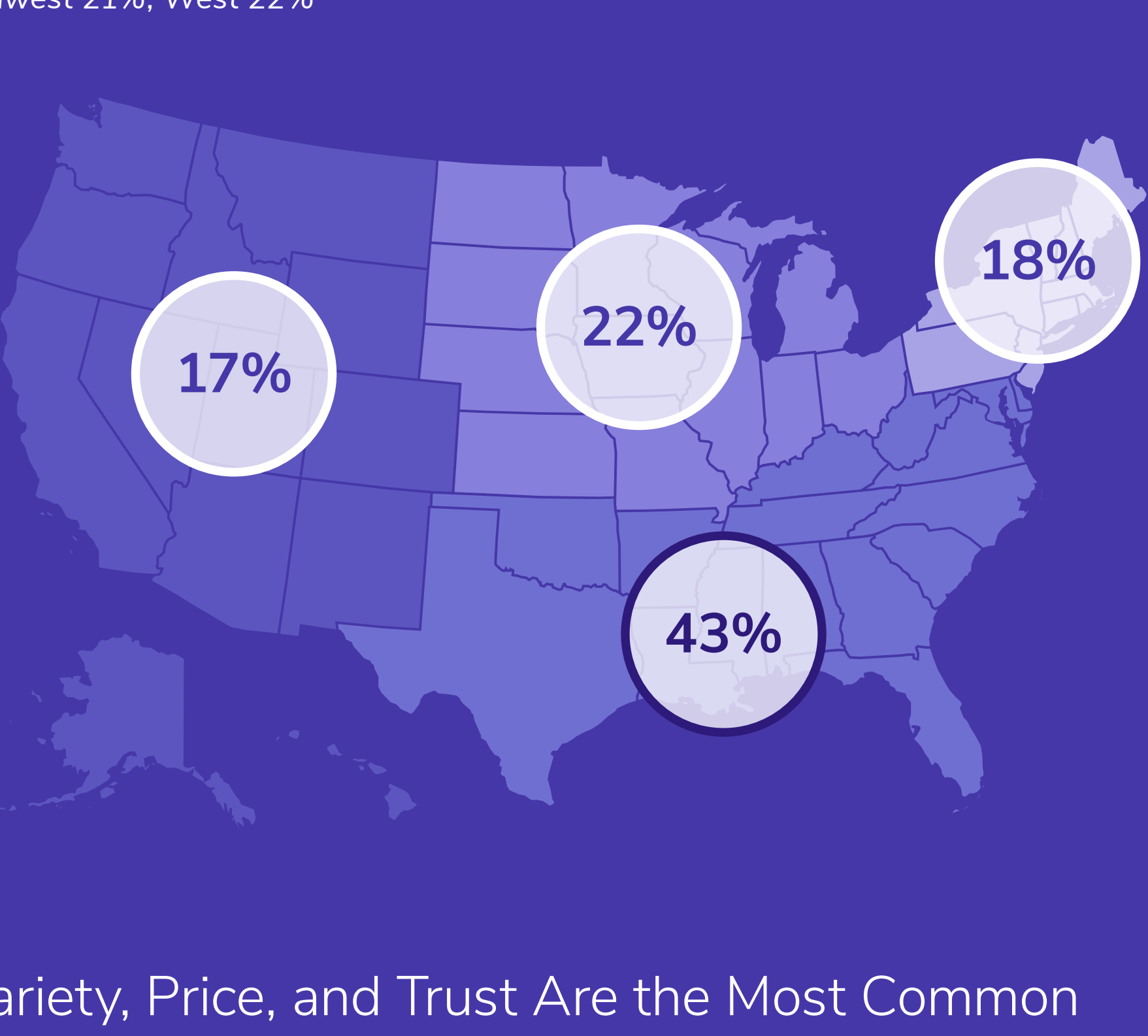


Online Electronics Purchasers Who Search Across Websites Differ From Those Who Know Which Site They Want to Purchase From.

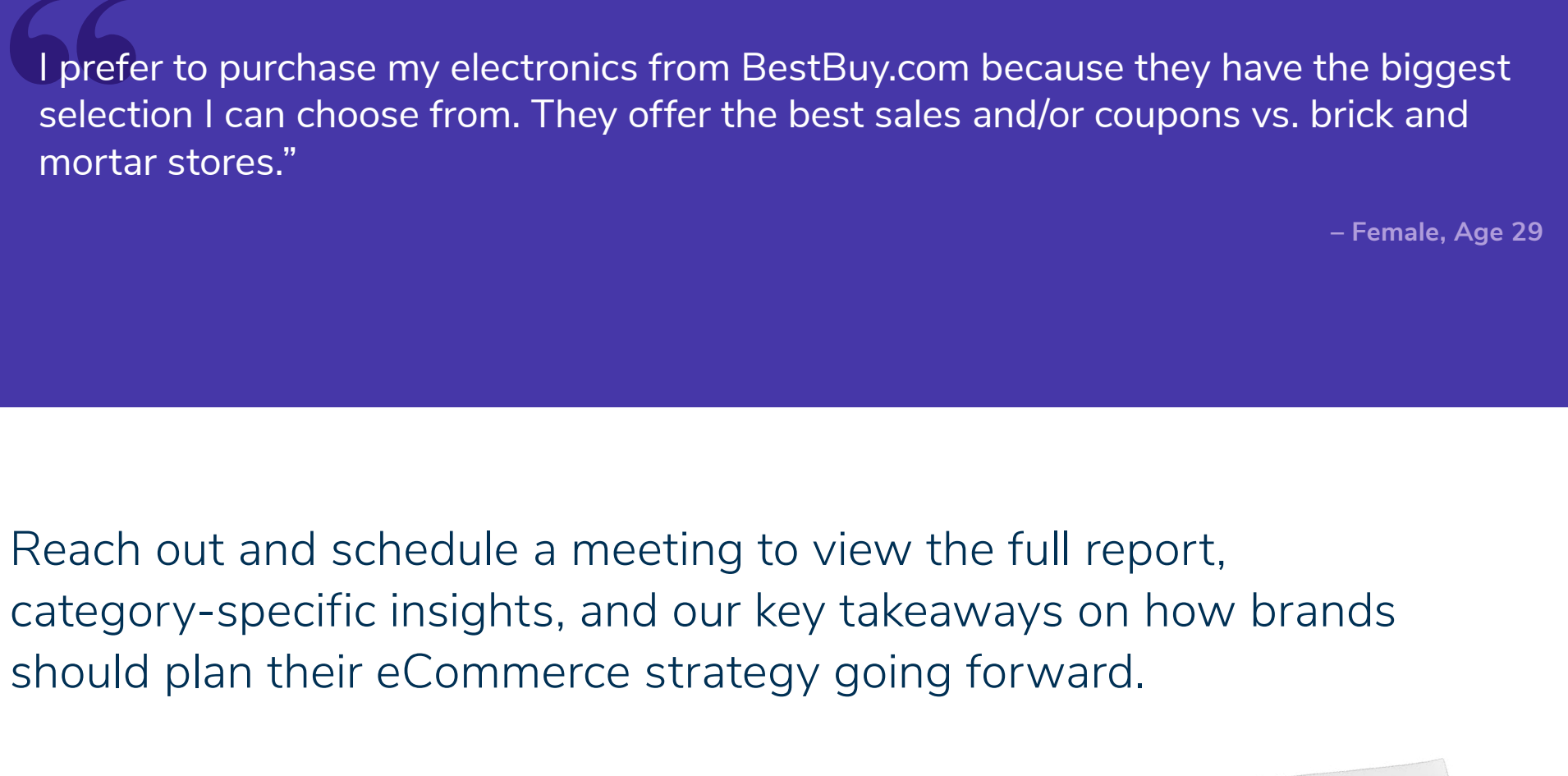


eCommerce Electronics Purchasers Are Representative of General Consumers, Although Purchasing is Heavier in the South.

General Consumer Breakdown by Region: Northeast 19%, South 37%, Midwest 21%, West 22%



Variety, Price, and Trust Are the Most Common Reasons For a Specific Website Preference When Purchasing Electronics Online.



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

