

July 2021

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 ...

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 ...

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 ...

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 ...

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 ...

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 ...