

## July 2022

### Online Shopping for the Home - US

“The demand for home goods is starting to soften after pandemic highs, as consumers start to shift spending out of the home, while dealing with challenges from increasing inflation. Brands and retailers must focus on delivering value in various forms to best appeal to shoppers. The online channel will remain ...

## May 2022

### Restaurant Takeout and Delivery - US

“Consumers are facing pandemic fatigue and are enthusiastically returning to dining out. Their interest in and usage of takeout/delivery offerings remains virtually unchanged but is set to grow even further. As technological and operational advancements strengthen off-premise offerings across the industry, operators will need to compete on delivering the ...

### Shopping for a Car Online - US

“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. As inventory challenges and rising prices persist, the adoption of online car shopping will continue and online car marketplaces must look to ...

### Online Grocery Retailing - US

“Rapid adoption of grocery ecommerce amid the pandemic required retailers to move quickly in an evolving digital landscape. Consumers are continuing to adapt to life amid COVID-19, as convenience and value overtake pandemic concerns as drivers for online shopping. In the years ahead, ecommerce will grow to comprise a higher ...

### Direct-to-consumer Retailing - US

“The line between direct-to-consumer brand and traditional brand is becoming blurrier as more traditional brands shift toward the DTC model to a greater degree. This – combined with more brands entering the marketplace in general – means that DTC brands have their work cut out for them in order to ...