

June 2023

Shipping, Delivery & Pickup - US

"During this time of economic turmoil, shoppers will be more focused on value than ever before. Retailers must be cautious about relying on free shipping to attract online shoppers as this perk can easily backfire. Instead, they will want to approach free shipping more strategically and offer consumers value beyond ...

Grocery Retailing: In-store and Online - US

"The grocery landscape is still in the midst of an evolution after the pandemic accelerated ecommerce and omnichannel shopping routines. Currently, savings are top of mind amid inflationary pressures and consumers are adapting by shifting toward more budget-conscious behaviors. In the longer term, consumers will be eager for a shopping ...

Gen X: Online Shopping Behaviors - US

"Often referred to as 'The Forgotten Generation,' Gen X is certainly a key demographic for brands and retailers to understand. Sandwiched between Millennials and Baby Boomers, Gen X is undergoing life changes as older children might be leaving the house for the first time, caring for aging parents and ...

Third-party Shopping Sites - US

"Third-party marketplaces are an essential part of the ecommerce landscape which continues to see growth year over year. Consumers gravitate toward these sites to find unique items and/or a price advantage. Trust remains a key factor in whether or not consumers will shop from a third-party site or seller ...